THE THEORY OF PLANNED BEHAVIOUR
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OUTLINE

- Theory of Planned Behaviour
- Dispositional Prediction of Human Behaviour
- Actions in Specific Contexts
- Predicting Behaviour
- Predicting Intentions
- Role of Beliefs in Human Behaviour
- Sufficiency of the TPB
- Conclusion

THEORY OF PLANNED BEHAVIOUR

- Human behaviour is complex
- Be approached at many levels
- Behavioural dispositions have an important role to predict and explain human behaviour
- Various theoretical frameworks
- Extension of TRA

DISPOSITIONAL PREDICTION OF HUMAN BEHAVIOUR

- General dispositions => poor predictors of behaviour in specific situations
- One proposed remedy for poor predictive validity of attitudes and traits is aggregation
- The aggregate represents a more valid measure of the underlying behavioural disposition than any single behaviour
- Studies showed that general attitudes and personality traits do predict behavioural aggregates much better than they predict specific behaviours

ACTIONS IN SPECIFIC CONTEXTS

- Principle of aggregation does not explain behavioural variability across situations and permit prediction of a specific behaviour in a given situation
- The influence (general attitudes and personality traits) can be recognized only in broad, aggregated samples of behaviour
- What about the behaviours in specific contexts?
- TPB

PREDICTING BEHAVIOUR

- Extension of TRA
- Central factor as in TRA

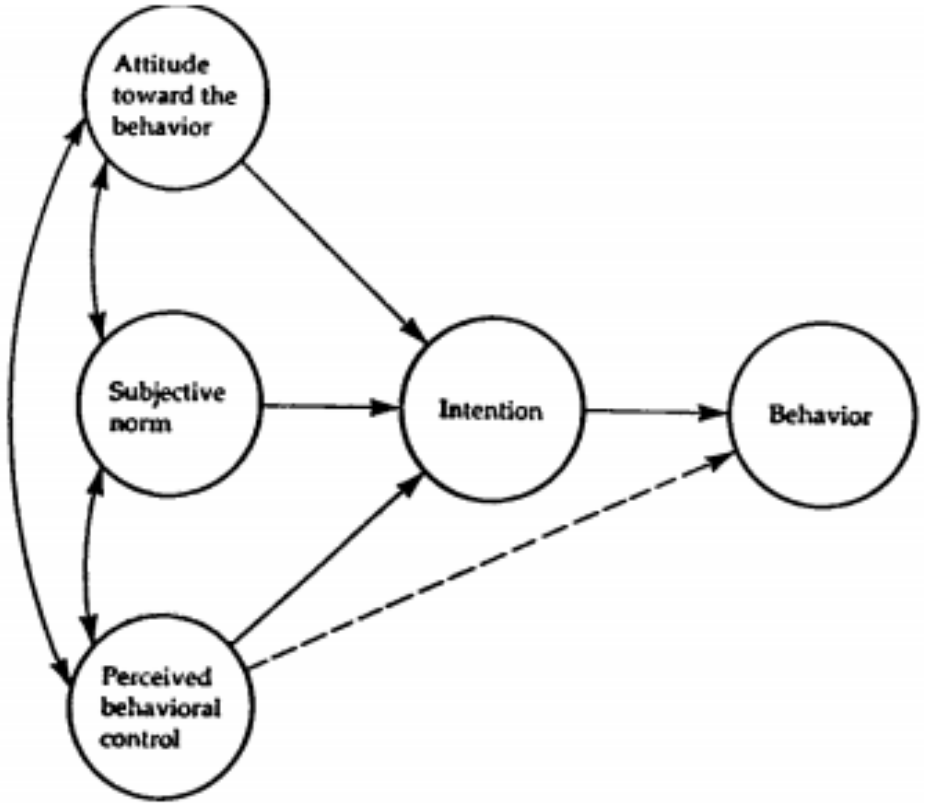


FIG. 1. Theory of planned behavior

Intentions => Indications of how hard people are willing to try, how much effort they are planning to exert to perform the behaviour

PREDICTING BEHAVIOUR

- The stronger the intention to engage in a behaviour, the more likely should be its performance.
- Volitional control is crucial
- Effect of some non motivational factors
- The factors represent people's actual control over the behaviour
- To the extent that a person has the required opportunities and resources, and intends to perform the behaviour, should succeed in doing so
- Behavioural achievement => motivation (intention) and ability (behavioural control)

PREDICTING BEHAVIOUR

- Perceived beh. Control => refers to people's perception of the ease or difficulty of performing the behaviour of interest
- Vary across situations and actions
- Most compatible with Bandura's self-efficacy concept
- Investigations showed that people's behaviour is influenced by their confidence in their ability to perform it (example: beh control)
- TPB => the place of behavioural control is in the general framework of the relations among beliefs, attitudes, intentions and behaviour
- TPB=> perceived behavioural control and behavioural intention
- Accuracy of the perceptions are important

PREDICTING BEHAVIOUR: EMPIRICAL FINDINGS

- Intentions and perceptions of control must be assessed in relation to the particular behaviour of interest
- Intentions and perceived behavioural control must remain stable btw the assessment and the observation of behaviour
- Prediction of behaviour from perceived behavioural control should improve to the extent that perceptions of behavioural control realistically reflect actual control

INTENTIONS AND BEHAVIOUR

- When behaviours pose no serious problems of control, they can be predicted from intentions with considerable accuracy.
  - Ex: People's voting intentions => prior to X after election
- TPB => Combines intention and perceived behavioural control
- Other study examples => mostly combination of int. and per. beh. control are the significant predictor of behaviour in each case

INTENTIONS AND BEHAVIOUR

TABLE 1

PREDICTION OF BEHAVIOR (B) FROM INTENTION (I) AND PERCEIVED BEHAVIORAL CONTROL (PBC)

Study	Activity	Correlations		Regression coefficients		
		I	*PBC*	*I*	*PBC*	*R*
van Ryn & Vinokur (1990)	Job search, 10-activity index 1-month behavior post-test[a]	.41	.20	.38	.13	.42
Doll & Ajzen (1990)	Playing six video games Mean within-subjects	.49	.48	.14	.12	.51
Schlegel et al. (1990)	Problem drinking — frequency	.47	.48	.28	.32	.53
	— quantity	.41	.60	.29	.43	.64
Ajzen & Driver (in press, a)	Five leisure activities Mean within-subjects	.75	.73	.46	.37	.78
Locke et al. (1984)[b]	Performance on cognitive task[a]	.57	.61	.34	.42	.66
Watters (1989)	Election participation	.45	.31	.39	.19	.49
	Voting choice	.84	.76	.80	.05*	.84
Netemeyer, Burton, & Johnston (1990)	Election participation[a]	.41	.15	.52	.18*	.43
	Losing weight[a]	.18	.22	.08*	.18	.23
Schifter & Ajzen (1985)						
Madden, Ellen, & Ajzen (in press)	Losing weight	.25	.41	.09*	.39	.44
	10 common activities					
Ajzen & Madden (1986)	Mean within-subjects	.38	.28	.34	.17	.42
	Attending class	.36	.28	.30	.11*	.37
	Getting an 'A' in a course					
	Beginning of semester	.26	.11*	.26	−.01*	.26
	End of semester	.39	.38	.27	.26	.45
Beck & Ajzen (in press)	CCheating, shoplifting, lying—mean	.52	.44	.46	.08*	.53
Netemeyer. Andrews, & Durvasula (1990)	GGiving a gift — mean over five items	.52	.24	.52	.02*	.53

* Not significant; all other coefficients significant at $p < .05$.
[a] Not a direct test of the theory of planned behavior.
[b] Secondary analysis.

*** Weakest predictions => losing weight and getting an A in a course

PREDICTING INTENTIONS

- TPB=> 3 independent determinants of intention
  - Attitude towards the behaviour
  - Subjective norm
  - Perceived behavioural control

- Relative importance may vary across behaviours and situations

PREDICTING INTENTIONS: EMPIRICAL FINDINGS

- TPB was relied on to predict and understand people's intentions to engage in various activities
- Considerable amount of variance in intentions can be account for 3 predictors in TPB
- Addition of perceived behavioural control to the model => significant R coefficients
- In those studies, attitude towards the various behaviours => significant contributions to prediction of intentions
- Subjective norm => no clear discernible pattern

PREDICTING INTENTIONS: EMPIRICAL FINDINGS

TABLE 2

PREDICTION OF INTENTION (I) FROM ATTITUDE TOWARD THE BEHAVIOR (A5B), SUBJECTIVE NORM (SN), AND PERCEIVED BEHAVIORAL CONTROL (PBC)

		Correlations			Regression coefficients			
Study	Intention	A_B	SN	PBC	A_B	SN	PBC	R
van Ryn & Vinokur (1990)	Search for a job[a]	.63	.55	.20	.48	.35	.07	.71
Doil & Ajzen (1990)	Play six video games							
	Mean within-subjects	.92	.54	.87	.46	.17	.43	.94
Schlegel eta). (1990)	Get drunk[a]	.63	.41	.58	.41	.15	.36	.72
Aizen & Driver (in press, a)	Five leisure intentions							
	Mean within-subjects	.59	.70	.80	.28	.09*	.62	.85
Watters (1989)	Participate in election[a]	.39	.13*	.30	.32	.03*	.20	.43
	Voting choice	.91	.67	.89	.54	.06*	.39	.94
Netemeyer, Burton,	Participate in elections	.33	.34	.62	.10*	.10*	.54	.64
& Johnston (1990)	Lose weigh[a]	.33	.14	.31	.24	– .02	.47	.56
Schifter & Ajzen (1985)	Lose weight	.62	.44	.36	.79	.17	.30	.74
Madden, Ellen, & Aizen	10 common activities							
(in press)	Mean within-subjects	.52	.36	.37	.43	.22	.26	.63
Aizen & Madden (1986)	Attend class	.51	.35	.57	.32	.36	.44	.68
	Get an A' in a course[b]	.48	.11*	.44	.50	–.09*	.45	.65
Beck & Ajzen (in press)	Cheat, shoplift, lie							
	Mean	.68	.40	.77	.29	.05*	.59	.81
Netemeyer, Andrews,	Give a gift							
& Durvasula (1990)	Mean over five items[a]	.51	.38	.44	.36	.08*	.20	.56
Parker et al. (1990)	Commit traffic violations							
	Mean over four violations[a]	.26	.48	.44	.15	.28	.33	.60
Beale & Manstead (1991)	Limit infants' sugar intake[c]	.43	.33	.52	.26	.16*	.40	.60
Godin, Vezina, & Leclerc								
(1989)	Exercise after giving birth[a]	.50	– .01*	.60	.76	– .24	.84	.94
Godin et al. (3990)	Exercise after coronary[a]	.42	.13*	.50	.25	.01*	.39	.55
Otis, Godin, & Lambert								
(in press)	Use condoms[a]	.62	.42	.29	.52	.26	.17	.69

* Not significant; all other coefficient's significant at $p < .05$.

[a] Secondary analysis.

[b] Beginning of semester.

[c] Control group, second interview.

ROLE OF BELIEFS IN HUMAN BEHAVIOUR

- TPB=> not only predict but also explain human behaviour
- The antecedents of attitudes, subjective norms, and perceived behavioural control => intentions and actions
- Behaviour => function of salient information, or beliefs relative to the behaviour
- Salient beliefs=> considered to be the prevailing determinants of intentions and actions
- 3 kinds of salient beliefs
  - Behavioural beliefs
  - Normative beliefs
  - Control beliefs

ROLE OF BELIEFS IN HUMAN BEHAVIOUR

- We learn to favour behaviours => largely desirable consequences
- We form unfavourable attitudes => mostly undesirable consequences

- The outcome's subjective value contributes to the attitude in direction proportion to the strength of the belief. Estimate of the attitude itself:

$$A \propto \sum b_i e_i \qquad (1)$$

probability that the behavior will produce the outcome in question. As shown in Eq. (1), the strength of each salient belief *(b)* is combined in a multiplicative fashion with the subjective evaluation *(e)* of the belief's attribute, and the resulting products are summed over the *n* salient beliefs. A person's attitude *(A)* is directly proportional (∝) to this summative belief index.

ROLE OF BELIEFS IN HUMAN BEHAVIOUR

- Study results generally supported the hypothesized relation btw attitudes and salient beliefs although the magnitude of this relation sometimes disappointing

Issue of Optimal Scaling:

- Scaling of belief and evaluation items
- Belief strength is assessed by means of 7-point scale (likely-unlikely) and evaluation by means of a 7 point evaluative scale (good-bad)
- There is nothing in the theory to use bipolar or unipolar fashion

ROLE OF BELIEFS IN HUMAN BEHAVIOUR

TABLE 3

EFFECT OF OPTIMAL RESCALING OF BELIEF STRENGTH AND OUTCOME EVALUATION ON THE RELATION BETWEEN BELIEFS AND ATTITUDES

	A – $\sum b_i e_i$ correlations				
	b: unipolar *e: bipolar*	*b: bipolar* *e: bipolar*	After optimal rescaling	Rescaling constants B	E
Spending time at the beach	.06*	.54	.57	– .70	.26
Outdoor jogging or running	.34	.35	.41	– .43	1.02
Mountain climbing	.25	.51	.51	– 4.22	.15
Boating	.24	.44	.45	– 4.43	.12
Biking	.09*	.35	.37	– .81	.38

Note. *A* = semantic differential measure of attitude, *Xb1e1* belief-based measure of attitude, *b* = belief strength, *e* = outcome evaluation, *B* = optimal rescaling constant for belief strength, *E* = optimal rescaling constant for outcome evaluation.

* Not significant; all other correlations $p < .05$.

ROLE OF BELIEFS IN HUMAN BEHAVIOUR

Normative Beliefs and Subjective Forms

- Normative beliefs are concerned with likelihood that important referent individuals or groups approve or disapprove of performing a given behaviour

given behavior. The strength of each normative belief *(n)* is multiplied by the person's motivation to comply *(in)* with the referent in question, and the subjective norm (SN) is directly proportional to the sum of the resulting products across the *n* salient referents, as in Eq. (2):

$$SN \propto \sum n_i m_i \qquad (2)$$

ROLE OF BELIEFS IN HUMAN BEHAVIOUR

Control Beliefs and Perceived Behavioural Control

- Control beliefs=> deals with the presence or absence of requisite resources and opportunities
- May be based on:
  - Past experience with the behaviour
  - Influenced by second hand info about the behaviour
  - Experiences of friends and acquaintances
  - Other factors increasing or decreasing the perceived difficulty of performing the behaviour
- The more resources and opportunities individuals believe they possess, the greater should be their perceived control over the behaviour

ROLE OF BELIEFS IN HUMAN BEHAVIOUR

Control Beliefs and Perceived Behavioural Control

behavioral control (PBC). Thus, just as beliefs concerning consequences of a behavior are viewed as determining attitudes toward the behavior, and normative beliefs are viewed as determining subjective norms, so beliefs about resources and opportunities are viewed as underlying perceived behavioral control.

$$PBC \propto \sum p_i c_i \qquad (3)$$

SUFFICIENCY OF THE TPB

- TPB distinguishes between 3 types of beliefs- behavioural, normative and control
- And between the related constructs of attitude, subjective norm and perceived behavioural control
- TPB is open to additional predictors => if proved to capture significant proportion of the variance intention or behaviour after current variables

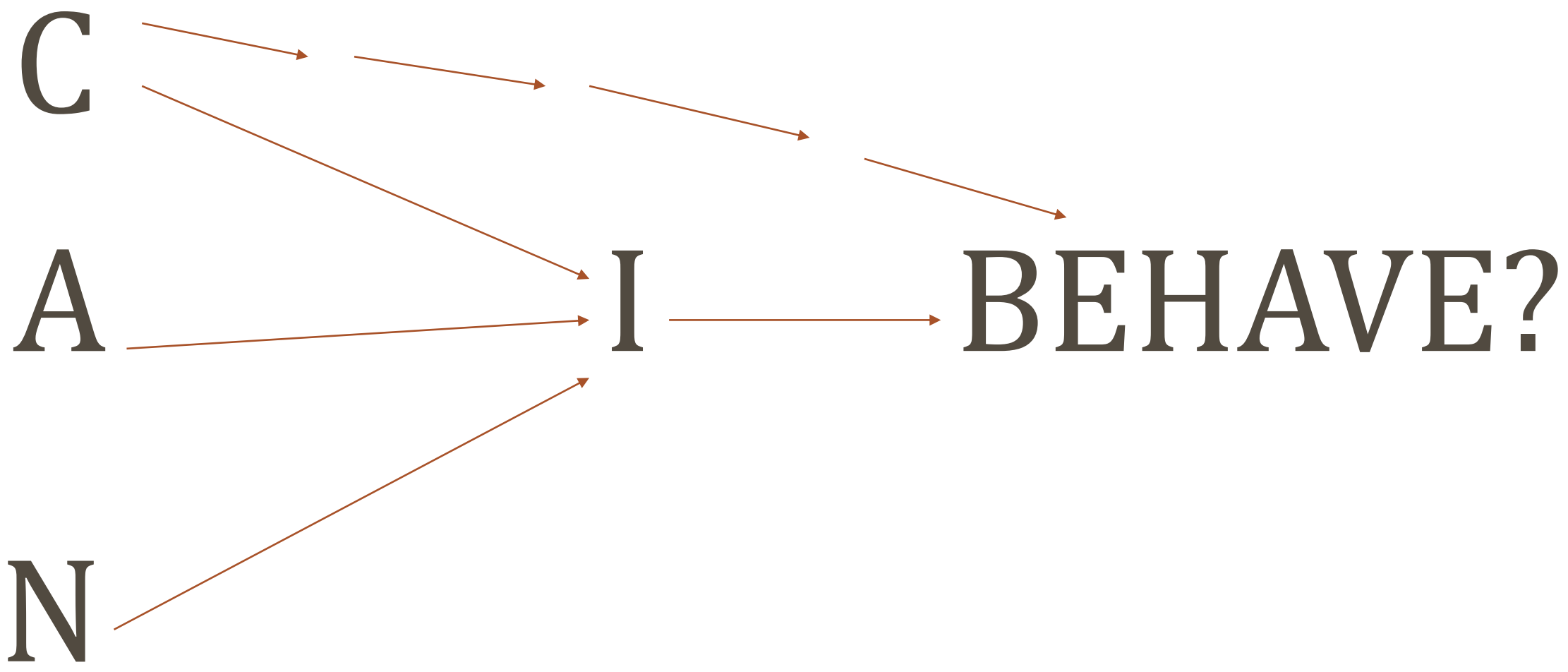
CONCLUSION

- TPB => useful framework to deal with complexities of human behaviour
- Central concepts from social and behavioural sciences
- TPB defines these concepts in a way that permits prediction and understanding of specific beh. in particular contexts
- Factors predict behavioural intentions
- Intention + perceived behavioural control => considerable proportion of variance in behaviour

CONCLUSION

- Issues unsolved => based on underlying foundation of beliefs about the behaviour
  - Behavioural beliefs and attitudes toward the behaviour
  - Normative beliefs and subjective norms
  - Control beliefs and perceptions of behavioural control
- Yet, the exact form of these relations is still UNCERTAIN
- Widely accepted view is describing the relations in terms of expectancy-value models
- Scaling limitations could be overcame through rescaling measures
- Application of TPB to a particular area => understanding the behaviours / implement interventions to change
- Through beliefs => Learn about unique factors that induce one person to engage in the behaviour of interest and prompt another to follow

IF TOO COMPLICATED, TRY THIS WAY ....



THANK YOU VERY MUCH