

## THEORY OF REASONED ACTION AND THEORY OF PLANNED BEHAVIOUR

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### HISTORY

- Low correspondence between attitudes and behaviour
  - Many theorists suggested eliminating attitude as a factor leading to behaviour
- Fishbein distinguished between attitude towards an object and attitude toward a behaviour with respect to the object
  - Attitude towards cancer (object) versus attitude towards mammography (behaviour related to object)

### THEORY OF REASONED ACTION

- Most important determinant of behaviour is behavioural intention
- Direct determinants of an individual's behavioural intention are:
  - Attitude
  - Subjective Norm
- Success of the theory in explaining behaviour depends on the degree to which the behaviour is under volitional control

(Fishbein, 1967)

### THEORY OF PLANNED BEHAVIOUR

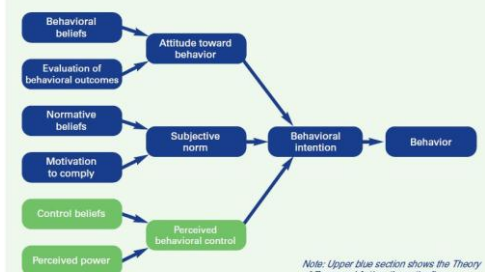
- Adds **perceived control** over the behaviour to the model
  - Intention (as described in the TRA) is a good predictor of behaviour in situations in which volitional control is high
  - Acknowledges that an individual may not always have complete volitional control over their behaviour
- **Attitude, subjective norm and perceived control** are independent of each other
- The relative weights of each of the three factors will vary according to the specific behaviour and/or population

(Ajzen, 1991)

### EXTERNAL VARIABLES

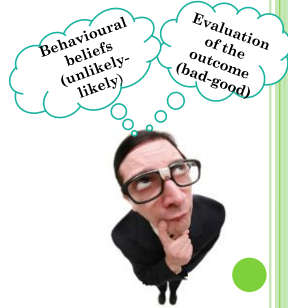
- **Demographic variables, attitudes towards targets, personality traits, and other individual difference variables**
- Assumed to operate through the model
- Do not independently contribute to likelihood of performing a behaviour

Figure 3: Theory of Reasoned Action and Theory of Planned Behavior



## MEASURES OF CONSTRUCTS

- An **indirect measure** is obtained for each construct using a 5 or 7 point scale. A **direct measure** is obtained using semantic differential scales, such as “good-bad”.
- Example of an indirect measure: attitude toward smoking cessation
  - “My quitting smoking will cause me to gain weight”
- Example of a direct measure: subjective norm of smoking cessation (unlikely-likely)
  - “Most people think that I should quit smoking”



## APPLICATION OF TRA/TPB

- A prospective study design is recommended to discern relationships between constructs.
- By empirically determining the relative strength of the model constructs and by identifying the underlying behavioural, normative, and control beliefs, it is possible to target the behavioural change effort.
- Used to explain a variety of health behaviours, including exercise, smoking, drug use, HIV/STD-prevention behaviours, mammography use, oral hygiene behaviours etc.
- Limitations?

