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Introduction to the Theory of Planned Behaviour (Azjen, 1985; 1991)

Dylan Blain

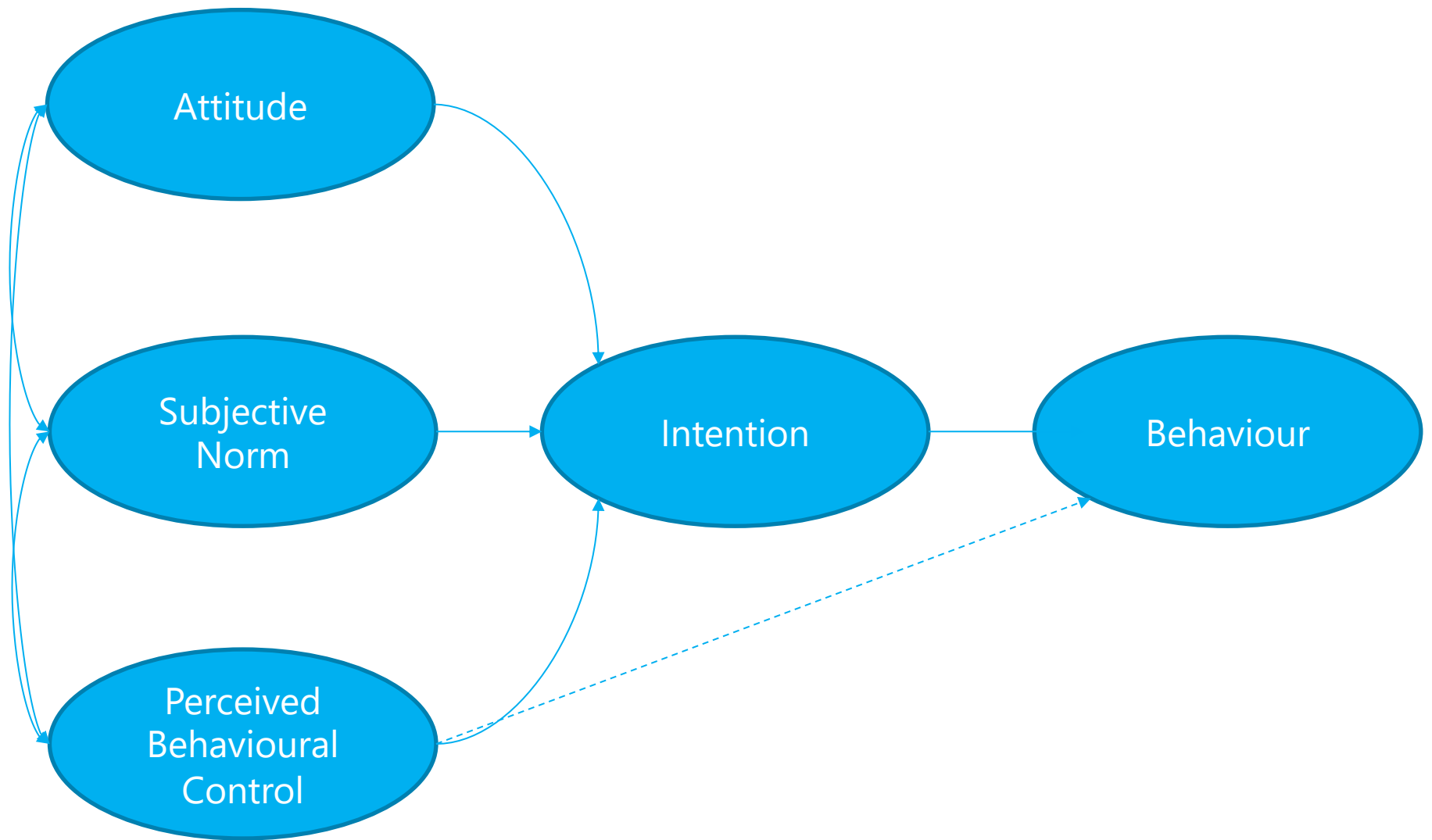
Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives

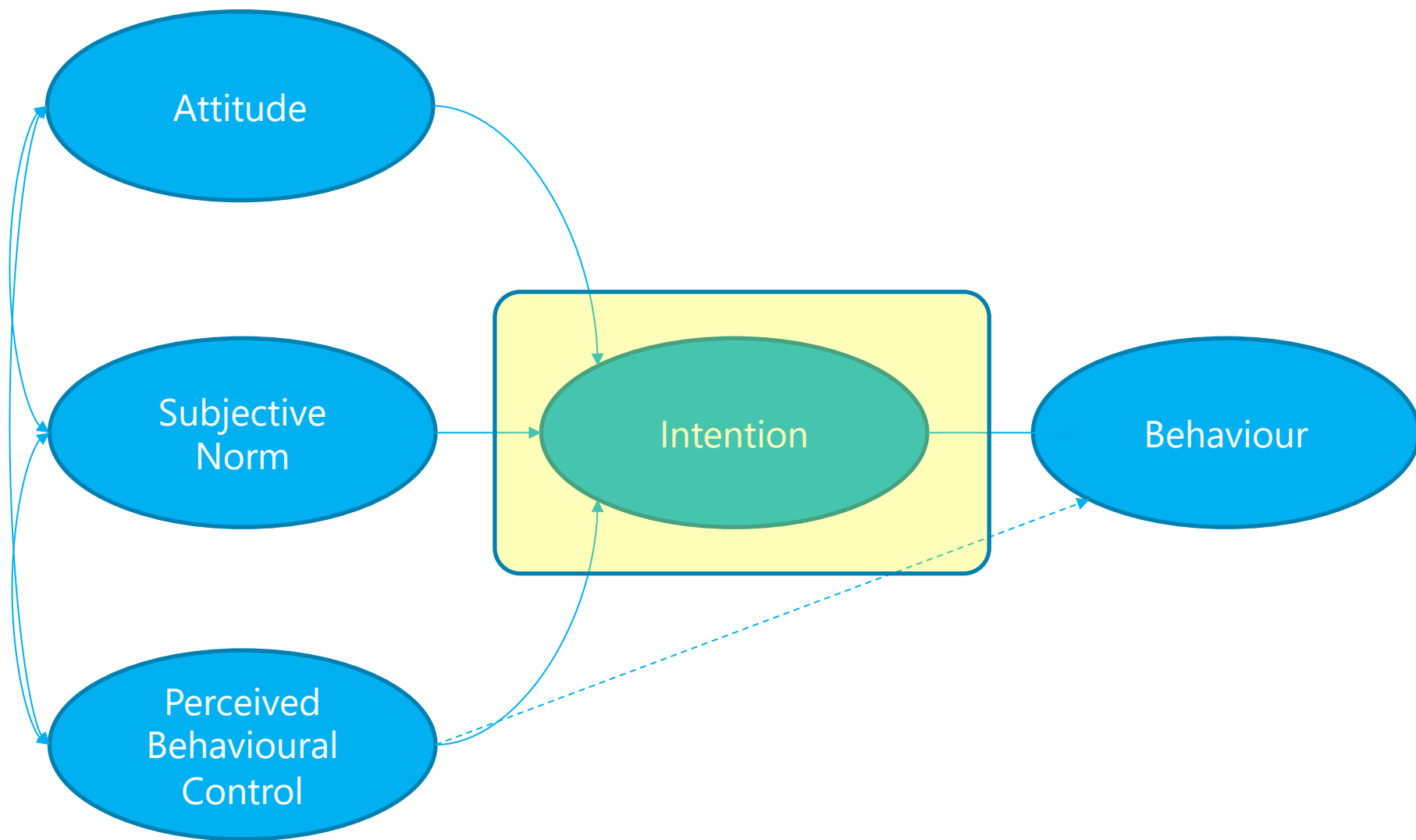


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Theory of Planned Behaviour

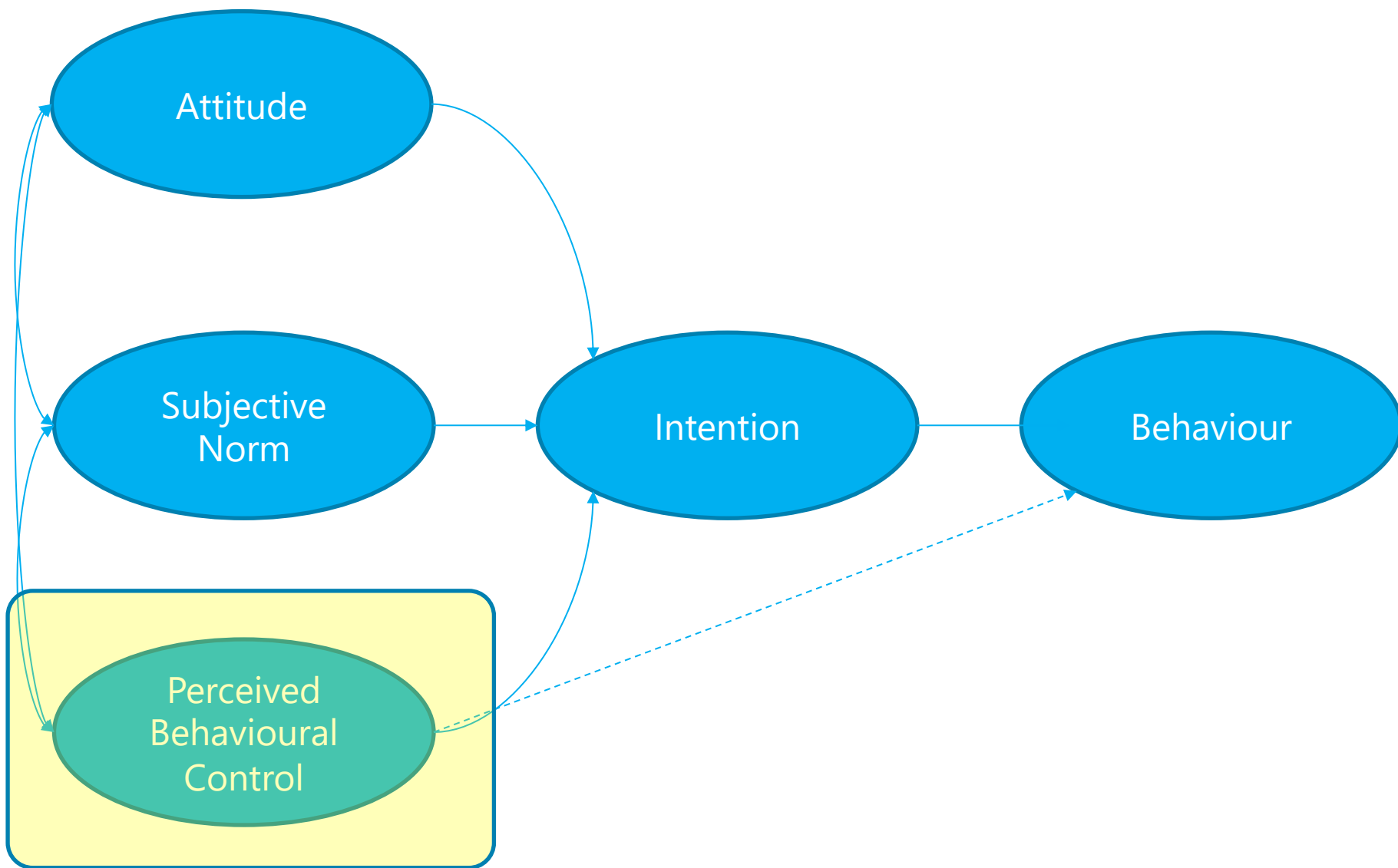
- Extension of the theory of reasoned action (Ajzen & Fishbein, 1980).





Intentions

- Motivational factors that influence a behavior;
- Indications of:
 - how hard people are willing to try,
 - how much of an effort they are planning to exert, in order to perform the behavior.
- Stronger intention = increase likelihood to perform behaviour (only if behaviour under volitional control)



Perceived Behavioural Control

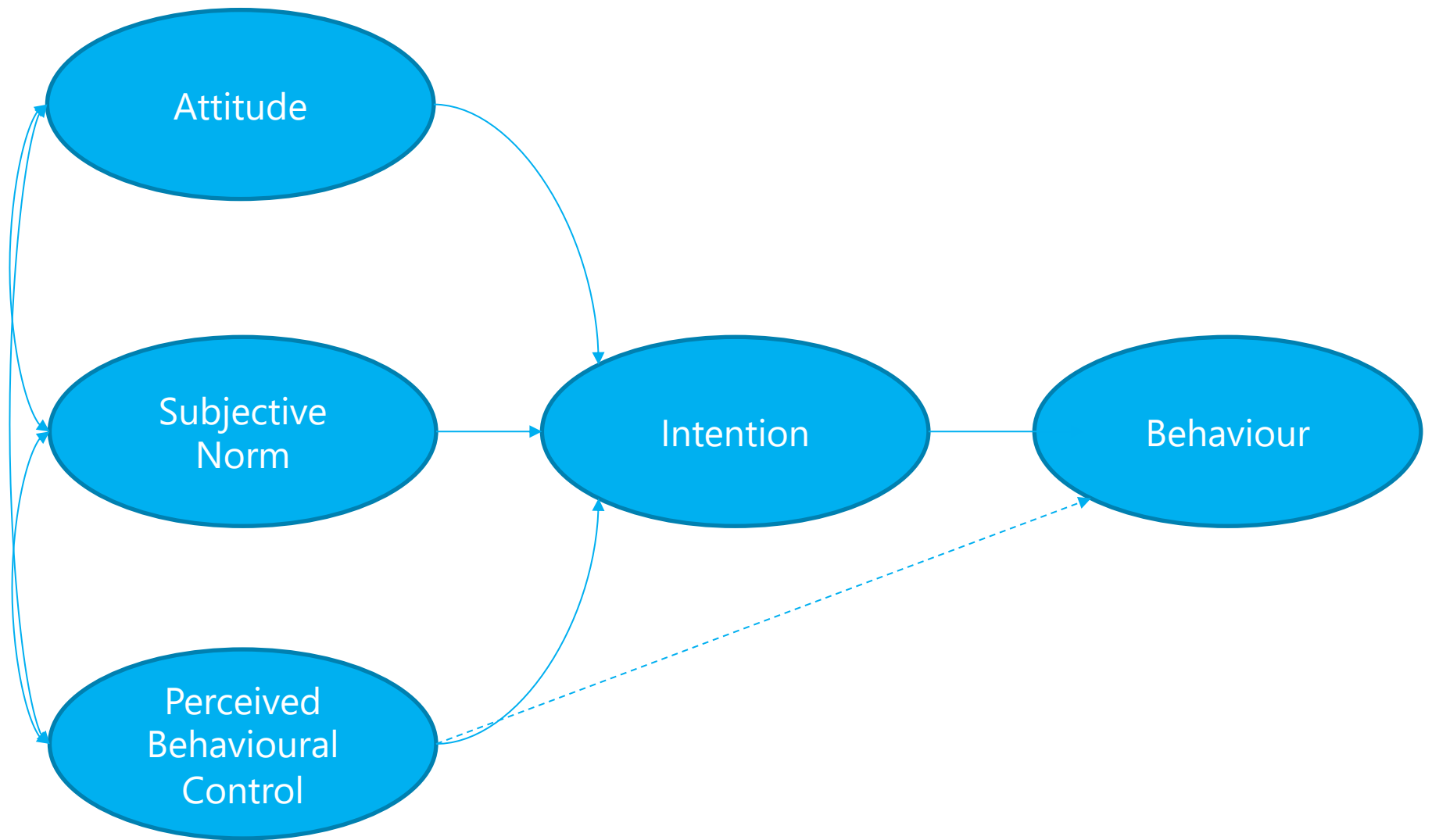
- people's perception of the ease or difficulty of performing the behavior of interest.
- varies across situations and actions.

Perceived Behavioural Control

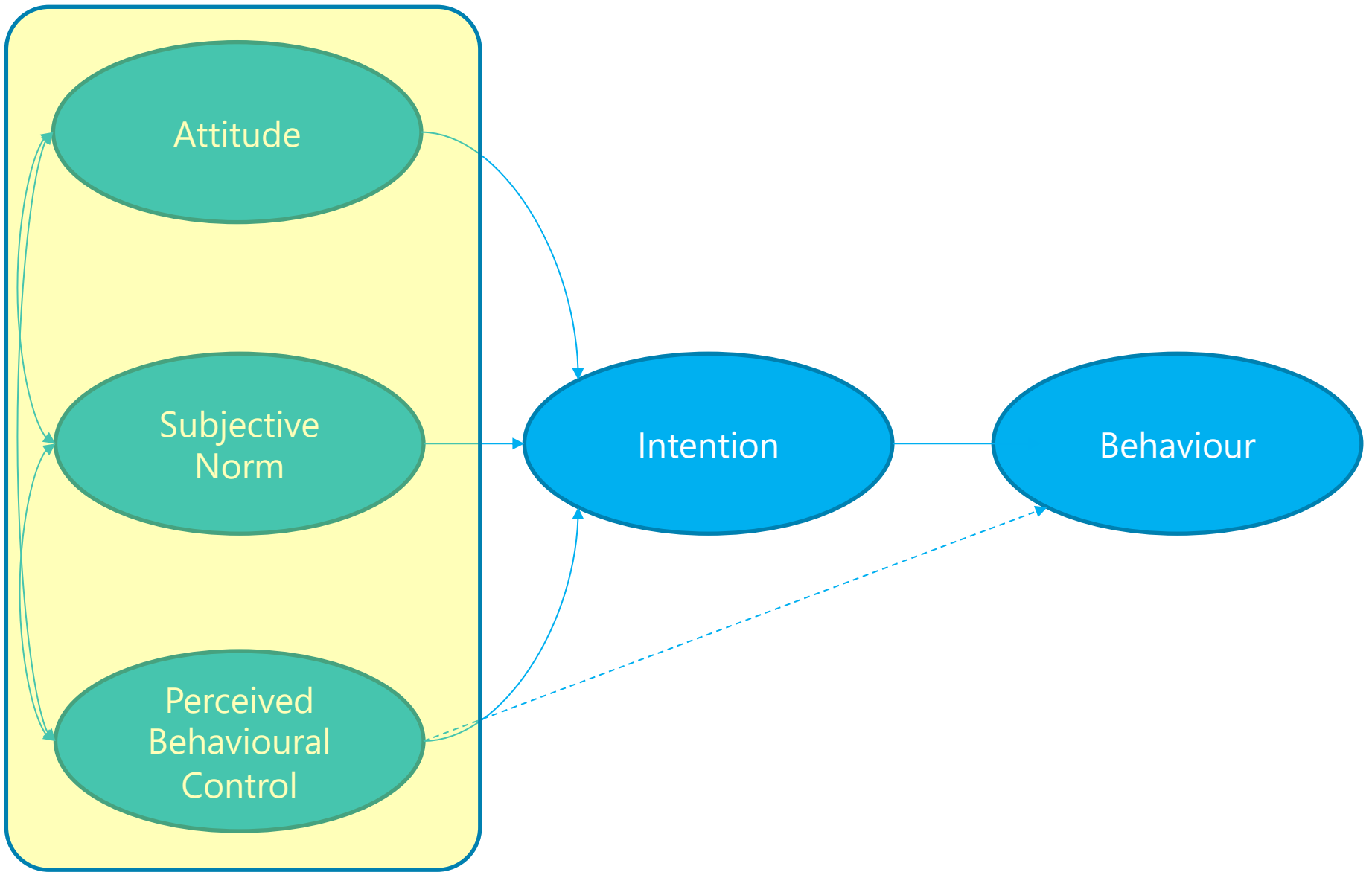
- “The theory of planned behavior places the construct of self-efficacy belief or perceived behavioral control within a more general framework of the relations among beliefs, attitudes, intentions, and behavior” (Ajzen, 1991:184)

Predicting Behaviour

- PBC & Intentions can be used to predict behaviour



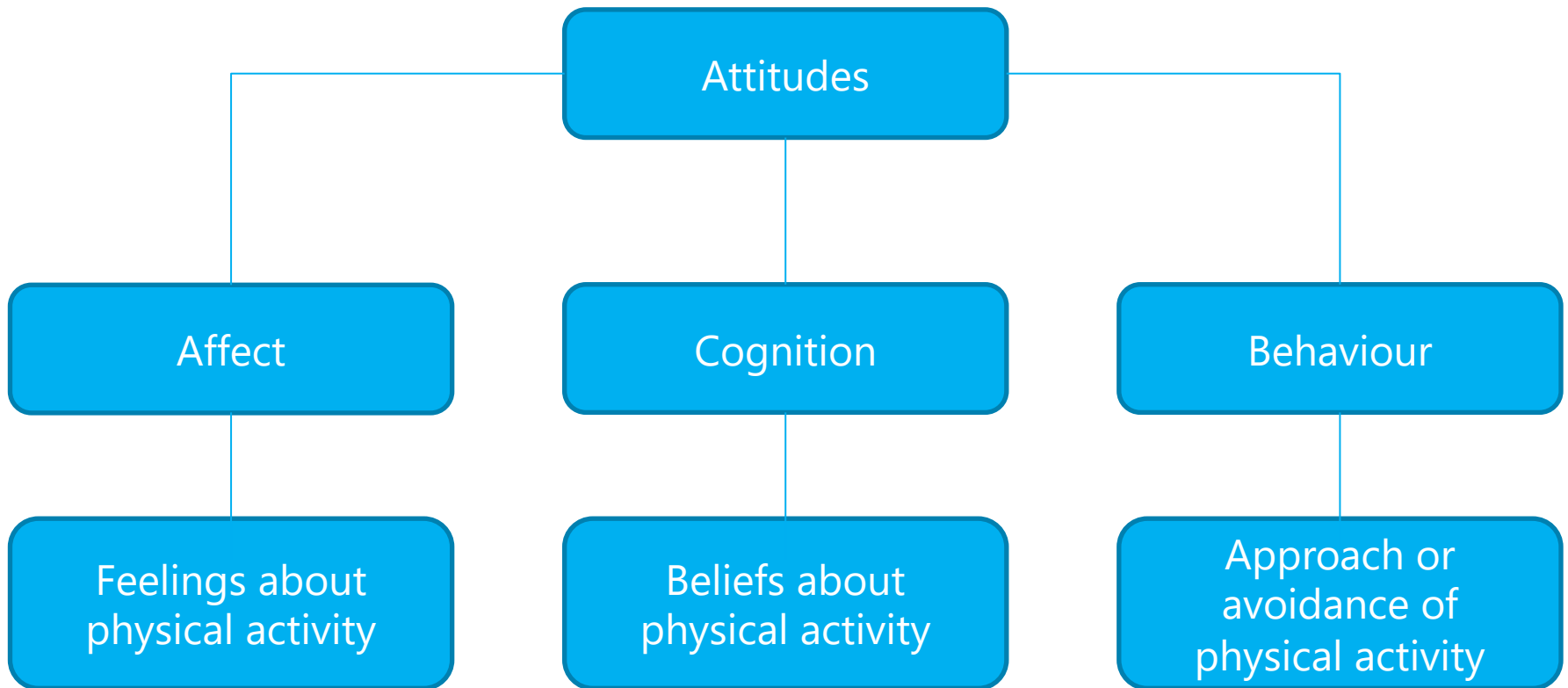
Determinants of Intentions



Attitude

- “degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question” (Azjen, 1991, p.188).
 - Beliefs regarding the behaviour
 - Evaluation of outcomes

Attitude – 3 component view

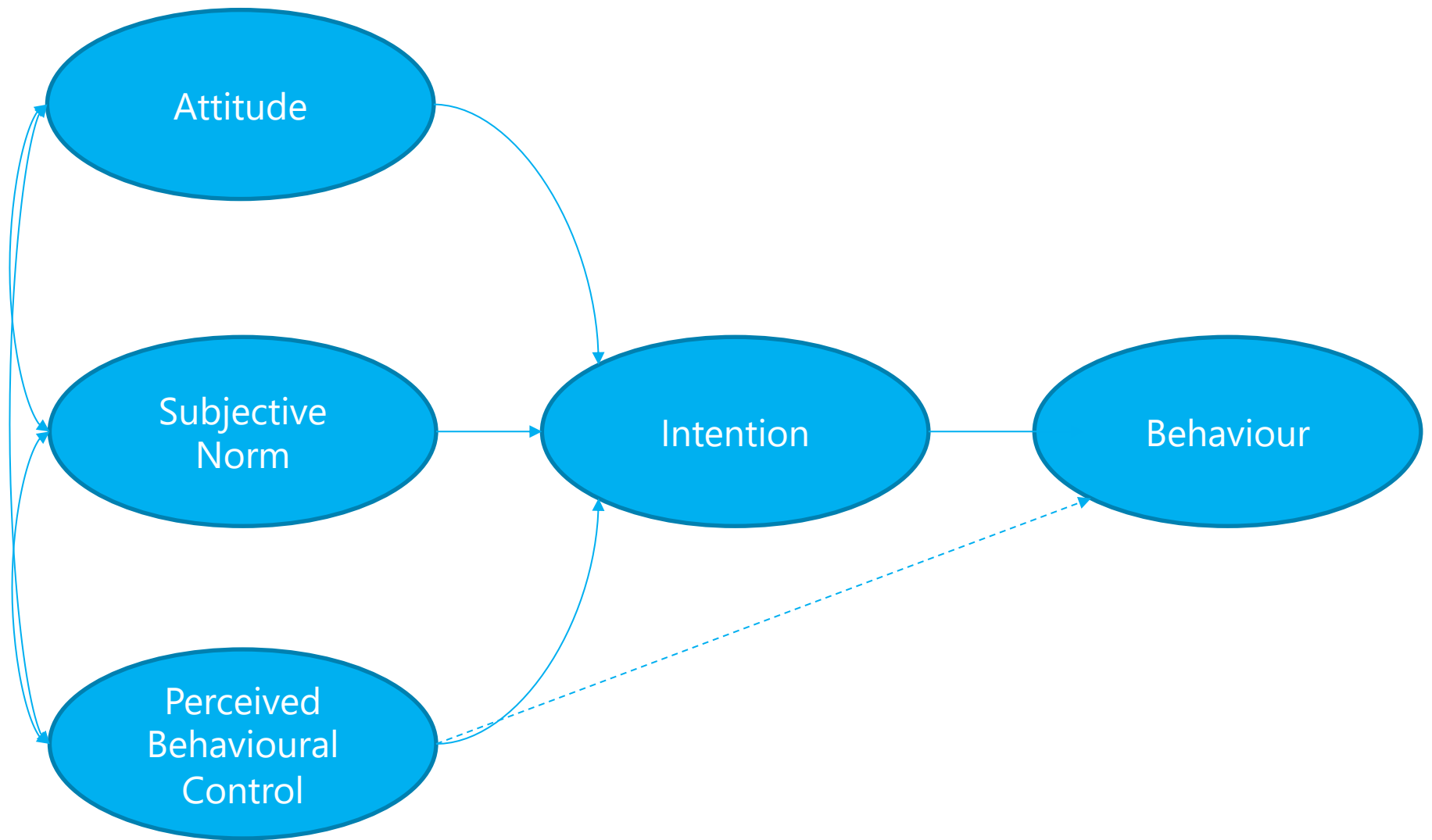


Subjective Norm

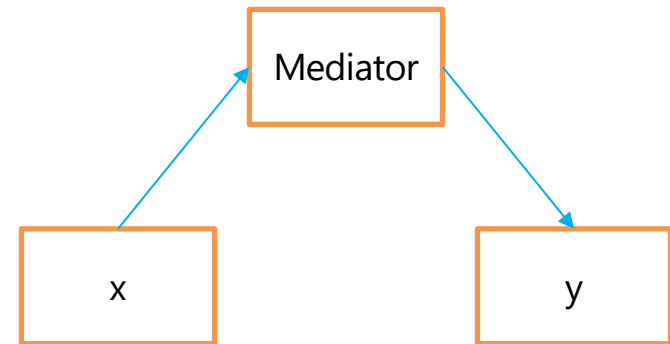
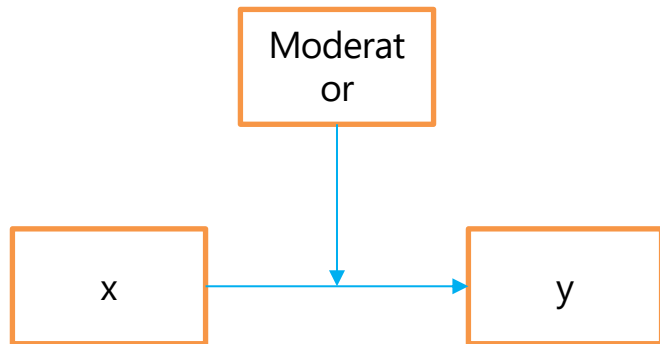
- “refers to the perceived social pressure to perform or not to perform the behavior” (Azjen, 1991, p.188).

Perceived Behavioural Control

- “refers to the perceived ease or difficulty of performing the behavior and it is assumed to reflect past experience as well as anticipated impediments and obstacles” (Ajzen, 1991, p.188).



Moderation & Mediation



Evidence

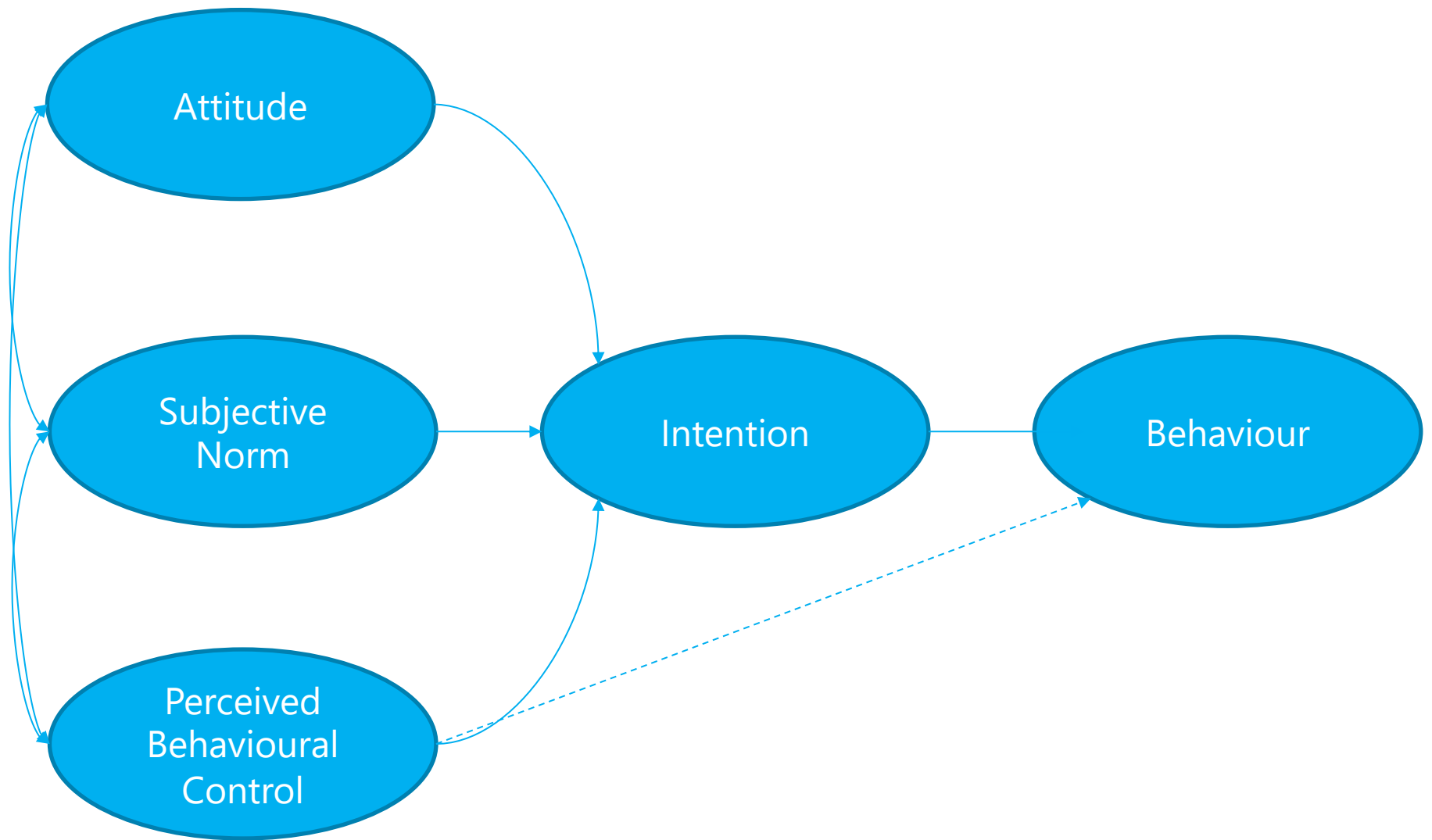
- Hagger et al. (2002) meta-analysis:
 - Intention directly predicts behaviour
 - Intentions predicted more strongly by attitudes than subjective norms
 - Adding past behaviour decreased strength of other relationships
 - Intentions stronger predictor in older participants

Critiques (1/2)

- Intention – behaviour gap
- Fully based on reasoning – does not consider unconscious influences (Sheeran, Gollwitzer & Bargh, 2013) and role of emotions
- Can not be falsified
- limited predictive validity of the TPB – many other factors predict behavior above intentions

Critiques (2/2)

- “there may be value in first testing ‘extended TPB’ models that build upon what we have learnt from the TPB” (Connor, 2015)
- Hagger & Chatzisarantis (2014) – integrated behaviour change model



Intention-Behaviour Gap

- Rhodes & de Bruijn (2013):
 - Non-intenders
 - Non-intenders who then become active
 - Unsuccessful intenders (36% - intention-behaviour gap)
 - Successful intenders

Factors influencing translation of intention to behaviour

- Rhodes & Dickau (2013):
 - 38 potential moderators from 57 studies
 - Strongest evidence - Intention stability
 - Some evidence for - Anticipated regret & conscientiousness

Implementation Intentions

- Self-regulatory strategies that involve specifying when, how and where performance of the behavior will take place (Gollwitzer, 1999)
- Help people move from motivational (intentional) stage to volitional (behavioural) stage (e.g., Health Action Process Approach, Schwarzer, 1992; 2001)

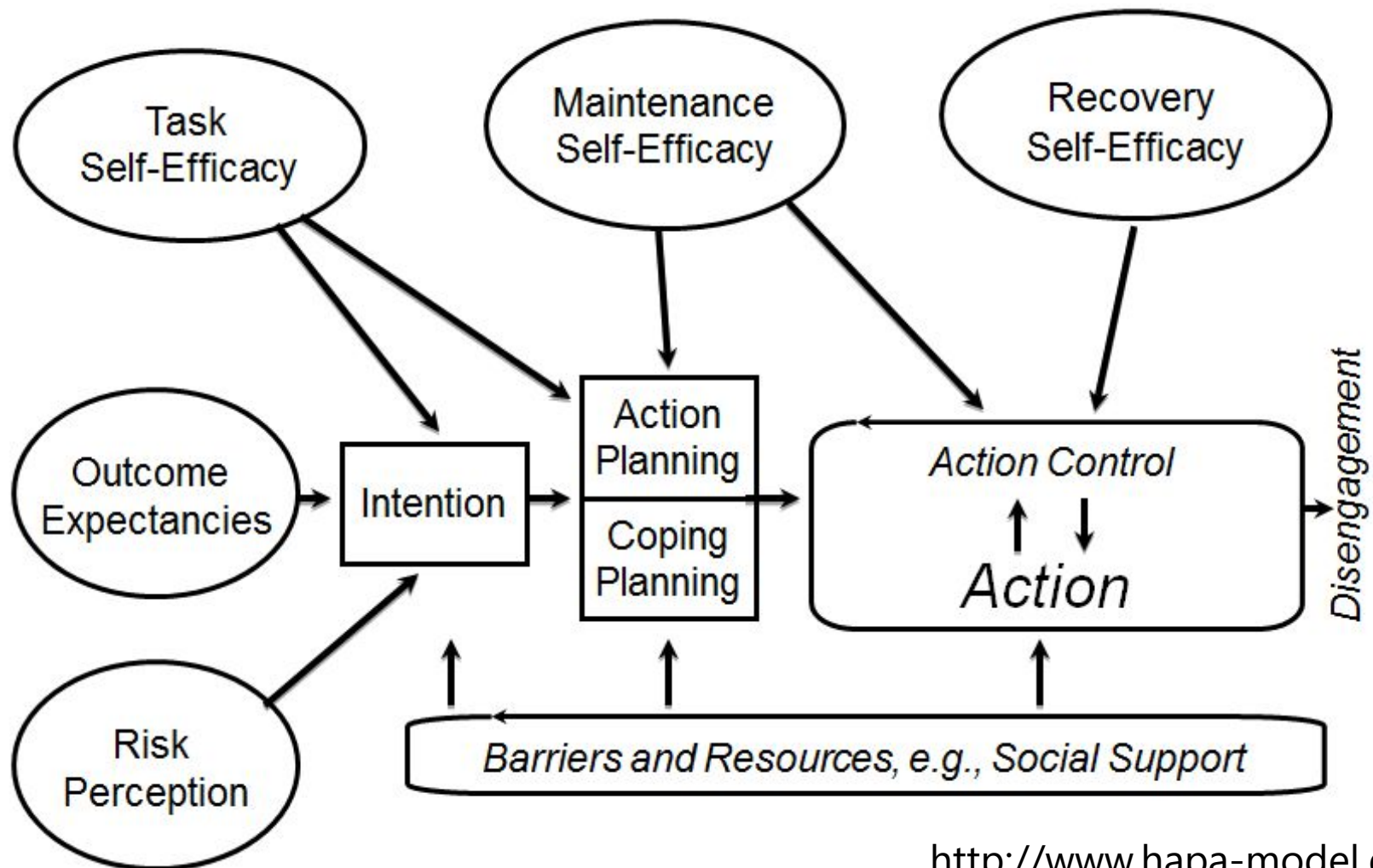
Implementation Intentions

- Moderate to large effect size (0.65) found between implementation intentions and behaviour in meta-analysis (Gollwitzer & Sheeran, 2006).
- Need to consider:
 - Adoption (getting started)
 - Maintenance (keeping it going)

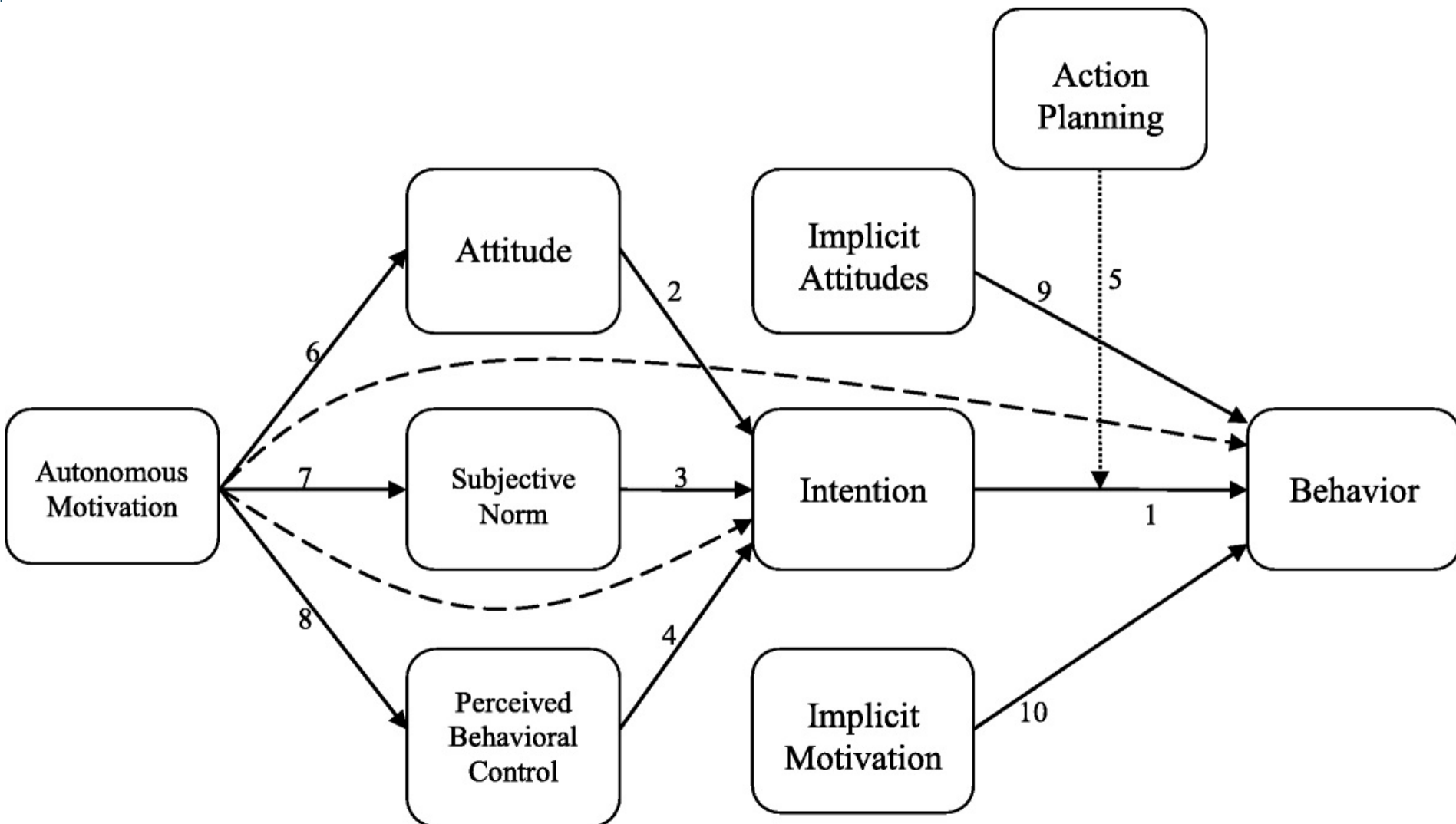
Implementation Intentions

Main Issue	Specific problem to focus on	Example of implementation intention (when, where, how)
Failure to become active	e.g., overcoming initial reluctance	
Failure to maintain physical activity involvement	e.g., suppressing unwanted behavioural responses	

Health Action Process Approach (HAPA; Schwarzer, 1992; 2001)



Integrated Behaviour Change Model (Hagger & Chatzisarantis, 2014)



Suggested Reading

Chapter 8 – Physical Activity & Attitude

Biddle, S. J. H., Mutrie, N. & Gorley, T. (2015).
The Psychology of Physical Activity:
Determinants, well-being and interventions.
Oxon: Routledge.

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