THEORY OF REASONED ACTION
INTRODUCTION

The roots of theory: Socio-psychology

Explain how and why attitude influence behavior

1872, Charles Darwin ➔ the study about the attitude toward behavior, define the attitude as the expression of physical and emotion

1930, the psychologist ➔ attitude as a source of emotion or cognitive with the behavior component, both verbal or non-verbal
INTRODUCTION

Gordon Allport, 1935 → attitude and behavior concept are multidimensional than one-dimensional.

Multidimensional concept include belief about attitude, feeling about attitude, and tendency toward an object

The theory used to many kind of behavior, especially in socio-psychology

The theory focus on intention variable

An intention determined by the attitude, subjective norm and important norm
Theory of Reasoned Action

The individual behavior determined by attitude toward behavioral outcome and public opinion

Ajzen & Fishbein (1980) → behavior was influenced by intention to shape the behavior and the intention is a function of attitude of behavior and subjective norm
THE THEORY OF REASONED ACTION

- Belief about outcomes
- Evaluation of these outcomes

Important norms

Attitudes towards The behaviour

Subjective Norms

Behaviour Intention

Behaviour

• Believe about important other’s Attitudes to the Behaviour
• Motivation to comply with important others
• Is the transition of intention into an action or practice
INTENTION / WILLINGNESS

Is a probability as a basic of someone/subject who will produce a behavior

Those variables must significantly influence to attitude or normative belief component and its weight. These factors include demographic variables and characteristic of personality.
Belief about cost and benefits of the behavior (outcome of the behavior)

Belief about consequences that occur (evaluation regarding the outcome)
Subjective norm influenced by:

- Personal belief toward How and What people think that considering as important
- Personal motivation to follow that important person
Important Norm

Beside the attitude and Subjective norm, important norm in social group is also an important indicator toward measurable behavior.
ATTITUDE

• Built by the trust/belief that acquired during the life, come from the direct experience, external information and the conclusions/another assumption/self development

• Even so, just a few belief that really influence toward attitude, specific belief, direct determinant to personal attitude
BELIEVE ABOUT OUTCOMES, EVALUATION OF THESE OUTCOMES

• If the individual has positive beliefs about behavior outcome, they will have a positive attitude toward behavior, and so the opposite.

• Beliefs based on probability of trends on behavioral outcome, it called as strength of belief
SUBJEKTIVE NORM

• Is beliefs about what individual think about the behavior
• Perception of how other (include the family and friends will accept the behavior/ normative belief and disagreement of what affect behavior is (motivation to comply)
There are two factors that influence the subjective norm:

1. Personal belief toward How and What was the people think about something important
2. Individual motivation to comply/ follow the important person

Subjective Norm just have been formed in opinion relation that will consider by individual to become important or not
IMPORTANT NORM

• The social norm that believed by society or social environment where the person is
Martin Fishbein:
A Reasoned Action Approach to Health Promotion, 2008
APPLICATION ....???
APPLIED OF THE THEORY OF REASONED ACTION

BELIEF:
- Sex fulfillment
- Free cost, economic benefit
- Faithful → affection

I agree to have sex with My boy/girlfriend

Subjective Norm: Having sex with her/him boy/girlfriend may be done

In university, free sex Is something normal

I will Having sex with...

Having sex

I believe that “my boy/girl friend regarding sex is form of faith
Motivation to comply with her/him boy/girlfriend
beliefs:
- With family planning, family welfare is guaranteed (++++)
- Contraception will make obesity (-)
- Contraception is uncomforted (-)

Subjective Norm:
- Contraception is woman responsibility

Agree toward contraception

Community regarding that small family is modernity

Belief:
- Husband's attitude that contraception is woman responsibility

I will use contraception

Used Contraception
THEORY OF PLANNED BEHAVIOR

AJZEN AND FISHBEIN
Theory of planned behavior have been proposed by Icek Ajzen in 1985 through his article “From intentions to actions: A theory of planned behavior”. This theory is the development of Theory of Reasoned Action, which proposed by Ajzen dan Fishbein in 1975.
• Basic assumption of TPB → not all of the behavior under the individual full control so it need to add the perceived of behavioral control concept

• Done or not done the behavior are not only determine by attitude and subjective norm, but also individual perception toward control which is based on belief toward these control (control beliefs).
THE THEORY OF PLANNED BEHAVIOUR

- Believe about outcomes
- Evaluation of these outcomes

Attitudes towards The behaviour

- Believe about important other’s Attitudes to the Behaviour
- Motivation to comply with important others

Subjective Norms

Behavioural control

- Internal control factors
- External control factors

Behaviour Intention

Behaviour
BEHAVIOURAL CONTROL

• Internal Control Factor → inside the subject — skill, abilities, information.

• External Control Factor → outside the subject — obstacles, opportunities
THEORY OF PLANNED BEHAVIOR CONCEPTUAL MODELS

Behavioral Beliefs -> Attitude Toward the Behavior

Normative Beliefs -> Subjective Norm

Control Beliefs -> Perceived Behavioral Control

Intention -> Behavior

Actual Behavioral Control

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BEHAVIOR BELIEFS AND ATTITUDE TOWARD THE BEHAVIOR

^ Behavioral Beliefs

belief of individual about a certain behavioral consequences.

^ Attitude Toward Behavior

positive or negative assessment of these behavior
Normative Beliefs

Individual decision can influence by the social environment especially influential person to their life (significant others).

Subjective Norm

Fishbein & Ajzen (1975) use the phrase motivation to comply → is the person comply the other important person or not
CONTROL BELIEFS AND PERCEIVED BEHAVIOR CONTROL

^ Perceived Behavioral Control
Individual perception regarding facilitated or inhibited to produce a behavior (Ajzen, 1988)

^ Control Beliefs
Personal belief about the factors that can facilitate and inhibit the work of behavior (Ajzen, 2001)
INTENTION

the indicator of personal readiness to do an action
According to Ajzen, the behavior is a function of compatible intention and response of behavior in control perceived behavior.
Actual Behavior Control

Everything that actually provide to shape a control behavior and behavior itself
Behavioral Beliefs
Belief that narcotics will:
• Result in death
• Harmful to health

Normative Beliefs
• Overdose experience & personal guilty
• Any intervention from the nearest persons

Control Beliefs
Belief that able to stop using narcotics

Attitude Toward the Behavior
Aware that ‘relaxing’ or ‘excited’ effect of narcotics are false effect

Subjective Norm
The existence of self awareness

Perceived Behavioral Control
Perception that able to refuse narcotics are more dominant than consume narcotics

Intention
Intention to refuse narcotics

Behavior
Refuse to consume narcotics

Actual Behavioral Control
- Support from friends, parents, close friends
  - There are time, opportunity, money to get a detoxification/rehabilitation

Applied of Theory of Planned Behavior
THANK YOU