

# 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 end of 1960, socio psychologist → the theory that explain the relation between attitude and behavior → Theory of Reasoned Action (Martin Fishbein & Icek Ajzen, 1967, 1970, 1975)

# THEORY OF REASONED ACTION

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

The theory focus on intention variable

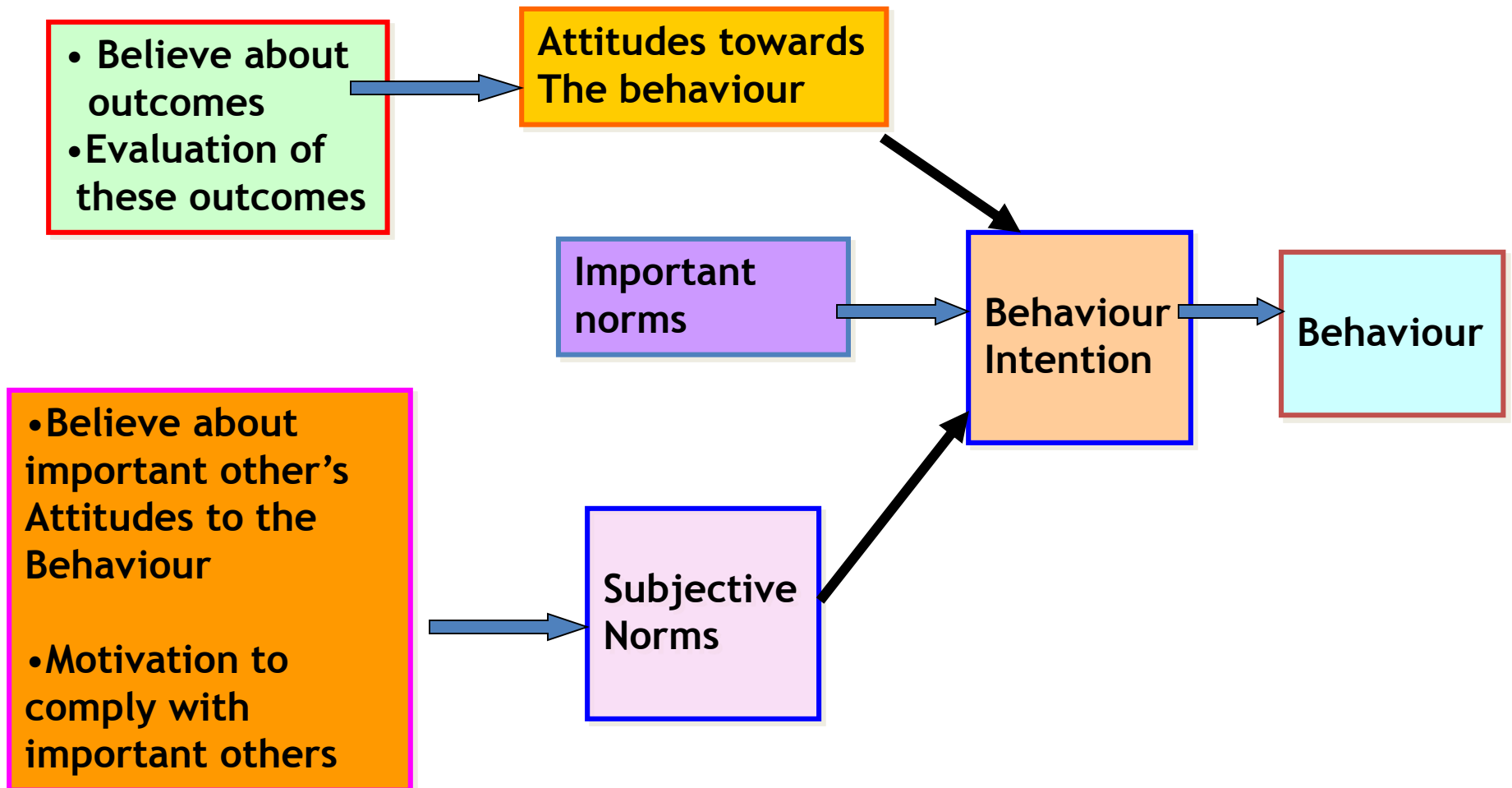
An intention determined by the attitude, subjective norm and important norm

# 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



# BEHAVIOR

- Is the transition of intention into an action or practice



# INTENTION / WILLINGNESS

Is a probability as a basis 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

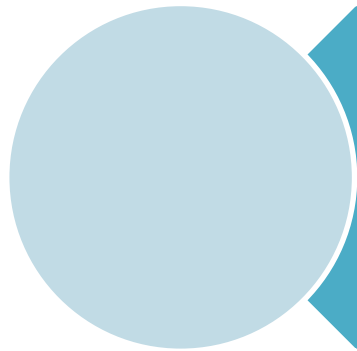


# ATTITUDE IS THE RESULT OF CONSIDERATION

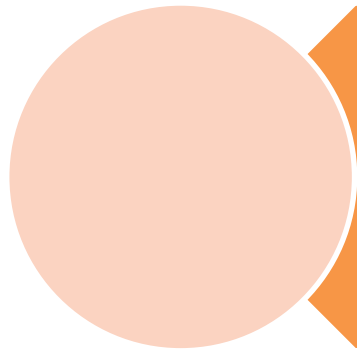
Belief about cost and benefits of the behavior (*outcome of the behavior*)

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)

# SUBJEKTIF NORM

- 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

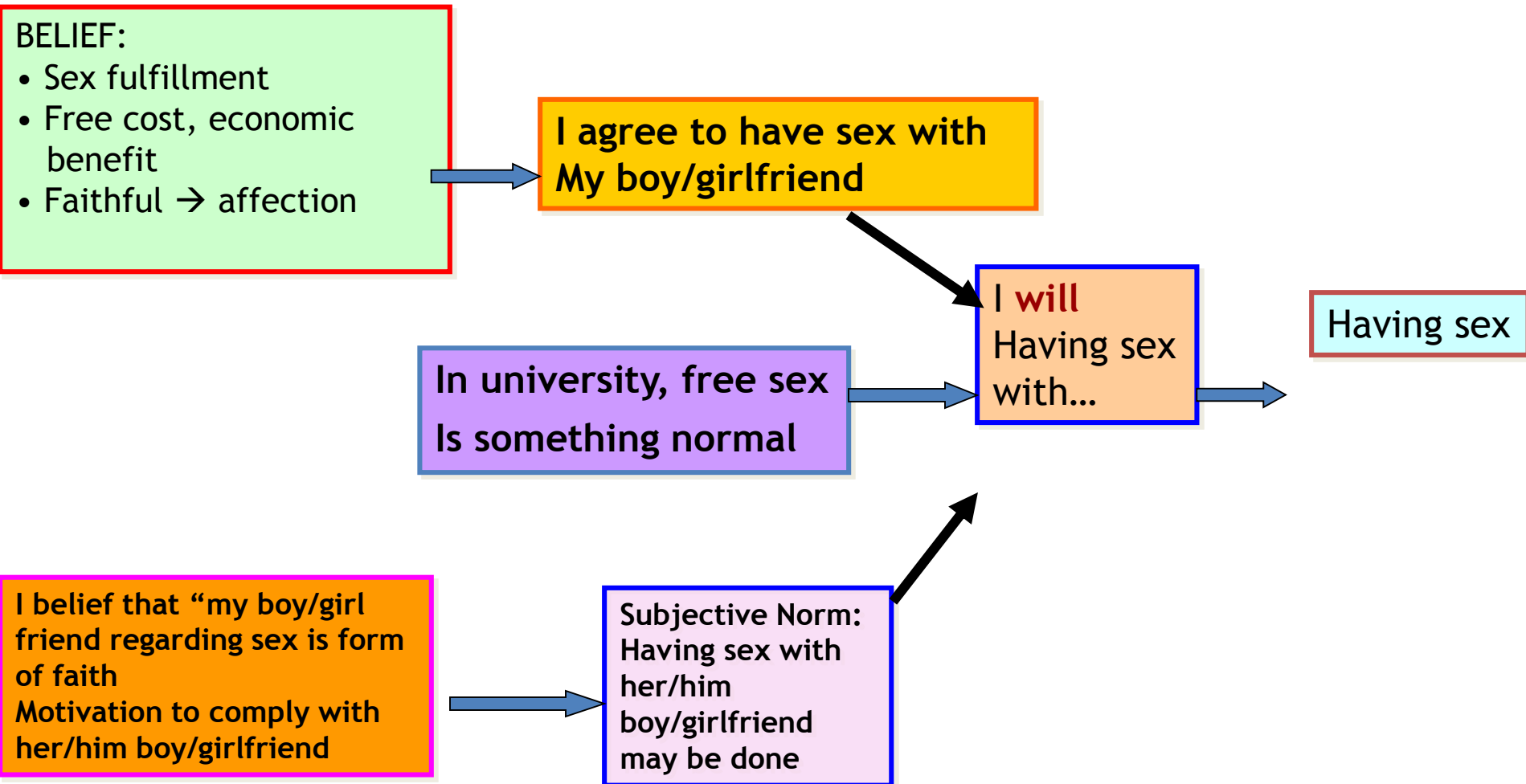
- The social norm that believed by society or social environment where the person is



Martin Fishbein :  
**A Reasoned Action Approach to Health  
Promotion, 2008**

APPLICATION ....???

# APPLIED OF THE THEORY OF REASONED ACTION

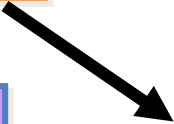


belief:

- With family planning, family welfare is guaranteed (+++++)
- Contraception will make obesity (-)
- Contraception is uncomforted (-)



Agree toward  
contraception



Community  
regarding  
that small  
family is  
modernity



I will use  
contraception



Used  
Contra-  
ception

Belief :

- Husband's attitude that contraception is woman responsibility



Subjective  
Norm:  
Contraception  
is woman  
responsibility



# **THEORY OF PLANNED BEHAVIOR**

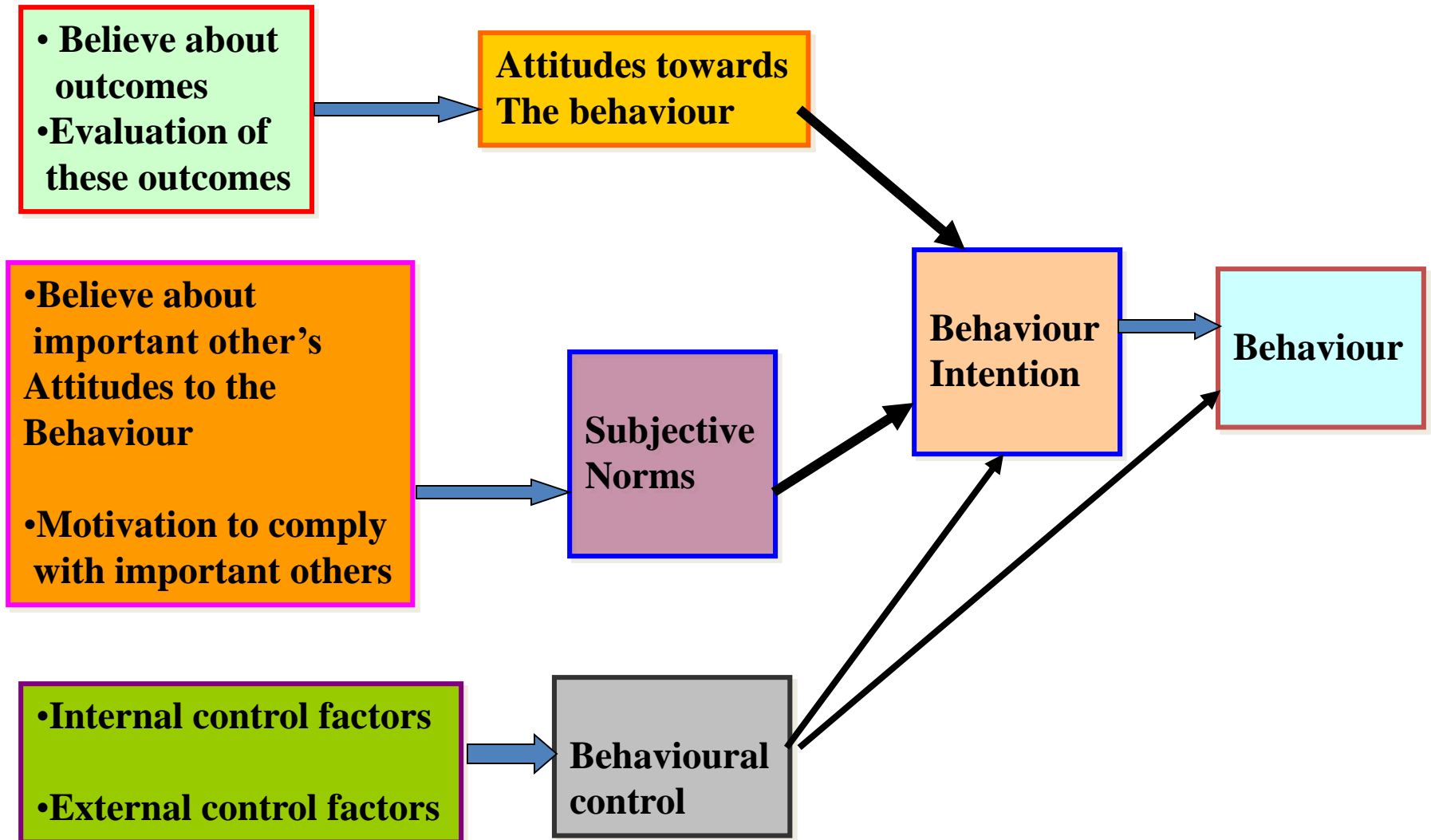
AJZEN AND FISHBEIN

# HISTORY...

Theory of planned behavior have been proposed by Icek ajzen in 1985 trough him 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 percieved 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

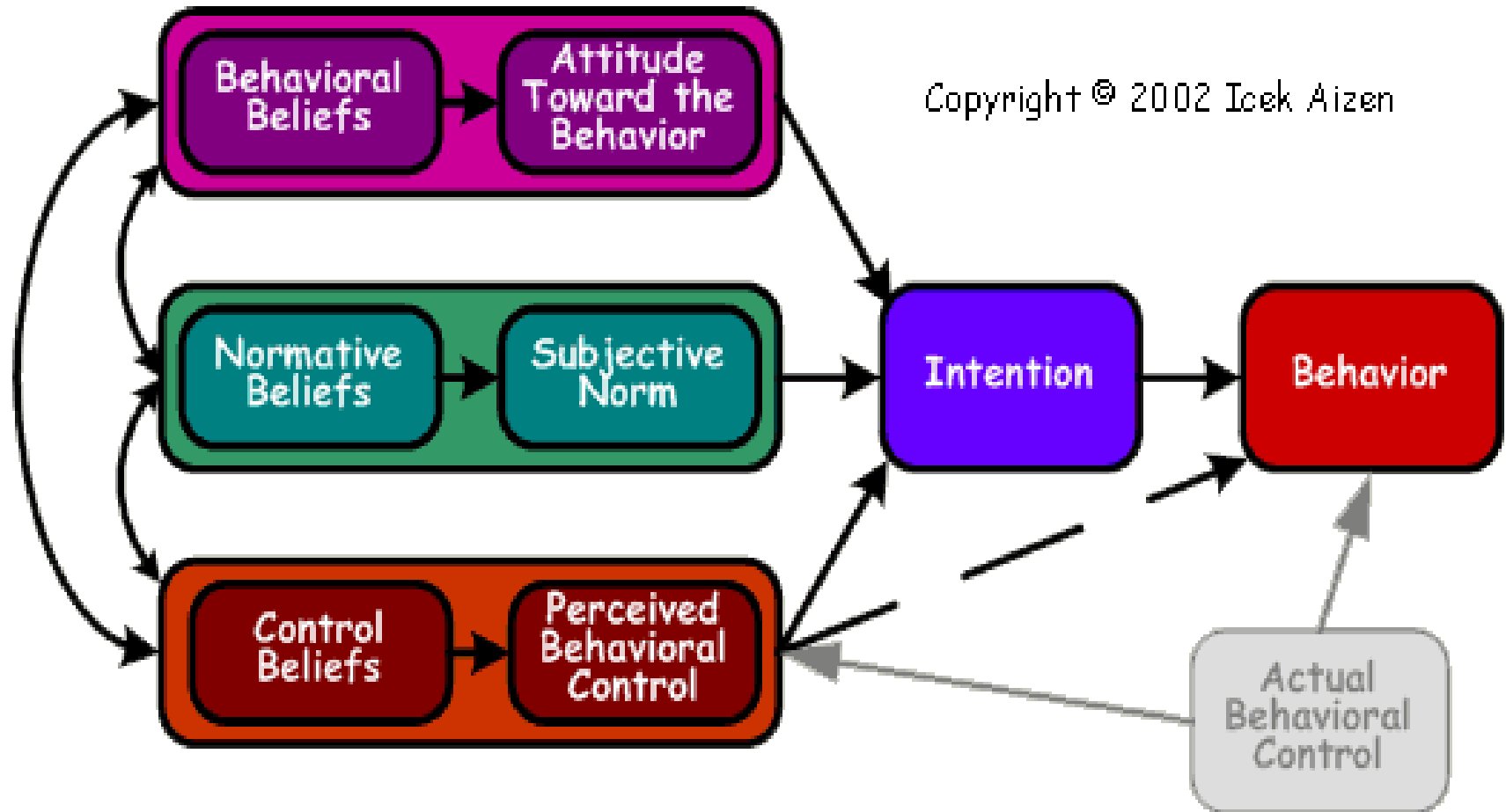




# BEHAVIOURAL CONTROL

- Internal Control Factor → inside the subject – skill, abilities, information.
- External Control F → outside the subject – obstacles, opportunities

# THEORY OF PLANNED BEHAVIOR CONCEPTUAL MODELS



# 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 AND SUBJECTIVE NORM

## ^ 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

# **BEHAVIOR**

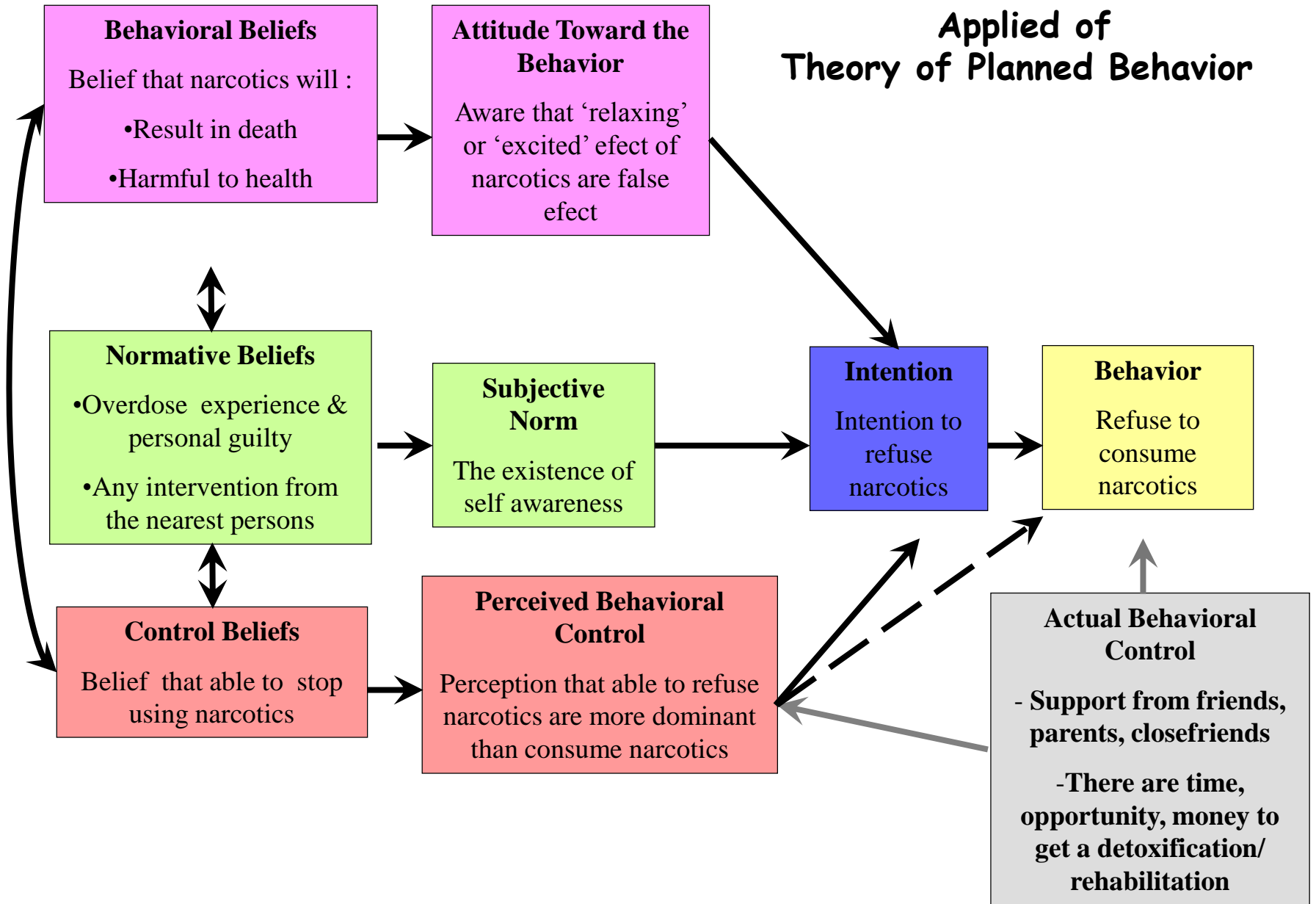
According to Ajzen, the behavior is a function of compatible intention and respons of behavior in control  
percieved behavior

# Actual Behavior Control

Everything that actually provide  
to shape a control behavior and  
behavior itself



# Applied of Theory of Planned Behavior



THANK YOU