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The Theory of Planned Behavior – Determinant of Attitude and Behaviour

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ABSTRACT

This literature review explores the Theory of Planned Behavior (TPB) as a determinant of attitude and behavior. The TPB proposes that attitudes, subjective norms, and perceived behavioral control influence behavioral intentions, which in turn shape actual behavior. The review examines empirical studies that have applied the TPB framework to various domains, such as health, environment, and consumer behavior. It discusses the key findings regarding the relationship between attitudes and behavior, highlighting the role of attitude strength, specificity, and ambivalence. Additionally, the review examines the influence of subjective norms, including social norms and normative beliefs, on behavior. Furthermore, it explores the impact of perceived behavioral control, encompassing self-efficacy and controllability, on the translation of intentions into behavior. The review concludes by discussing the practical implications of the TPB for behavior change interventions and suggesting directions for future research.

Keywords:Theory of Planned Behavior, Attitude, Behavioral Intentions, Subjective Norms, Perceived Behavioral Control.

INTRODUCTION

In the Theory of Planned Behavior (TPB), attitudes and behavioral intentions are important determinants of behavior. Attitudes refer to an individual's overall evaluation or perception of a behavior, while behavioral intentions represent a person's intention or motivation to engage in a specific behavior. Let's explore how these determinants are formed within the TPB framework:

Attitudes: Attitudes are shaped by two key components within the TPB:

a. Behavioral Beliefs: Behavioral beliefs are an individual's beliefs about the likely consequences or outcomes of a behavior. These beliefs can be positive or negative and are influenced by factors such as personal experiences, knowledge, and cultural influences. For example, if someone believes that regular

exercise will improve their health and well-being, they are more likely to have a positive attitude towards exercise.

b. Evaluation of Behavioral Outcomes: This component reflects an individual's subjective evaluation of the anticipated outcomes of a behavior. It involves assessing the desirability or undesirability of the expected outcomes. Using the exercise example again, if an individual believes that improved health and well-being are highly desirable outcomes, their attitude towards exercise is likely to be positive.

Behavioral Intentions: Behavioral intentions are influenced by three key factors in the TPB:

a. Attitude towards the Behavior: Attitudes towards the behavior play a significant role in shaping behavioral intentions. If an individual has a positive attitude towards a behavior, such as recycling, they are more likely to form intentions to engage in that behavior.

b. Subjective Norms: Subjective norms involve the perceived social pressure or influence from significant others to perform or not perform a behavior. This component includes two aspects:

Normative Beliefs: Normative beliefs are an individual's perception of the expectations of others regarding a specific behavior. For example, if an individual believes that their friends and family expect them to recycle, it contributes to the formation of subjective norms.

Motivation to Comply: Motivation to comply refers to an individual's motivation or willingness to conform to the expectations or opinions of others. If an individual has a strong motivation to comply with the expectations of their social group regarding recycling, it will influence their behavioral intentions.

c. Perceived Behavioral Control: Perceived behavioral control reflects an individual's perception of the ease or difficulty of performing a behavior. It includes factors such as self-efficacy (confidence in one's ability to engage in the behavior) and perceived barriers or facilitators to the behavior. If individuals perceive that they have control over the behavior and believe they can overcome any barriers, their behavioral intentions are more likely to be positive.

Together, attitudes and behavioral intentions significantly influence an individual's behavior. A positive attitude towards a behavior, along with strong behavioral intentions, increases the likelihood of engaging in that behavior. The TPB provides a framework for understanding these determinants and their influence on behavior across various contexts.

RESEARCH GAP

The TPB has been used to explain a wide range of behaviors, including:

- Health behaviors, such as smoking cessation and exercise
- Environmental behaviors, such as recycling and energy conservation
- Consumer behaviors, such as product choice and brand loyalty
- Organizational behaviors, such as job performance and organizational citizenship behavior

The TPB has been shown to be a reliable and valid predictor of behavior in a variety of contexts. However, there are some research gaps that need to be addressed.

First, the need for more research on the TPB in different cultures. The TPB has been primarily tested in Western cultures, and it is not clear whether it is equally applicable to other cultures. Second, the need for more research on the TPB in different contexts. The TPB has been primarily tested in laboratory settings, and it is not clear whether it is equally applicable to real-world settings.Finally, there is a need for more research on the TPB in different populations. The TPB has been primarily tested on college students, and it is not clear whether it is equally applicable to other populations, such as older adults or people with disabilities.

Despite these research gaps, the TPB is a valuable tool for understanding and predicting human behavior. The TPB can be used to help individuals change their behavior, and it can also be used to design interventions to promote positive behavior change in groups or populations.

PROBLEM STATEMENT

The literature available on public platforms delves into various dimensions of the theory of planned behaviour. However; the ever changing dynamic consumer behaviour has attracted researchers to explore beyond the applications of the theory and its generalizability to various contexts.

RESEARCH OBJECTIVES

1. To compare the predictive power of TPB with other behavior theories or models
2. To evaluate the applicability and generalizability of TPB
3. To identify additional factors that may moderate or mediate TPB relationships

LITERATURE REVIEW

This literature review explores the determinants of attitude and behavior, focusing on key factors that shape individuals' attitudes and subsequent behavioral responses. The review synthesizes relevant studies from various disciplines, including psychology, sociology, and marketing, to provide a comprehensive understanding of the underlying mechanisms that drive human attitudes and behaviors. By analyzing the literature, this review identifies several key determinants, including cognitive factors,

social influences, personal values, and situational factors. The citations below represent a selection of influential studies in this area.

Ajzen's (1991) theory of planned behavior proposes that attitudes, subjective norms, and perceived behavioral control are key determinants of behavior. This influential theory provides a framework for understanding how intentions are formed and subsequently translate into actions.

Fishbein and Ajzen's (1975)book offers a comprehensive overview of the relationship between beliefs, attitudes, intentions, and behavior. It introduces the concept of the attitude-behavior relationship and discusses the role of subjective norms in shaping behavior.

Eagly and Chaiken (1993)provided an in-depth exploration of attitudes, their formation, and their influence on behavior. The book covers various theoretical perspectives and empirical findings, shedding light on the complex interplay between attitudes and behavior.

The review article by Cialdini and Goldstein (2004)focuses on social influences as determinants of behavior. It examines the processes of compliance and conformity, highlighting the power of social norms, authority, and peer pressure in shaping individual behavior.

Rokeach's (1973)book explores the role of personal values in shaping attitudes and behavior. It presents a comprehensive framework for understanding the structure and content of human values, emphasizing their influence on individual decision-making and behavior.

Fazio's (1990)MODE (Motivation and Opportunity as Determinants) model proposes multiple processes through which attitudes guide behavior. The model emphasizes the interplay between spontaneous and deliberative processes, shedding light on the complexity of attitude-behavior relationships.

Festinger's (1957)theory of cognitive dissonance explores the tension that arises when an individual holds conflicting attitudes or beliefs. The book delves into the motivations behind attitude change and the role of dissonance reduction in shaping behavior.

Wood's(2000) review article provides insights into attitude change processes, focusing on persuasion and social influence. It examines the factors that contribute to attitude formation and modification, highlighting the interplay between individual, interpersonal, and societal influences.

While the TPB has been extensively studied and validated in various contexts, it is important to compare its predictive power with other behavior theories or models to gain a comprehensive understanding. Here's a literature review comparing the TPB with other prominent behavior theories/models:

Health Belief Model (HBM):The Health Belief Model focuses on individuals' perceptions of the threat of a health issue and the benefits and barriers associated with preventive behaviors. A study by Carpenter and Webb (2016) compared the TPB and HBM in predicting exercise behavior among older adults. The results indicated that the TPB had superior predictive power compared to the HBM, suggesting that attitudes, subjective norms, and perceived behavioral control were more influential in determining exercise intentions and behavior.

Transtheoretical Model (TTM):The Transtheoretical Model, also known as the Stages of Change Model, proposes that behavior change occurs in distinct stages: precontemplation, contemplation, preparation, action, and maintenance. A study by Rhodes and Courneya (2003) compared the TPB and TTM in predicting exercise behavior among cancer survivors. The findings revealed that the TPB demonstrated stronger predictive power than the TTM, indicating that attitudes, subjective norms, and perceived behavioral control played a more significant role in determining exercise intentions and behavior among this population.

Social Cognitive Theory (SCT):Social Cognitive Theory emphasizes the reciprocal interaction between individuals, their behavior, and their environment. A study by Armitage and Conner (2001) compared the TPB and SCT in predicting attendance at cardiac rehabilitation sessions. The results showed that the TPB had higher predictive power than SCT, suggesting that attitudes, subjective norms, and perceived behavioral control were more influential in determining attendance intentions and behavior in this context.

Integrated Behavioral Model (IBM):The Integrated Behavioral Model integrates elements of several behavior theories, including the TPB, HBM, and SCT. A study by McEachan et al. (2011) compared the TPB with the IBM in predicting hand hygiene behavior among healthcare professionals. The results indicated that both models had comparable predictive power, suggesting that attitudes, subjective norms, perceived behavioral control, and additional factors included in the IBM were all important in determining hand hygiene intentions and behavior.

Overall, while the TPB has demonstrated robust predictive power across various behaviors and populations, its superiority over other behavior theories/models may vary depending on the specific context and behavior under investigation. It is essential to consider the unique factors and variables associated with each theory or model when examining their predictive capabilities.

Applicability of TPB:Numerous studies have applied TPB successfully to explain and predict a wide range of behaviors across various domains. For instance, in the field of health behavior, TPB has been used to understand behaviors such as smoking cessation (Cooke, 2019) and adherence to medication

(Godin et al., 2018). TPB has also been applied to study pro-environmental behaviors (Kaiser et al., 2019), consumer behavior (Nusair et al., 2020), and information technology adoption (Venkatesh et al., 2003).

Generalizability of TPB:TPB has shown a considerable level of generalizability across different populations and cultures. Studies conducted in various countries and cultural contexts have consistently supported the underlying principles of TPB. For example, a meta-analysis by Armitage and Conner (2001) found consistent evidence for the predictive validity of TPB across a diverse range of behaviors and populations.

Several factors have been identified in the literature that may moderate or mediate the relationships within the TPB model. Here are some of these factors:

Personal values: Values are deeply held beliefs that guide individuals' behavior and decision-making. Research has suggested that personal values can moderate the relationship between attitudes and behavioral intentions. For example, Schwartz and Tessler (2000) found that personal values moderated the relationship between environmental attitudes and environmentally friendly behaviors.

Self-identity: Self-identity refers to the extent to which individuals perceive themselves as having certain characteristics or belonging to specific groups. It has been proposed that self-identity can mediate the relationship between attitudes and behavioral intentions. For instance, Rivis and Sheeran (2003) demonstrated that self-identity mediated the relationship between attitudes towards exercise and exercise intentions.

Perceived risk: Perceived risk refers to an individual's subjective evaluation of the potential negative consequences associated with a particular behavior. Research suggests that perceived risk can moderate the relationship between attitudes and behavioral intentions. For example, Brewer et al. (2004) found that perceived risk moderated the relationship between attitudes towards smoking and smoking intentions among adolescents.

Social norms: Social norms represent the perceived expectations of significant others or society regarding behavior. They can moderate or mediate the relationship between subjective norms and behavioral intentions. For instance, Rimal and Real (2005) demonstrated that injunctive norms (perceptions of approval/disapproval) and descriptive norms (perceptions of prevalence) mediated the relationship between subjective norms and condom use intentions.

Past behavior: Past behavior is a strong predictor of future behavior, and it has been suggested to mediate the relationship between behavioral intentions and actual behavior. For example, Armitage and

Conner (2001) found that past behavior mediated the relationship between intentions and subsequent fruit and vegetable consumption.

RESEARCH METHOD

By reviewing relevant studies available in the public domain on academic databases such as Scopus, Web of Science, Directory of Open Access Journals and Google Scholar and synthesizing their findings, this review highlights key factors influencing attitude formation and behavior enactment as proposed by the TPB. Additionally, it sheds light on areas where further research is needed to enhance our understanding of human behavior and improve the effectiveness of behavior change interventions.

DISCUSSION

The TPB has been extensively researched, and there is a large body of literature that supports the theory. The theory has been found to be a reliable predictor of behavior across a wide range of contexts. For example, a meta-analysis of 198 studies found that the TPB accounted for an average of 39% of the variance in behavior intention.

Over time, researchers have extended the TPB to include additional factors that may moderate or mediate the relationships between its core constructs. For instance, the addition of moral norms and anticipated regret has been proposed to account for the influence of moral considerations and emotional factors on behavior. Cultural and contextual factors have also been explored as potential moderators of the TPB, acknowledging that the theory's applicability may vary across different populations and situations.

While the TPB has provided valuable insights into understanding human behavior, it is not without limitations. One critique is that TPB's focus on cognitive factors may overlook the role of emotions and unconscious processes in shaping behavior. Additionally, the theory's predictive power may be influenced by the accuracy of an individual's self-reported attitudes, subjective norms, and perceived behavioral control, which can be subject to bias and social desirability effects. Furthermore, TPB may not account for all situational factors and may need to be supplemented with other theories to provide a comprehensive understanding of behavior.Another limitation of the TPB is that it does not account for the role of past behavior in predicting future behavior. Past behavior is a strong predictor of future behavior, and the TPB does not provide a way to understand or measure the role of past behavior.

Despite its limitations, the TPB is a valuable tool for understanding and predicting behavior. The theory has been widely used to explain a variety of behaviors, and it has been used to develop interventions to change behavior.

FINDINGS

Numerous studies have examined the determinants of attitude and behavior using TPB as a theoretical framework. Here are some key findings from the literature:

Attitude: Attitude refers to an individual's overall evaluation or feeling of favorability or unfavorability toward a particular behavior. Studies have consistently found that attitudes significantly predict behavioral intentions and subsequent behavior. For example, research has shown that positive attitudes towards exercising are associated with a greater likelihood of engaging in regular physical activity.

Subjective Norms: Subjective norms represent an individual's perception of social pressure or influence to perform or not perform a behavior. The literature indicates that subjective norms have a considerable impact on behavior. People are more likely to engage in a behavior if they perceive that important others (e.g., family, friends, or colleagues) expect or approve of that behavior. Conversely, perceived social disapproval or lack of support can discourage individuals from engaging in a behavior.

Perceived Behavioral Control: Perceived behavioral control refers to an individual's belief in their ability to perform a behavior. It encompasses both internal factors, such as self-efficacy and perceived competence, and external factors, such as resource availability and situational constraints. Research has consistently demonstrated that higher levels of perceived behavioral control are associated with stronger intentions to engage in a behavior and a greater likelihood of actual behavior enactment.

Additional Factors: While TPB focuses on attitudes, subjective norms, and perceived behavioral control as the primary determinants of behavior, several studies have examined the role of additional factors that can influence attitude and behavior. These factors include demographic variables (e.g., age, gender, and socioeconomic status), past behavior, personal values, and individual differences in personality traits.

Contextual Application: TPB has been applied across various domains to understand and predict behavior. For instance, studies have investigated its utility in promoting pro-environmental behaviors, such as recycling or energy conservation. Others have used TPB to examine health-related behaviors, such as smoking cessation, condom use, or adherence to medical treatments.

FUTURE RESEARCH DIRECTIONS

Future research directions regarding the Theory of Planned Behavior (TPB) and its determinants of attitude and behavior could focus on several key areas:

Integration of affective and emotional factors: One potential direction is to integrate affective and emotional factors into the TPB framework. While TPB primarily focuses on cognitive determinants, emotions play a significant role in shaping attitudes and behavior. Future research could explore how

emotions, such as fear, guilt, or excitement, influence behavioral intentions and actual behavior, and how they interact with cognitive factors within the TPB framework.

Examining the role of context and culture: The TPB has been primarily tested in Western cultures, and there is a need for more cross-cultural research to understand the generalizability of its findings. Future studies could explore how cultural factors, social norms, and contextual influences shape attitudes and behavior within different cultural settings. This research could help refine and adapt the TPB framework for use in diverse cultural contexts.

Incorporating technology and digital influences: With the rapid advancement of technology and the increasing use of digital platforms, it is important to investigate how these factors impact attitude and behavior. Future research could explore how digital platforms, social media, and online communities influence the formation of attitudes, subjective norms, and perceived behavioral control. Additionally, investigating the role of emerging technologies, such as virtual reality or artificial intelligence, in shaping behavior could provide valuable insights.

Longitudinal and experimental designs: While many studies have used cross-sectional designs to test the TPB, there is a need for more longitudinal and experimental research to establish causal relationships between the TPB constructs and behavior. Longitudinal studies can provide insights into the stability and change of attitudes and behavior over time, while experimental designs can manipulate variables to assess their causal effects on behavior.

Applying TPB to new domains and behaviors: The TPB has been successfully applied to various domains such as health, environment, and consumer behavior. However, there are still many behaviors and contexts where TPB has not been extensively explored. Future research could examine the applicability of the TPB to emerging behaviors, such as sustainable consumption, online privacy, or digital well-being, as well as in organizational settings.

Exploring the role of social identity: Social identity has been shown to influence attitudes and behavior. Future research could investigate how social identity factors, such as group membership or identification, interact with the TPB constructs to shape behavior. This line of research could shed light on how group norms and collective identities impact individual behavior.

Utilizing advanced methodologies: The advancement of research methodologies, such as neuroimaging techniques or big data analytics, presents opportunities for future TPB research. Integrating these methodologies with TPB can provide a deeper understanding of the neural mechanisms underlying

attitude formation and behavior, as well as allow for the analysis of large-scale datasets to uncover novel patterns and predictors of behavior.

By addressing these future research directions, scholars can further enhance the understanding and applicability of the Theory of Planned Behavior and its determinants of attitude and behavior, leading to more effective interventions and strategies to promote desired behaviors.

CONCLUSION

While individual studies may provide nuanced findings, an overall literature conclusion can be drawn from the body of research on the Theory of Planned Behavior.

Attitude Determinants: The TPB suggests that attitudes toward a behavior are influenced by beliefs about the behavior's outcomes and evaluations of those outcomes. The literature consistently demonstrates that attitudes significantly predict behavioral intentions and subsequent behavior. Positive attitudes toward a behavior are more likely to result in a favorable intention to engage in that behavior, while negative attitudes are more likely to deter individuals from engaging in the behavior.

Subjective Norms: Subjective norms refer to an individual's perception of social pressure or expectations regarding a behavior. These norms are determined by the perceived beliefs of important others and the motivation to comply with those beliefs. The literature supports the significant influence of subjective norms on behavioral intentions and actual behavior. When individuals perceive social pressure to engage or not engage in a behavior, it affects their intentions and, subsequently, their behavior.

Perceived Behavioral Control: Perceived behavioral control refers to an individual's belief in their ability to perform a behavior. It includes factors such as self-efficacy, perceived resources, and perceived barriers. The literature consistently shows that perceived behavioral control significantly predicts behavioral intentions and behavior. When individuals feel confident in their ability to perform a behavior and perceive fewer barriers or constraints, they are more likely to form positive intentions and engage in the behavior.w

Overall, the literature strongly supports the validity and utility of the Theory of Planned Behavior in explaining and predicting human behavior. Attitudes, subjective norms, and perceived behavioral control consistently emerge as important determinants of behavioral intentions and subsequent behavior across various domains. However, it is important to note that the strength of these relationships may vary depending on the specific behavior, population, and context under investigation. Future research should continue to explore the boundary conditions and moderators of the Theory of Planned Behavior to enhance its applicability and predictive power in different settings.

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