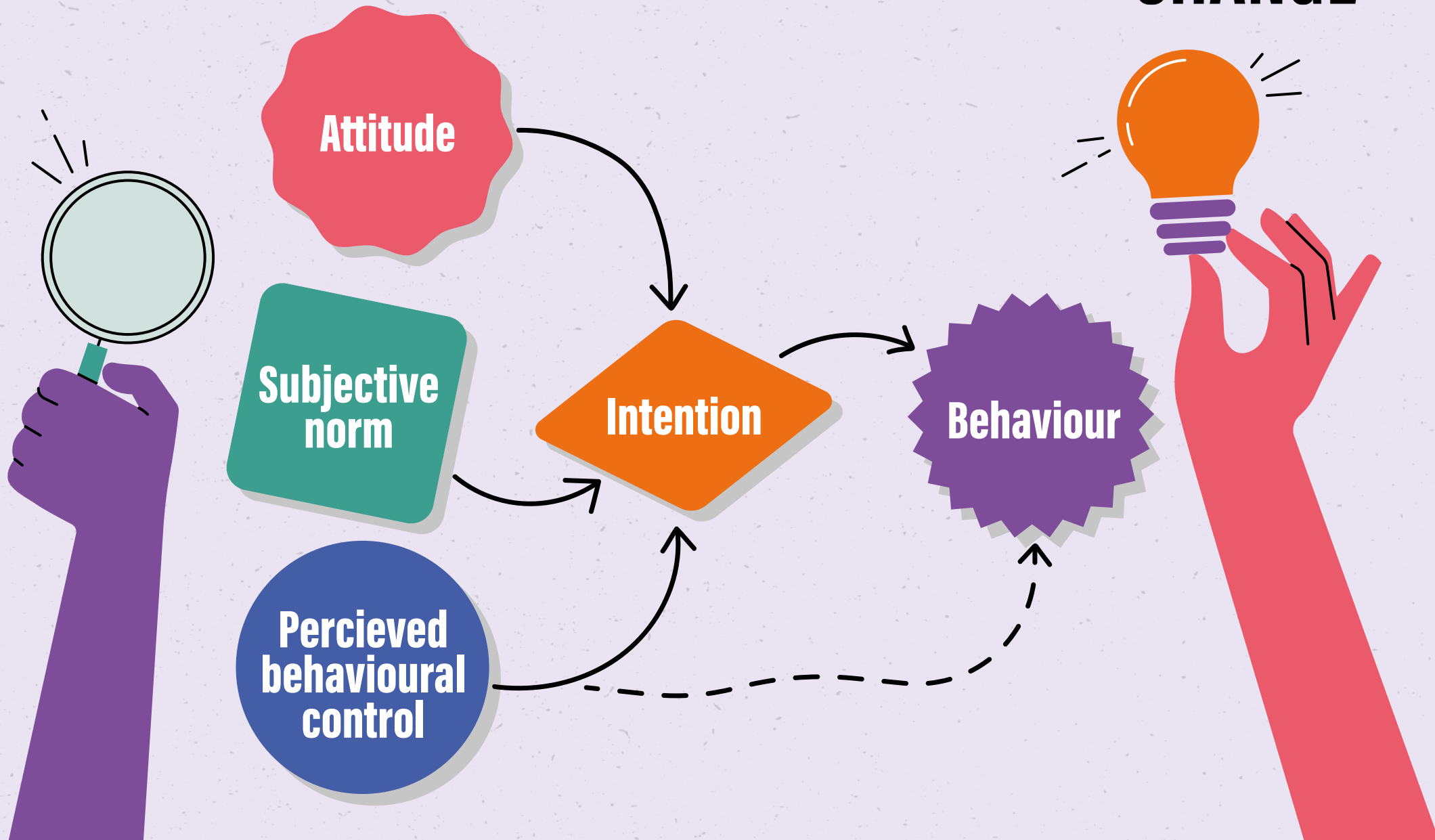


Theory of planned behaviour

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What is the theory of planned behaviour?

The theory of planned behaviour is a theory that attempts to predict the likelihood a behaviour happening. It argues that a combination of attitudes, subjective norms and perceived behavioural control will shape an individual's intention towards carrying out a behaviour.

This theory enables you to understand how individuals behave across different settings, scenarios and situations. Unlocking insight based on attitudes towards behaviours, norms and perceived control enable practitioners and marketers to understand where barriers exist and how to encourage a change in behaviour.

To help explain the different steps and how this could apply to real life, we want you to follow Steve and his journey of going on a night out.

Attitude

This refers to how appealing or favourable a behaviour or act might be to the individual and the anticipated outcomes of undertaking a behaviour. This is when an individual will weigh up the pros and cons.

For example:

Steve, a 24-year-old, is on a night out with his team mates who like to drink a lot of alcohol. His team mates tend to drink as much as they can, as quickly as possible. For Steve, the thought of being hungover the next morning isn't appealing, but he does like the thought that drinking with his mates will bond them and they will have a fun night out. His attitude is one of being unable to 'have fun' not drinking.

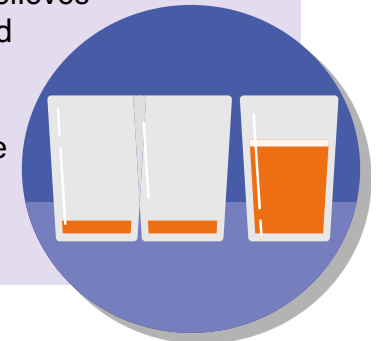


Subjective norm

This refers to whether the behaviour or act is perceived as normal by peers, whether others will be supportive of a behaviour and what the anticipated response from peers will be.

For example:

Steve notices that all of his team mates are drinking lots of alcohol very quickly. He believes that drinking lots of alcohol is a 'norm' and he will be accepted by his team mates as drinking the same amount means he is relatable to them. He also knows that if he doesn't do what they're doing his friends will make fun of him.



Perceived behavioural control

This refers to the level of control an individual believes they have in order to carry out a behaviour or act. The question here is whether the behaviour is easy to achieve or not?

For example:

Steve knows that he and his team mates want to drink a lot of alcohol. While at the bar, Steve realises he can get drinks on a 2 for 1 offer. This makes him think it is easy for him to reach his end goal of getting drunk.



Intention

This is a product of the behavioural attitudes, normative beliefs and the control beliefs. The combination of the three will produce an intention as to whether or not an individual will undertake a certain behaviour.

For example:

Based on his internal processes, such as weighing up the pros and cons, being liked and the accessibility of buying cheap alcohol, Steve has a high intention of drinking as much alcohol as possible, just like his team mates.

3 more
pints,
please

Behaviour

A behaviour is likely to occur based whether there is a high level of intent. If a behaviour is perceived as appealing, socially acceptable and is easy to do, it is likely to happen.

For example:

Steve's intent to binge drink means he will be drinking excessively on the night. However, this could have been avoided through different methods. Through his journey, it's clear that there is a culture within his circle of friends and their relationship with alcohol, indicating that attitudes need to be challenged. What's also clear is that the environment enabled Steve and his team mates to drink excessively, which can be tackled through enforcement or environmental changes.



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