

A Theory of Planned Behaviour

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Introduction

The Theory of Reasoned Action's assumptions about human conduct served as the foundation for the Theory of Planned Behaviour's development. In his article "From Intentions to Actions: A Theory of Planned Behaviour," Icek Ajzen introduced this theory in 1985. Both theories believe that knowing a person's behavioural and normative views as well as the social standards for the society they are a part of helps us understand both their behavioural intentions and attitudes about certain behaviour. The Theory of Planned Behaviour differs from the Theory of Reasoned Action primarily in that there is a higher likelihood of understanding a person's genuine sentiments through the Theory of Planned Behaviour. In his original paper, Ajzen uses the example of a father who wants to take his kids fishing to explain this argument. In Ajzen's illustration, the goal is to schedule this activity, get the necessary gear, and acquire the necessary fishing licence. The person's own control over each of the several components that go into this activity determines whether or not this intention is successful. This example highlights the reality that unless you have control over all the lesser components that contribute to the end behaviour, only the goal of the action will have no effect. This theory's application is applicable to a wide range of industries and professions, including the healthcare sector, politics, and even regular enterprises and organisations [1].

According to the Theory of Planned Behaviour, a person's attitude and viewpoint, along with their perception of control over their behaviour and the subjective norms of their society, can affect their behavioural intention, which will ultimately result in their behaviour or action. A person may be less inclined to take that action in specific situations if they have a bad attitude and believe they are powerless to stop it. Additionally, a person's aim for the activity would be negatively impacted if society as a whole disapproved of the behaviour. Depending on the person's attitude and sense of behavioural control, their goal and the behaviour's action may be positively or negatively impacted [2].

In order to forecast a person's intention to engage in a behaviour at a certain time and location, the Theory of Reasoned Action (TRA) was renamed the Theory of Planned Behaviour (TPB) in 1980. The hypothesis was developed to describe all actions that people can exercise self-control over. This model's most important element is behavioural intent, which is impacted by attitudes toward the likelihood that behaviour will result in the desired outcome and a subjective assessment of the risks and advantages of that outcome. The TPB has been used successfully to predict and explain a variety of health behaviours and intents, including substance use, breastfeeding, using health services, and smoking [3].

Description

Personal attitudes refer to how we personally feel about a specific conduct.

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When we think about the conduct, the sum of all our knowledge, attitudes, and prejudices-both positive and negative-comes to mind. Tobacco is calming and makes me feel good, but it also makes me cough in the morning, costs a lot of money, and smells unpleasant, for instance, depending on our different attitudes toward smoking. Subjective norms: These take into account how we perceive other people's perceptions of a particular conduct, such as smoking. This might be how people in your family, circle of friends, and workplace feel about smoking. We judge the attitudes of others, not what other people think [4,5].

The degree to which a person views the action of interest favourably or unfavourably is referred to as their attitude. It requires taking into account how the conduct will affect the results. Behavioural intention: These are the driving forces behind a particular activity, and the stronger the intention to carry it out, the more probable it is that the conduct will be carried out. Subjective norms - This is the notion of whether the majority of individuals find the behaviour to be acceptable or unacceptable. It has to do with a person's opinions about whether peer and significant others believe the individual should indulge in the behaviour. Social norms are the accepted norms of conduct within a community, among individuals, or in a broader cultural setting.

Conclusion

The degree to which we perceive that we have control over our conduct is known as perceived behavioural control. This depends on how we perceive both internal-like our own aptitude and resolve-and external-like the tools and resources at our disposal. According to the hypothesis, our perception of behavioural control has two outcomes: It has an impact on our intents to act in a particular way; specifically, the greater our intention to act is, the more control we believe we have over our conduct. It directly influences our conduct as well; if we feel in control, we will work more and longer to achieve our goals. However, the current understanding of perceived behavioural control is most consistent with Bandura's theory.

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Conflict of Interest

The authors declare that there is no conflict of interest associated with this manuscript.

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