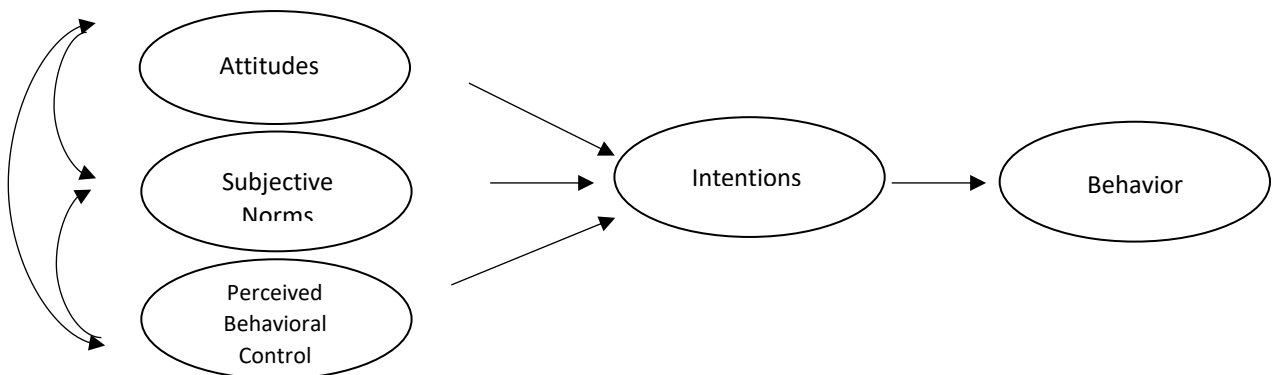


## ***Theory of Planned Behavior***

The theory of planned behavior views behavior as a function of one's behavioral intentions to participate in the behavior, which are shaped by attitudes toward the behavior, subjective norms, and perceived behavioral control. Attitudes refer to how favorably or unfavorably an individual perceives the behavior (Ajzen, 1985). Subjective norms refer to the social expectations regarding the behavior that a person perceives from influential others (Ajzen, 1985). Perceived behavioral control refers to someone's perception of factors that limit and facilitate his or her engagement in a certain behavior (Ajzen, 1985). Figure 10 shows the stages of the theory of planned behavior.



Primary Source: Ajzen (1985).