

# **Theory of Reasoned Action**

The background of the slide features two large, overlapping geometric shapes. A red triangle points downwards from the top right corner, and a blue triangle points upwards from the bottom right corner. They meet at a point in the center-right of the slide, creating a white diamond-shaped area that contains the title text.

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## Theory of Reasoned Action

### Background

- Studies could not provide evidence linking **attitudes** and behavior.
- The theory of reasoned action developed by Martin Fishbein and Icek Ajzen in the 1960s.

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## Theory of Reasoned Action

### Definition

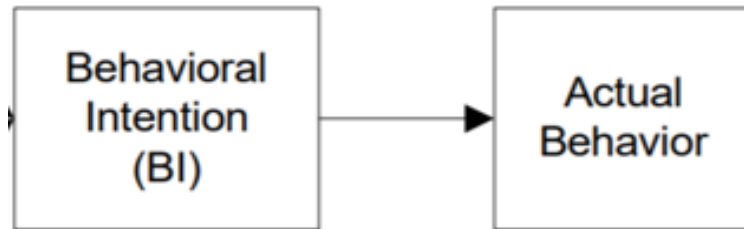
- TRA is a theory that presents the psychological process by which consumers form a degree of action to purchase a product or brand and actually act.
- TRA is a theory related to persuasive communication.

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## Theory of Reasoned Action

### Behavioral intention

- First, Fishbein and Ajzen assumed all behavior is intentional.
- The assumption led Fishbein and Ajzen to develop the notion of **behavioral intention**, which simply means you plan to act a particular way.



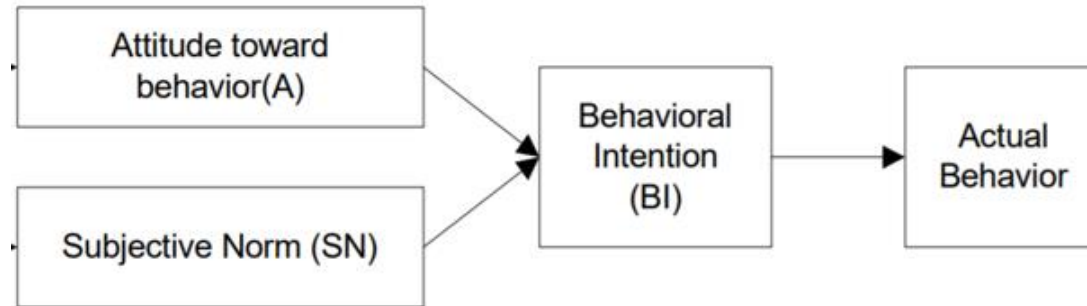
- A person's performance of a specified behavior is determined by his behavior intention (BI).
- BI is a measure of the strength of one's intention to perform a specified behavior.

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## Theory of Reasoned Action

BI

- BI is jointly determined by the person's attitude (A) and subjective norm (SN)

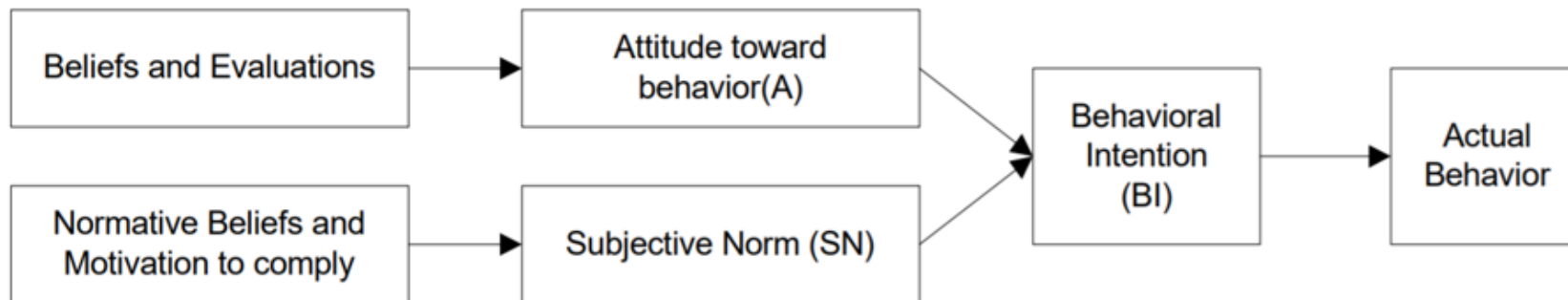


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# Theory of Reasoned Action

person's attitude (A)

- A is determined by his or her salient beliefs about consequences of performing the behavior and the evaluation of these consequences.
- Attitudes are made up of two components: **beliefs** and **evaluations** of the object.



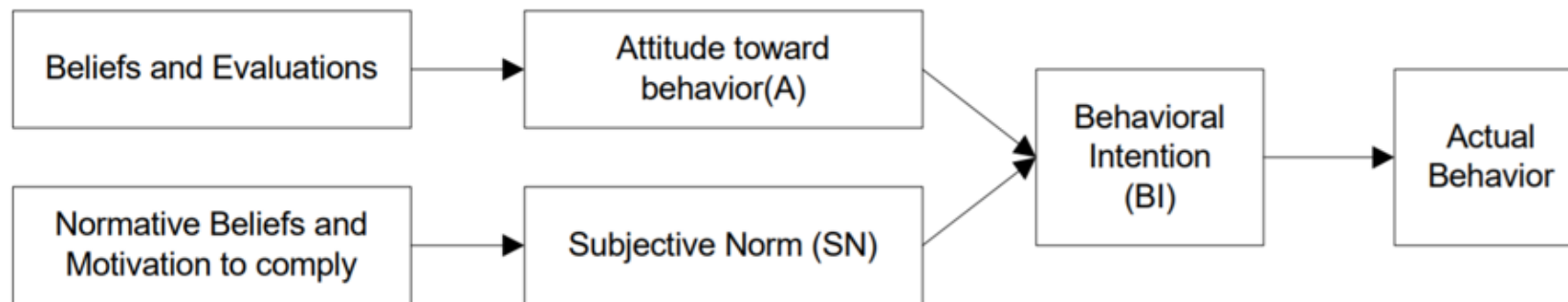
- eg evaluation- Different people evaluate technology differently. Some absolutely love technology, others hate it. belief strength- Do you feel very strongly that your life is better because of your iPhone?

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subjective norm (SN)

- SN refers to the person's perception that most people who are important to him think he should or should not perform the behavior in question. It may also refer to social pressure.
- Subjective norms shall be influenced by **normative beliefs**, which can be called individual beliefs about norms of conduct, and the **motivation to comply** with a group of compliance.

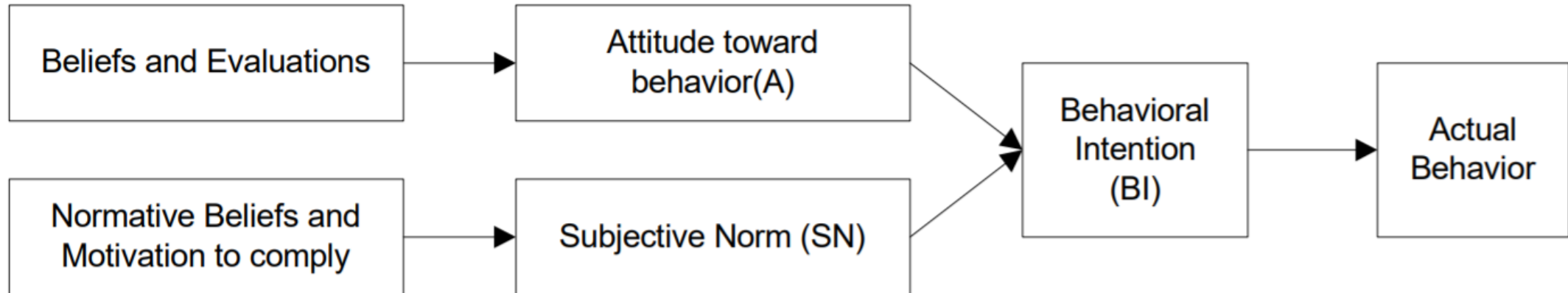


eg. Even though people like luxury goods (A), if they recognize that society thinks that buying luxury goods is wasteful (normative beliefs) and accept them (motivation to comply), consumers don't buy luxury goods easily (BI).

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# Theory of Reasoned Action

Model of TRA





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## Theory of Reasoned Action

### Limitations

- The factors that influence behavior are not specific, and the abstract concept of beliefs & evaluations is used.
- There is no direct reference to external factors.
- They did not consider that human behavior can be controlled by self-will.

→ the theory of planned behavior(TPB)