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## REVIEW ARTICLE

### CAN THE THEORY OF PLANNED BEHAVIOR BE EXTENDED?: EVIDENCE FROM NUMEROUS RESEARCH

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#### ABSTRACT

The Theory of Planned Behavior (TPB) has been widely established and most applicable to be used in any research dedicated to predict intention and behavior. Though it is one of the most cited theory in predicting intention, however recently, this theory has evidenced many attempts to deliberate and diversify its three main constructs of Attitude, Subjective Norms and Perceived Behavioral control. This article discusses on the evidence of the extension of the theory, invented by many researchers in an effort to better predict and understand intention by using additional relevant external factors.

## INTRODUCTION

The Theory of Planned Behavior (TPB) (Ajzen, 1985) has been beneficial and measured as one of the most dominant models in predicting behaviors (Ajzen, 2011). The theory that was formulated few decades ago, has been widely cited by many authors due to its predictive ability of endeavouring many issues and problems of the societies (Armitage and Conner, 1999; Arnscheid and Schomers, 1996; Bansal and Taylor, 2002; Boldero et al., 1999; Conner et al., 1998; et al., 2000; Giles and Pringle, 2004; Hillhouse et al., 1997; Kaiser et al., 1999; Lam and Hsu, 2006; Morrison et al., 1996; Norman et al., 1999; Oh and Hsu, 2001; Pavlou, 2003; Quine and Rubin, 1997; Quine et al., 1998; Sparks and Guthrie, 1998; Trafimow and Finlay, 1996; Vincent et al., 1998; Warburton and Terry, 2000).

#### Literature Review

The Theory of Planned Behavior consists of three main constructs, namely Attitude, Subjective Norms and Perceived Behavioral Control. Attitude is defined as the degree to which a person assess the behavior in question to favourable (Crano and Prislin, 2006) or unfavourable captured in a dimension of pleasant or not pleasant, good or bad, harmful or beneficial like or dislike (Ajzen, 2001) and often regarded as the primary

factor in explaining intentions. (Rise et al., 1998; Sheeran et al., 1999; Sparks and Guthrie, 1998). Subjective Norms (SN) is the second construct, described as the exert influence or social pressure to perform a behavior (Dulany, 1968). This is elaborated by, how people will react based on the pressure of important others (Cialdini, Reno et al., 1990; Fishbein and Ajzen, 2010). The third construct is the Perceived Behavioral Control (PBC), classified as the perceived belief of easiness or difficultness in performing behavior. It is also a reflection of beliefs of the accessibility of resources and opportunities in order to accomplish the behaviour (Ajzen, 1991; Taylor and Todd, 1995). Despite of its ability in predicting intention, various authors have extended this theory with the justification of the insufficiency of the constructs, therefore inventing additional external variable to suit their context of studies. The discussion comes as follows.

#### Literatures on the extended theory of planned behavior

TPB has well been acknowledged and recognised as a model with sturdy analytical ability (Sheppard et al., 1988), reputable model for intention prediction (Biddle and Nigg, 2000), respectable empirical provision (Godin and Kok, 1996) meta-analyses support in its predictive ability (Conner and Armitage, 1998; Rise et al., 1998; Sheeran and Taylor, 1999). Contemplating on its insufficiency, many authors have recommended to add on other external factor to deepen the predictive ability on intention (Armitage and Conner, 2001;

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Rivis and Sheeran, 2003). Some of other researchers that embraced on additional predictors are moral norms (Ajzen and Driver, 1992); social support (Courneya et al., 2001; Rhodes et al., 2002), past behavior (Bamberg et al., 2003); self-identity (Sparks and Shepherd, 1992; Terry et al., 1999) personality traits (Conner and Abraham, 2001) anticipated regret (Richard et al., 1998) moral obligation (Beck and Ajzen, 1991) hedonic consumption (Lee, 2007). Conner and Armitage (1998) has also conducted ameta-analysis to support for the insertion of six extra variables into the original TPB model, which includes the moral norms, self-identity, past behavior habit, self-ability, affective beliefs, belief salience measures.

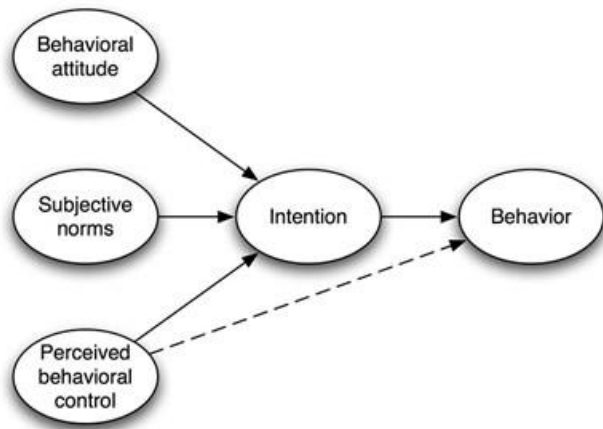


Figure 1. The Theory of Planned Behavior (Ajzen, 1985)

Having tolerant on this development, Ajzen (1991) summarized "... the theory of planned behavior is, in principle, open to the inclusion of additional predictors if it can be shown that they capture a significant proportion of the variance in intention or behavior after the theory's current variables have been taken into account". This proposition has proven that the theory can be extended to encourage more research to be undertaken in various context of studies. With more additional external variables taken into consideration, the reliability and accuracy in predicting intention and behavior can further be enhanced.

## Conclusion

TPB has signified to be a parsimonious model in predicting intention, however many researchers have come up to extend this theory by arguing on its sufficiency, therefore suggesting relevant external factors to be incorporated beyond the three original component constructs. To conclude, as long as the new predictors can be justified to capture significant proportion of variance in intention, Ajzen (1991) himself approved and consented for this theory to be taken into a new spectrum.

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