

RELATIONSHIP BETWEEN THEORY OF REASONED ACTION AND THEORY OF PLANNED BEHAVIOUR

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Abstract *Consumer environmental awareness has gradually increased over the last 3 decades, as the environment has progressed from a fringe to a mainstream issue. Growing media coverage, increased understanding of environmental problems, the rise of pressure group activities, rigorous regulation, and the impact of large industrial disasters on public opinion have all contributed to this. Environmentalism has been a major problem for consumers over the last 3 decades as a result of environmental damage caused by products, production processes, and natural disasters. From Fishbein (1963) consumer expectancy-value behaviour model to the theory of reasoned action (TRA), to the theory of planned behaviour (TPB) have evolved over the last 40 years (Ajzen, 1985; 1991). The main aim of the study presented here is to discuss a deep insight to the Theory of Reasoned Action and The Theory of Planned Behaviour.*

Keywords *Consumer Environmentalism, TRA, TPB, Relationship between TR and TPB*

INTRODUCTION

Consumer environmental awareness has gradually increased over the last 3 decades, as the environment has progressed from a fringe to a mainstream issue. Growing media coverage, increased understanding of environmental problems, the rise of pressure group activities, rigorous regulation, and the impact of large industrial disasters on public opinion have all contributed to this. Environmentalism has been a major problem for consumers over the last 3 decades as a result of environmental damage caused by products, production processes, and natural disasters. The theory planned behaviour over the years, a variety of consumer behaviour explanation ideas have been proposed. Some are based on social sciences, such as psychology, sociology, or economics. Others focus more on the effects of marketing variables, such as advertising, physical product differentiation, packaging, promotion, retail availability, point of sale display, direct selling, and so on, while others emphasise the effects of external stimuli, such as advertising, physical product differentiation, packaging, promotion, retail availability, point of sale display, and so on. From Fishbein (1963) consumer expectancy-value behaviour model to the theory of reasoned action (TRA), to the theory of planned behaviour (TPB) have evolved over the last 40 years (Ajzen, 1985; 1991).

AIM OF THE STUDY

The main aim of the study presented here is to discuss a deep insight to the Theory of Reasoned Action and The Theory of Planned Behaviour.

The Theory of Reasoned Action

The theory of reasoned action (TRA or ToRA) attempts to explain how attitudes and behaviours interact in human action. It is mostly used to forecast how people will act based on their prior opinions and behavioural intentions. An individual's decision to engage in a certain conduct is dependent on the results that the individual anticipates as a result of doing so. The ideas that provide behavioural intentions are divided into 2 categories by Fishbein and Ajzen (1975): behavioural and normative. The behavioural beliefs are seen to be the driving force behind an individual's attitude toward executing the behaviour, whilst the normative beliefs shape the individual's subjective norm about performing the behaviour. 3 boundary circumstances, according to Fishbein and Ajzen (1975), can change the degree of the link between intentions and behaviour:

- The degree to which the measure of intention and the behavioural criteria agree in terms of their levels of specificity.
- The consistency of intentions between measurement and behaviour performance.
- The degree to which the individual has volitional control over carrying out the intention. Additional variables for inclusion in or expansion of the theory of reasoned action have been proposed and tested.

Recently, Ajzen has proposed an extension of the theory of reasoned action by incorporating perceived control over behavioral achievement as a determinant of behavioral intentions and behaviour.

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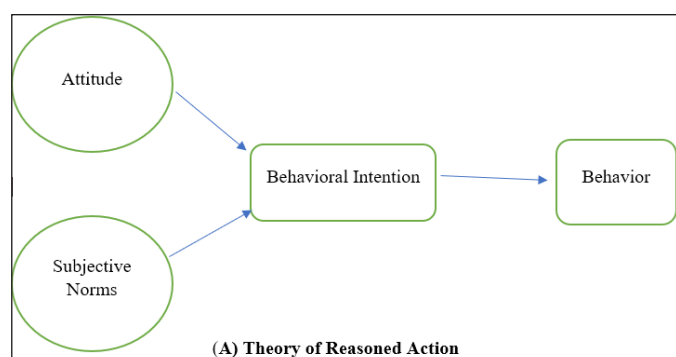


Fig. 1

The Theory of Planned Behaviour (TPB)

The Theory of Planned Behaviour is one of the most widely used models in the literature to investigate pro-environmental behaviour such as recycling, mode of transportation, energy use, water conservation, and green hotel business commonly say eco friendly products. It has been used in 154 distinct settings, according to Armitage and Conner (2001). In several aspects of Green Marketing, the TPB serves as the foundational theoretical framework. According to the Theory of Planned Behaviour (Ajzen, 1988), the easiest way to anticipate behaviour is to ask people if they want to behave in a certain way. We should notice that the purpose will not manifest itself in behaviour if performing the behaviour is physically impossible or if unexpected obstacles stand in the way. How can purpose be explained if it can explain behaviour? 3 determinants, according to Azjen, to explain behavioural intention:

- *The Attitude (One's Own thoughts on the Behaviour)*

For example, if one considers purchasing an energy saving appliance, this refers to an individual's positive or negative attitude toward that behaviour. It is concerned with judging the prospective repercussions of engaging in the conduct, and it will lead to various options based on various assessments of the behaviour. That is the attitude that underlies the behaviour.

- *The Subjective Norm (Other People's Perspectives on the Behaviour)*

Friends, relatives, and coworkers who surround a person to execute a behaviour are the subjective norms. The subjective norm (SN) refers to people's perceptions of external stress when deciding whether or not to engage in a specific conduct. Subjective norms are linked to external remarks and views in this case. In other words, individual conduct is linked to a person's sense of social stress and how they react to it.

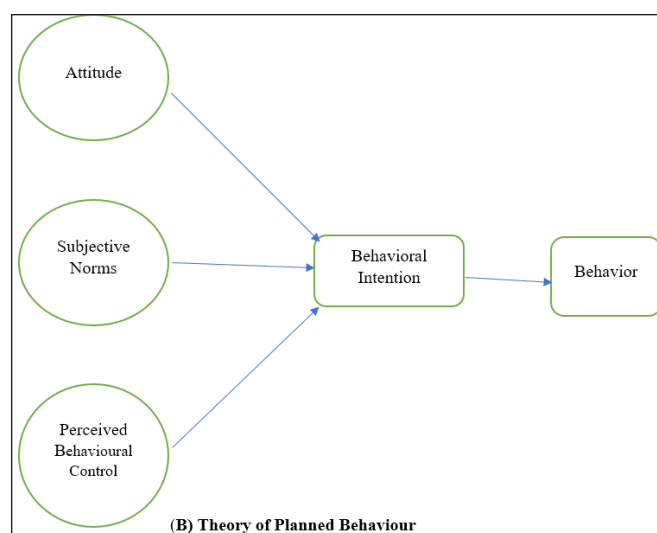


Fig. 2

- *Perceptions of Behavioural Control (Self-Efficacy towards the Behaviour)*

The perception of behavioural control and its impact on intentions and actions is of greater psychological interest than actual control. In the notion of planned behaviour, perceived behavioural control is crucial. The addition of observed behavioural control distinguishes the idea of planned conduct from the notion of reasoned action. Most of the time, it is determined by the availability of resources, such as the economic cost, effort, and time that individuals believe they must devote to the purchasing process.

Criticisms on Theory of Planned Behaviour

Consumers make decisions, according to the idea of planned behaviour, by weighing the costs and advantages of many options and selecting the one that maximises their projected net benefits. The theory of planned behaviour is part of the so-called "rational choice models" category. It is based on the key assumptions listed below.

- The ideal framework for analysing human behaviour is individual self-interest; rational behaviour is the product of cognitive deliberative processes; and Internal elements, particularly attitude, play the most essential role.
- The policy recommendations that follow from this model are simple. The policy interventions that flow from this model are relatively straightforward. Policy should seek to ensure that consumers have access to sufficient information to make informed choices.
- Despite their familiarity and widespread use, rational choice models have been heavily criticised. The

following key claims and arguments form the basis of this critique.

- It is commonly understood that human behaviour is extraordinarily complex, encompassing social, moral, and altruistic behaviours as well as self-interested behaviours. More frequently than not, behaviour is shaped by collective and social decision-making contexts, as well as other influences. Individual preferences are constantly shaped and constrained by these influences.
- Routines and habits, referred to as procedural rationality by Simon (1957), bypass cognitive deliberation and undercut a major assumption of the paradigm.
- Cognitive deliberation appears to be hampered by emotional or affective responses. Consumers form emotive associations with consumer items, for example, is widely known in marketing theory.

TRA AND TPB

TRA was established by Fishbein and Ajzen (1975) to describe customer behavioural intentions. Ajzen and Fishbein (1980) claimed that intentions are the most significant predictor human behaviour, that humans are rational in their methodical utilisation of all available data.

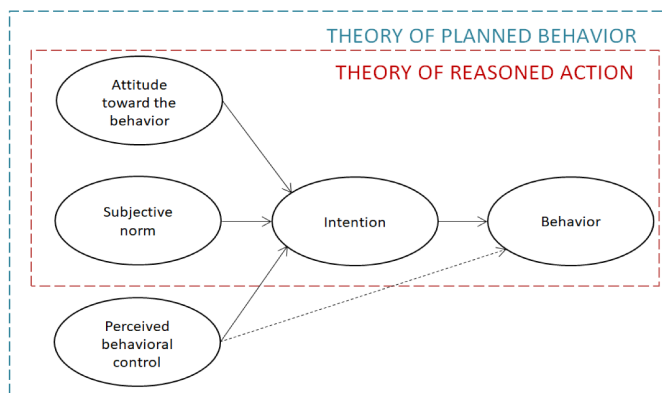


Fig. 3: Relationship Between Theory of Reasoned Action and Theory of Planned Behaviour

The intention of individuals to engage in a certain activity is the core concept of TRA. The term “intention” refers to a person’s willingness or readiness to engage in the conduct in question (Ajzen, 1985). According to this idea, consumers’ willingness/ready to purchase green products or embrace green choices/alternatives is measured by their green product purchase intention. Fishbein and Ajzen’s model has been tested and validated in a variety of settings, including health behaviours, voting, online media, organic food, and alcohol usage, among others. Because of its high predictability, TRA has shown to be an effective tool for predicting consumer

behaviour and marketing intents and behaviours. TRA has been used to predict intents in green marketing domains like as energy saving, recycling practises, and green buying behaviours, to name a few (Ha & Janda, 2012). However, TRA only addresses volitional control and ignores ownership of necessary opportunities and resources (Madden et al., 1992). For example, some consumers may want green products yet be unable to purchase them owing to a lack of funds or product availability. Control factor gives information about limits experienced by customers and improves the theory’s predictability when constraints on action perceived by consumers’ actions are not well predicted by mere creation of an intention (Armitage & Conner, 2001). To broaden the scope of TRA, this non-volitional, perceived behavioural control element was added into TPB (Ajzen, 1985, 1991). If the conduct is under full volitional control, perceived behavioural control (PBC) should have no effect on the intention-behaviour link; alternatively, it should moderate the relationship if the action is not under full volitional control (Armitage & Conner, 2001). TPB predicts intents based on 3 factors: attitude toward behaviour, subjective norm, and perceived behavioural control.

CONCLUSION

When the behaviour in question is within volitional control, the theory of reasoned action can be used (Madden, 1992). When the actions do not meet the premise of volitional control, however, the theory of planned behaviour outperforms the theory of reasoned action in terms of predicting target behaviour. Furthermore, regardless of the level of control, the theory of planned behaviour explained greater diversity in behavioural intentions than the theory of reasoned action. A separate measurement of people’s ideas about the resources and opportunities they have, or believe they have, to conduct the behaviour, and the inclusion of these beliefs (i.e., perceived behavioural control) could be explored as an extension of the theory of reasoned action.

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