

# A Comparative Analysis of 'The Theory of Reasoned Action (TRA)' with 'The Theory of Planned Behaviour (TPB)' for the Objective of Understanding Students' Entrepreneurial Intention

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## Abstract

Career planning among students has reached epidemic proportions in several countries. Every psycho major knows how challenging it is to provide a satisfactory explanation for human behaviour. It can be studied on a wide range of depths, from the level of individual physiological processes to that of societal structures. There have been many successful interventions for many various behaviours, and they have all been planned and evaluated using TPB and TRA. The study's overarching objective is to teach students how to effectively use research material to draw conclusions, as well as how to apply research methods and procedures to solving practical problems. This study will address the benefits and limitations of using TRA and TPB theories, as well as their place in a praxis research paradigm. Focusing on answering the question "What Is TRA & TPB and How Does It Consist?" will be the key goal of this research. The study's other primary objective was to develop a method for gauging student entrepreneurs' propensity to launch new ventures by methodically reviewing and synthesising theories grounded in TPB and TRA. This study compares Ajzen's theory of planned behaviour to the idea of reasoned action for a set of behaviours selected to span a continuum of levels of agency in their performance. Students' entrepreneurial intentions and actions can be better predicted with the addition of PBC, according to data based on TPB. The effects of PBC on target behaviour are most pronounced when the behaviour provides some difficulty with regard to control, in line with the notion of planned behaviour. The final section of the study provides a concise summary of the elements constituting TRA & TPB theories, including challenges, issues, recommendations, and a resolution.

**Keywords:** TRA; TPB; Attitudes; Behavioral Beliefs; Perception; Subjective Norms; Intentions; Motivation to Comply

## 1. INTRODUCTION

Predictions of future actions are often based on the notion of reasoned action (*Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975*). According to a recent meta-analysis by Sheppard, Hartwick, and Warshaw

(1988), the model is helpful for pinpointing where and how to focus efforts to alter behaviour. The theory of reasoned action was built and tested on the premise that the behaviours under study were entirely governed by free will. The theory of planned behaviour, originally presented by Ajzen (1985), has been updated recently to include perceived behavioural control as an explicit antecedent to behavioural intentions. The current research aims to draw parallels between the predictions of behavioural intention and target behaviour made by the theory of planned behaviour and those made by the theory of reasoned action. Ten behaviours were chosen to illustrate varying degrees of agency in bringing about their own performance, and the predictions derived from the two theories were compared across these behaviours. The importance of one's attitude as a foundation for one's actions was widely acknowledged in the early 20th century. For a summary, see *Allport* (1935). Most modern definitions of attitude, for instance, focus on it as a propensity to act. But by the 1960s, the scientific support for the idea that people's attitudes influence their actions was shaky at best, with numerous researches finding no association between the two. Therefore, many academics questioned the value of attitude in predicting behaviour. *Wicker's* (1969) evaluation of studies that connected self-reported attitude with lagged observations of behaviour led him to the conclusion that people are unlikely to act on their attitude. Others, however, suggested that problems with measuring contributed to the low strength of associations seen between surveys of attitudes and surveys of behaviours. Importantly, *Triandis* (1964) found that when measures of attitude and behaviour represented the same dimensions, the prediction of behaviour from attitude improved.

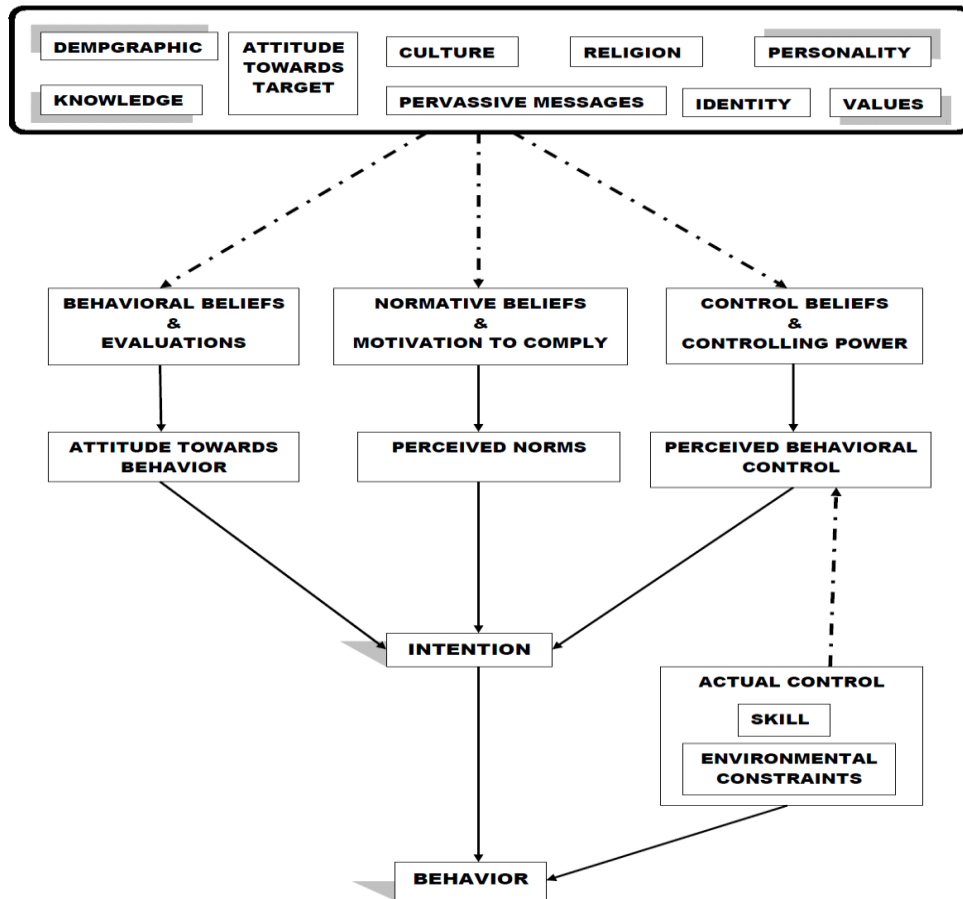
According to Fishbein, the ambiguity surrounding the attitude-behavior relationship stems from the fact that so many diverse factors are lumped together under the heading "attitude." Attitude was seen as "a relatively simple unidimensional concept, referring to the amount of affect for or against a psychosocial object" (p. 478; citing *Thurstone, 1928*) by Fishbein (1967). Attitude, he maintained, should be disentangled from its causes and effects, expanding on *Dulany's* (1968) notion of propositional control over linguistic replies. Moreover, he pushed academics to concentrate on the connections between these variables—beliefs, attitude, behavioural intention, and behavior—in order to enhance prediction of behaviour (*Fishbein, 1963, 1967*).

## 2. PHILOSOPHICAL FOUNDATIONS

### Theory of Reasoned Action (TRA)

**FIGURE 1:**

Components of Reasoned Action Theory and Their Relations



The key determinants of behaviour, as well as the sources of these determinant factors, are identified, and the relations between these variables are organised, in order to provide an explanation for behaviour in terms of reasoned action theory. The theory is characterised by a series of reformulations that progress from one another. Among these are Fishbein and Ajzen's (1975) theory of rational action, Ajzen's (1985) theory of planned behaviour, and Fishbein and Ajzen's (2000) integrative model of behavioural prediction. Several guidelines have been established to facilitate such research (Ajzen & Fishbein, 1973).

- First, this view maintains that the prediction of specific behaviours (like running) is more accurate than the prediction of broad behavioural categories (like exercise) or specific objectives (like weight loss). The term "exercise" can refer to a wide range of activities, each of which may be linked to a particular set of values.
- Second, targeted behaviour prediction is more accurate than broad behaviour prediction. The degree to which an activity, goal, context, and time are all included in a behavioural definition determines the level of specificity. This is why it's better to advocate for a narrowly defined action and the ideas that support it than for a more comprehensive, open-ended action (Fishbein, 2000).
- Third, the compatibility principle states that the precision with which one measures behaviour and one measures beliefs, attitudes, and intentions yields the most accurate predictions of future behaviour.

## Key Components

Together, the three structural components of Reasoned Action Theory (TRA) provide an explanation for how behaviours are formed: Beliefs can come from a wide variety of places, and this article will explore

1. How to forecast behaviour based on intention,
2. How to explain intention in terms of attitude, perceived norm, perceived behavioural control, and their underlying beliefs, and
3. How to explain where these beliefs come from.

We will use this division to organise our examination of the problems with each phase of reasoned action and the possible connections between them. In the TRA model, the two factors that together make up a person's behavioural intention are attitudes and subjective norms. Perspectives (how one feels about engaging in a given behaviour) and internalised social standards (how one feels others view them) are examples of attitudes and subjective norms. Increases in both attitude and subjective norms tend to be followed by increases in intention to engage in the behaviour. The term "attitude" refers to a person's positive or negative emotional reaction to engaging in a certain action. The term "behavioural beliefs" describes these ideas. Intentional behaviour is more likely to occur when a person has a favourable impression of the behaviour. Belief in the outcomes (behavioural beliefs) and judgement of the outcomes (outcome evaluations) of behaviour determine an individual's attitude towards the behaviour. Thus, one's attitude might be defined as the central conviction that one's actions will have a positive or negative result. Individuals' perceptions of whether or not others approve of a given behaviour are thought to underlie subjective norms. Normative beliefs are those that form the basis of individual or group standards. To conform to the expectations of others and gain their approval and acceptance is the essence of normative social influence. Normative social influence causes an individual to conform to the standards of the group even if they personally disagree with those standards. It has been established that normative social influence exerts a significant persuasive effect on individuals. When a person believes that significant individuals agree that he or she should act in a certain way, such belief will influence their intentions. A spouse, close friends, or the doctor could all be considered significant others. To gauge this, we ask respondents to rate the degree to which they believe the majority of their significant others would agree or disapprove of their actions.

## The Theory of Planned Behavior (TPB)

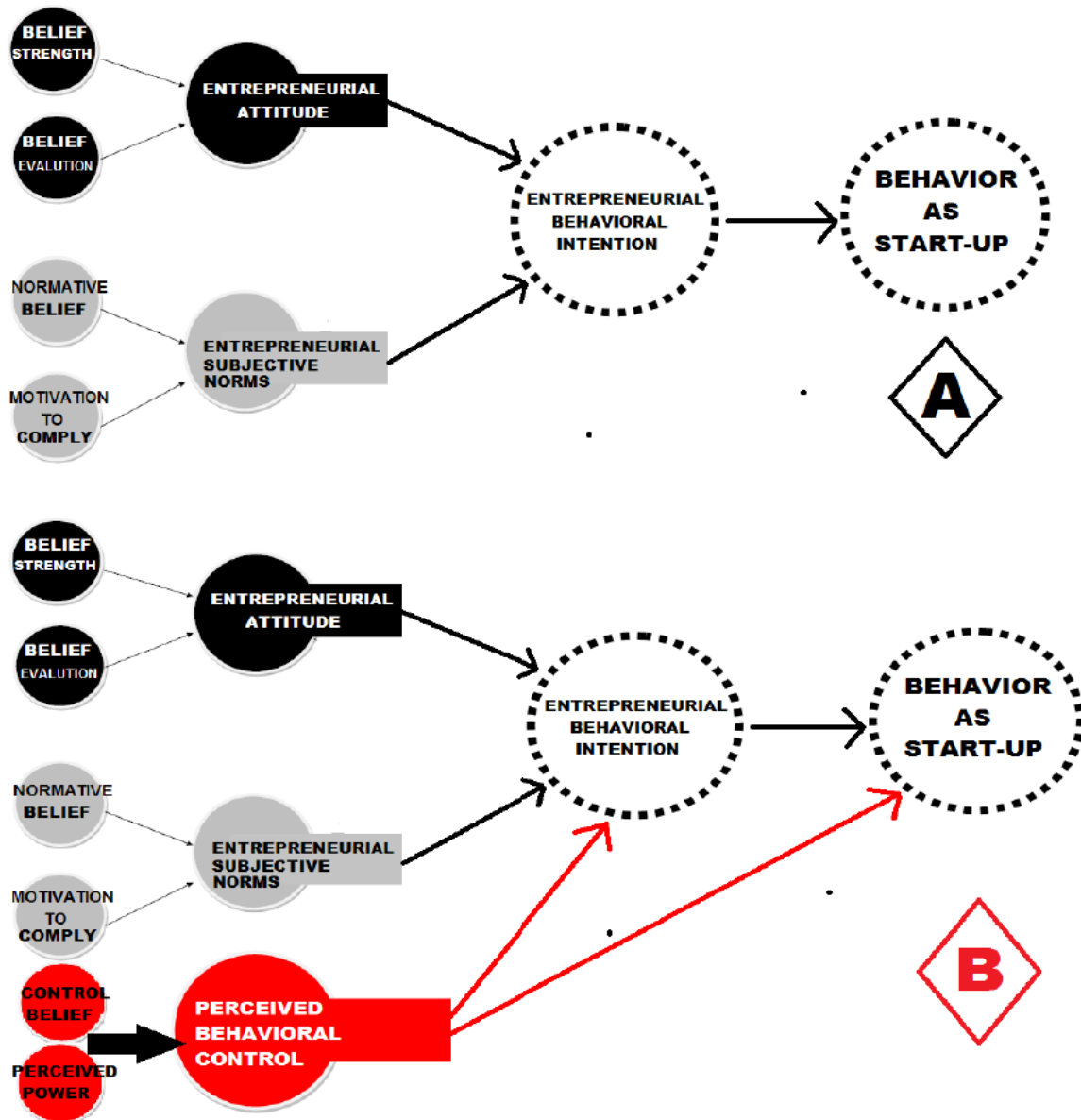
The idea of reasoned action defines a border condition of pure volitional control, which is extended by the notion of planned behaviour (*Ajzen, 1985*). This is achieved by factoring in assumptions about the availability of means and occasions for carrying out the desired behaviour. Ideally, people would feel more in charge of their actions when they had access to more chances and resources. Similar to how behavioural and normative beliefs can be disentangled, these beliefs can be treated as somewhat autonomous factors in shaping behaviour. Figure-2B illustrates the theory of planned behavior and exogenous variables like PBC are included because of their direct and indirect effects on behaviour and intentions, respectively. PBC is assumed to have motivational implications for behavioural intentions, which leads to the indirect impact. Point to be noted that even if people have positive attitudes and/or subjective norms towards behaviour performance, their intentions to engage in that behaviour may be low if they believe they lack the resources necessary to make it happen. Researchers Bandura, Adams, Hardy, and Howells (1980) found that people's actions are significantly affected by their belief in their own competence to carry them

out. The motivational impact of control on behaviour is shown in the structural link between PBC and intentions.

**FIGURE 2:**

Path models for conceptual framework of Entrepreneurial Intention to Start-up.

(A) **THEORY OF REASONED ACTION** and (B) **THEORY OF PLANNED BEHAVIOR**



Perceived control over behaviour is thought to accurately reflect an individual's actual control over that behaviour because of the clear correlation between the two. When (a) the behaviour in question is likely to have some feature not under volitional control, and (b) perceptions of control over the behaviour are accurate (*Ajzen*), the direct effect of PBC on actual behaviour should be large. So we can generate Entrepreneurial Behavioural Intentions for the start-up by the students unobserved variable on the base of Behavioural Intentions, the immediate antecedents to behaviour, are a function of salient information or beliefs about the likelihood that performing a particular behaviour will lead to a specific outcome, according to the theory of reasoned action given by *Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975*

(Figure-2A). The beliefs preceding entrepreneurial action are split into two categories by Fishbein and Ajzen (1975): behavioural and normative. It is hypothesised that behavioural beliefs drive one's motivation to engage in the behaviour, whereas normative beliefs shape one's subjective standard for engaging in the behaviour. As a result, knowledge or central convictions can shape goals and guide actions through the transmission of values and/or the application of personal standards. According to Fishbein and Ajzen (1975), extraneous variables are only supposed to affect intentions if and to the degree that they also affect attitudes or subjective norms. According to Fishbein and Ajzen (1975), the strength of the correlation between intentions and actions depends on three factors:

- (a) The degree to which the measure of intention and the behavioural criterion correspond with respect to their levels of specificity;
- (b) The stability of intentions between the time of measurement and the performance of the behaviour; and
- (c) The degree to which carrying out the intention is under the volitional control of the individual.

Fishbein (1967) recommended adding personal norms to the theory of reasoned action; Gorsuch and Ortberg (1983) and Zuckerman and Reis (1978) added moral responsibilities; Davidson and Morrison (1983) added competing attitudes; and so on. To incorporate the idea of perceived control over behavioural attainment as a driver of behavioural intents and behaviour, Ajzen (1985) has recently proposed an expansion of the theory of reasoned action. Figure 2 depicts the results of the first comprehensive test of the hypothesis of planned behaviour, conducted by Ajzen and Madden in 1986. In the first of their experiments, they looked into how often students missed class. After accounting for both attitudes and subjective norms, the results showed that PBC remained a significant predictor of intentions. After accounting for goals, perceived behavioural control was no longer a significant predictor of action. In their paper, Ajzen and Madden stated that because of the considerable degree to which individuals have actual control over their attendance at school, the inclusion of perceived control would be predicted to have minimal predictive validity with respect to the target behaviour.

In the second study, they looked at how serious the students were about achieving an A and how much influence they felt they had over their own academic performance. In this case, success was defined as the students' actual course grade. The information was gathered in two stages, at the start and finish of the semester. That is, *contrary to popular belief, perceived control did not aid in the prediction of either intents or actions when compared to the theory of reasoned action*. After controlling for intentions, the second wave's answers showed that perceived control did have a role in the prediction of behaviour. Results from the two waves were compared, and the individuals' views on their own agency and the agency of others were shown to have shifted significantly. Subjects' views of their ability to do the behaviour or, in this case, achieve the desired aim got more accurate as they were more familiar with the conditions surrounding the behaviour. As a result, *PBC was only a reliable predictor of 'target behaviour' when those perceptions were accurate*.

In conclusion, there are two outcomes that can result from a person's level of PBC, as predicted by the TPB. Perceived control over behaviour represents motivational elements that influence behaviour indirectly through intentions in the first situation, whereas actual control over behaviour directly influences behaviour without the mediation of intentions in the second case. The goal of this research is to provide empirical support for the TPB and to build upon the empirical work of Ajzen and Madden (1986) by investigating the impact of PBC on different types of behaviours of students for further research of entrepreneurial intention of start-up. We put two theories to the test. The first hypothesis states that

when comparing the theory of TRA to TPB, the latter explains as per literature review, for less variance in behavioural intents and target behaviour. The second hypothesis stems from the first, and it states that only when the behaviour is not fully under volitional control is the direct link between PBC and behaviour likely to be important. The degree to which one has command of behaviour is hypothesised to be inversely connected to the improvement in prediction of the target behaviour. When people feel they have full control over their actions, it should be possible to forecast their next move based on their intentions alone, with the influence of perceived behavioural control being minimal at most. PBC (to the degree that it is accurate) provides critical information that should increase the model's capacity to anticipate the behaviour when it is not under perfect volitional control.

### 3. VARIOUS IMPORTANT RELATIONSHIPS OF VARIABLES

#### • The Relationship between Beliefs and Attitudes

Several research have examined the hypothesis that attitudes are the outcome of the strength and appraisal of beliefs, and the results have consistently shown that beliefs influence attitudes. According to O'Keefe (1990), between .55 and .80 is the average correlation between beliefs and attitudes for different attitude objects. Two major factors—belief salience and belief strength pre-scores—should be taken into account when analysing the impact of beliefs on attitude prediction (O'Keefe, 1990).

*Including Belief Salience-* Attitude is explained in terms of the significance and appraisal of beliefs, as proposed by the TRA. It has been proposed by some academics that researchers would be better able to anticipate people's attitudes if they took into account the salience of ideas in addition to their strength and appraisal. More prominent beliefs result in more harsh evaluations, hence Holbrook and Hulbert (1975) argued that evaluating the prominence of beliefs did not greatly improve the prediction of attitudes. In such instance, a measurement of one component would implicitly contain a measurement of the other component; namely, belief salience and belief assessment. O'Keefe (1990) found that including a measure of belief importance or belief relevance in the TRA did not significantly enhance attitude prediction.

#### • Relationships among Behavioral Intentions, Attitudes, and Subjective Norms

The Theory of Reasoned Action (TRA) proposes that an individual's behaviour intention is the most powerful or proximal predictor of volitional behaviour. It is believed that people's intentions to act are influenced by both their own experiences and societal norms. A person's outlook on carrying out the volitional action is a personal factor that affects intention. Fishbein and Ajzen called the normative influence on intention one's subjective norm. The TRA can be written as the following mathematical function in its simplest form:

$$BI = (A_B)W_1 + (SN)W_2,$$

where 'BI' stands for a person's intended course of action. Target individuals' relevant attitude would be the extent to which they felt positively or negatively towards eating five servings of fruits and vegetables a day, since the behavioural intention is a function of both  $A_g$  (one's attitude towards performing the behaviour) and SN (one's subjective norm related to performing the behaviour), and the  $W$ s represent empirically derived weights a day. The importance of the attitude to the individual being influenced is what gives it more or less weight ( $W_1$ ) in the attitude  $A$ . A person's perception of whether or not their significant others think they should engage in the target behaviour is an example of a subjective norm. The salience or relative importance of the normative impact used to quantify the weight ( $W_2$ ) of the subjective norm.

- **Relationships among Belief Strength and Belief Evaluation**

An attitude reaction towards performing a free-willed action is central to the TRA. While social scientists debate on where attitudes come from, Fishbein and Ajzen (1975) proposed that a person's outlook on engaging in certain behaviour is a result of their ideas about that action. This section of the TRA was adapted from the summative model of attitude developed by Fishbein (1967a, 1967b). An attitude towards engaging in certain behaviour can be stated mathematically as follows, in accordance with the Summative Model of Attitude and, by extension, the TRA:

$$A_B = \sum b_i e_p$$

The total of one's conviction (b) and evaluation (e,) of that conviction constitutes one's attitude (A) towards the behaviour. In most cases, a person's beliefs will influence the way they act or think voluntarily. One's evaluation of a voluntary action depends on whether or not one associates the action with positive or negative characteristics.

- **Relationships among Normative Beliefs and Motivation to Comply**

Normative belief and motivation to conform to the normative belief are the two components of a subjective norm. One definition of a normative belief is the conviction that one's own behaviour should conform to the standards set by those who matter. Motives to conform can be either external (in the form of external pressure) or internal (in the form of internalised norms and values). The mathematical form of the subjective norm is as follows:

$$SN = \sum b_j m_p$$

where is one's incentive to act in accordance with what they believe others to expect of them, and is the normative belief or perceived expectation of important others. Recent studies, for instance, have indicated that binge drinking is on the rise in educational institutions. A college student's normative opinion that binge drinking is acceptable behaviour may be coupled with a drive to comply with that belief. A normative belief is a valenced and quantitatively measurable perception. The same holds true for one's willingness to conform to what they believe others expect of them; it can be less or greater and is a continuous scale.

- **Relationships among Normative Belief, Motivation to Comply, and Subjective Norm**

While there is clear evidence that beliefs affect attitudes, studies of normative beliefs and compliance motivations have produced mixed results. Strong correlations (*ranging from .50 to .70*; O'Keefe, 1990) have been found between normative belief, motivation to comply, and subjective norm (Fishbein & Ajzen, 1981a; Fishbein, Jaccard, Davidson, Ajzen, & Loken, 1980; Hoogstraten, de Haan, & ter Horst, 1985; Riddle, 1980). Concerns have been raised concerning the normative part of the TRA, despite the apparent strength of the correlations between subjective norm and its causes. These issues have prompted some academics to wonder if the TRA fully captures the significance of normative factors in persuasion. The literature on the influence of normative belief and compliance motivation on subjective norm has produced contradictory findings. Some studies (Budd, North, & Spencer, 1984; Kantola, Syme, & Campbell, 1982;



*Miniard & Page, 1984*) have found that normative belief is a stronger predictor of subjective norm than the joint function of normative belief and incentive to comply. Attitude and normative belief have been proven to be better predictors of intentions than attitude and subjective norm in other investigations. Even while research shows a robust connection between normative belief, motivation to comply, and subjective norm, its practicality has been called into question. There are also questions concerning the reliability of the motivation to comply construct's measurements. Typical compliance motivation scales inquire as to whether or not the responder has a general desire to conform to the will of an identified individual or group. It was stated by O'Keefe (1990) that "an act-specific referent" would improve the ability of motivation to comply to predict subjective norm (p. 87).

#### 4. DEGREE OF INTENTION'S NATURE

- **Intentions Being Subject to Change**

Both Ajzen and Fishbein (1980) and Sutton (1998) pointed out that intentions can shift. The strength of the link between intentions and subsequent behaviour is bound to weaken if the intention shifts between the two measurements. To reduce the possibility that intentions may change in the time between measuring intentions and measuring behavioural performance, Ajzen and Fishbein (*Ajzen, 1985*) suggested measuring intentions immediately before measuring behavioural performance. The effects of shifting intentions have received conflicting levels of support. Randall and Wolff (1994) found that the strength of the intention-behavior association was correlated with the length of time between measures of intention and behaviour. Primary studies were categorised by the length of time (less than 1 day, 1 week, 1 month, 1 year, or more than 1 year) between the intention and behaviour measures.

- **Intentions Being Provisional in Nature**

Intentions may be transient, as pointed out by Sutton (1998). It's possible that some research participants already had relevant objectives before they took part in the study. For instance, one might plan to use a condom during sex or demand that their partner do so based on past or anticipated experiences. Some respondents may only be able to provide hypothetical or conditional condom use intentions on a questionnaire. Sutton observed that when intentions are measured after they are formed and when intentions are created in the context of a decision with real consequences, the intention-behavior association is likely to be greater.

- **Violation of the Principle of Compatibility**

Because measures usually violate the principle of compatibility, they attenuate intention-behavior correlations. It was proposed by Fishbein and Ajzen (*Ajzen, 1988; Ajzen & Fishbein, 1977*) that correlations between measures of the predictor (behavioural intention) and the criterion (voluntary behaviour) would be strengthened if they were similar with respect to the action, the target at which the action was directed, the time, and the context. Kim and Hunter (1993b) showed that when the intention and behaviour measurements were more congruent, the attitude-behavior connections were much more robust.

- **Restrictions in Range and Variance**

Reducing the possible values for one or both of the predictor and criteria variables also simplifies the relationships between them. A weaker observed association is to be expected when either the number of

responses allowed by the intention measure or the number of responses allowed by the behaviour measure is limited.

- **Measurement Error in Intention and Behavior Measures**

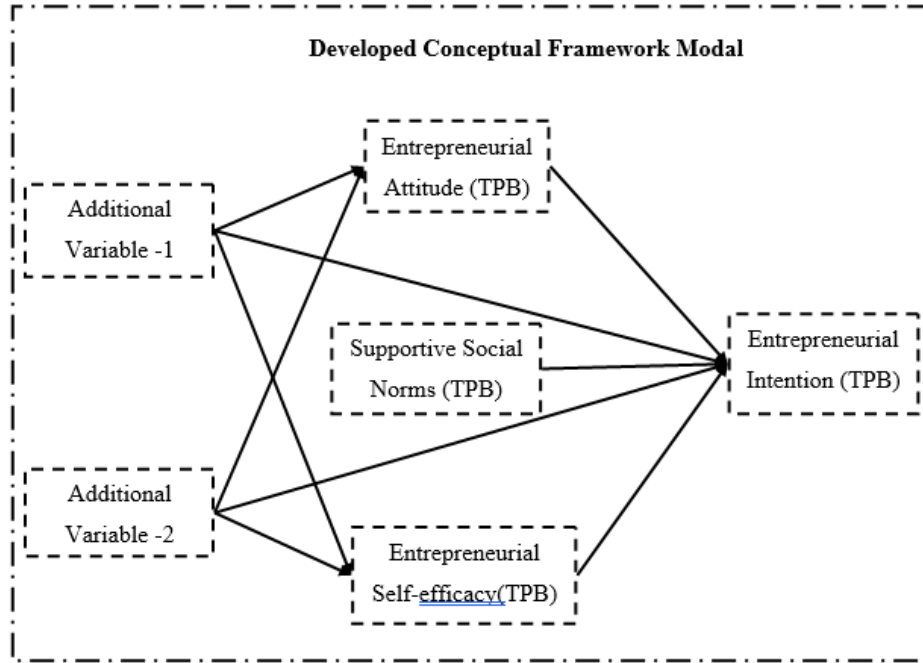
The influence of any given association between two variables is blunted by measurement error. If the measures of intent or behaviour were unreliable, the strength of the observed association between the two variables would be lower than it actually is. Attenuation can be accounted for in a product-moment correlation with a straightforward formula (*Ferguson, 1976*). The amount of diversity in volitional behaviours explained by behavioural intention is comparable to effect sizes often observed in the social sciences, even when controlling for confounding variables. The influence of statistical mistakes and moderator variables on the intention-behavior link has been thoroughly addressed in a number of meta-analyses. Taking things into account greatly strengthens the connection between intentions and actions.

## **5. FINDING: DEVELOPED CONCEPTUAL FRAMEWORK MODAL**

This theory stands in sharp contrast to common assumptions about foreseeing future behaviour. Intentions can be formed regardless of whether or not the actor has full command over the outcome of the behaviour. As a result, we anticipate that student perceptions of their own start-up in shaping their entrepreneurial behaviours will have a significant impact on their actual Entrepreneurial Intention, and researcher have been developed below the Conceptual Framework Modal for measuring and assessing Entrepreneurial Intention (FIGURE-3). The present study aims to elucidate the theoretical framework of the Planned Behaviour Concept (PBC), so that current study utilises five factors, with Entrepreneurial Intention being an unobserved result of these variables. According to the Theory of Planned Behaviour (TPB), the factors that can be utilised to assess the entrepreneurial intention of students in initiating a start-up are the Entrepreneurial Attitude, Supportive Social Norms, and Entrepreneurial Self-efficacy (PBC factor). The author incorporated two more variables into the model to assess the significance of the control's influence on Entrepreneurial Intention, specifically through the PBC component, in accordance with existing theory.

**FIGURE 3:**

**Elucidate the theoretical framework of the TPB, which stands for “Entrepreneurial Intention as Planned Behaviour”**



## 6. ISSUES & SUGGESTIONS

In general, they have three main concerns with TRA: the theory's limited scope, the tenuous connection between attitudes and normative beliefs, and the inadequacy of TRA components as predictors of intents and actions. Concerns have been raised about how well this effect holds up in the face of unfavourable outcomes. Consumption of junk food, drug usage, and alcohol use all show the effect for expected bad outcome (*Richard et al., 1996*). There has been no replication of the effect for predicted negative effect in other research, including those predicting safe driving behaviours (*Parker et al., 1995*), safe sex behaviours (*Richard, van der Pligt, & de Vries, 1995*), and consumer behaviours (*Simonson, 1992*). The intensity of the negative effect you expect to feel may be proportional to how prominent you think it will be. Four videotaped treatments were tested by Parker, Stradling, and Manstead (1996) with the goal of reducing people's intentions to speed. Three of the interventions targeted changes in drivers' beliefs, perceptions of social norms, and sense of agency behind the wheel. The topic of the fourth intervention was the guilt one feels after breaking the speed limit. Expected negative emotions had a greater influence the more prominent they were in the individual's mind. Armitage, Conner, and Norman (1999) conducted two researches to examine the effect of an induction of a mood, as opposed to an expected affect, on behaviour. The first study looked at how different aspects of TRA affected participants' condom use intentions. The strength and magnitude of the link between attitude and intention was greatest when a negative mood was created. There was no statistically significant link between subjective norm and intent. There was a robust relationship between perceived norm and intention when a happy mood was produced. The association between attitude and intent was not statistically significant, but it was stronger when a negative mood was induced.

The second study, by Armitage et al. (1999), looked at how people's moods affected their eating habits over the course of a week. Regardless of the method of mood induction, dietary intentions were strongly

and positively associated to actual dietary choices. When a negative mood was artificially produced, however, attitudes and sense of self were powerful predictors of healthy food consumption intentions. Only self-identity predicted intentions when good mood was created. It is evident that for some behaviours, the expectation of a bad outcome reduces the motivation to act. This is especially true when it comes to feelings of regret. Proponents of TRA expansion or revision would claim that, in addition to attitudes and subjective standards, expected affect is another component that enhances the ability to forecast intentions and behaviours.

According to Eagly and Chaiken (1993), the TPB works well "in those domains in which the TRA is less appropriate" (p. 189). However, they did say that more research was needed on a few TPB-related disorders. We evaluate the TPB in terms of its ability to predict and explain behaviours, the role of "planning" in planned behaviour, and the causal relationship between perceived behavioural control and intents. If a behavior has a negative valence, it makes less sense to think that perceived behavioural control and intentions are causally related. For instance, if a man has a negative attitude towards condom use, he might not want to use one during sex even if he believes that condom use is entirely within his power. Interaction effects involving perceived behavioural control have not been examined, despite the fact that Eagly and Chaiken (1993) suggested that it was possible for other variables (such as the desire to engage in a behaviour or to reach a goal) to determine intentions. The irony of a theory of "planned" behaviour that doesn't deal with plans was also pointed out by Eagly and Chaiken (1993).

## SUGGESTIONS

Targets of persuasion are easy to spot with the help of the TRA and the TPB. One strategy for influencing behaviour is to use persuasive messages that aim to alter any of the theories' constituent parts. A persuasive message's starting point may be the recipient's behavioural objectives. Similarly, as intentions is a consequence of attitudes, subjective norms, and perceived behavioural control, persuasive communications whose substance altered one or more of these components would similarly lead to changes in intentions and behaviours. Last but not least, persuasive appeals can focus on factors that are farthest apart from the target behaviours. There are many different types of views that can be influenced by persuasive arguments, and many different ways that people might be influenced. Both the TRA and the TPB have theoretical and applied merit because they point the way towards effective methods of persuasion.

## 7. NEW DIRECTIONS AND OPPORTUNITIES FOR FUTURE RESEARCH

The thousands of existing reasoned action studies only target a subset of research problems and employ a subset of research methods. Explanatory studies of intent greatly exceed prospective studies of behaviour and studies of beliefs, and research based on survey methods greatly outweigh those based on experimental design. Belief-based and behavioural studies are at least as intriguing to persuasion scholars as survey-based assessments of intention because they demonstrate whether in a particular population intention to do a particular behaviour is directed by attitude, perceived norm, or perceived behavioural control. There are more issues that need to be given more attention on research agendas. Two of them have to do with using reasoned action to inform message design, and speculating on which factors in reasoned action predict certain behaviours and under what conditions.

## Predicting Prediction

According to the reasoned action theory, only a handful of factors need to be taken into account in order to forecast intent and behaviour. It is an empirical question because each behaviour is fundamentally different as to which of these variables more critically guides a specific behaviour in a certain group. There is evidence that treatments that adhere to these suggestions can effectively change behaviour (*Albarracn et al., 2005*), and clear research recommendations have been made for identifying those essential factors (*Fishbein & Ajzen, 2010; Fishbein & Yzer, 2003*).

## 8. CONCLUSION

From the perspective of logical behaviour, persuasion is the process by which one's beliefs about how one ought to behave are altered. Therefore, one may better develop effective messages if they have a firm grasp on which beliefs cause behaviour and via what process. An outward-looking technique that draws on complementary theory, similar to the original conception of reasoned action theory, will yield the most fruitful results in resolving these challenges. Future research has to do two things: (a) Identify message design methods that can affect reasoned action factors, and (b) Develop more exact predictions about when and how these variables predict intention and behaviour.

As an expansion of the idea of reasoned action, Ajzen's (1985) notion of planned behaviour was tested in this study. According to the TRA, the intents to act can be influenced by both objective and subjective norms. A number of studies point to a positive correlation between attitudes and subjective norms. Most studies of TRA find that attitudes predict behaviour more accurately than do subjective standards. Norms may have a more indirect effect on attitudes than on intentions, which may explain why there is a larger gap between the two correlations. However, Fishbein, Ajzen, and coworkers have argued that the TRA's normative and attitude components should be treated independently.

1. The expected differential effects of specific experimental controls on the attitudes and subjective norms of participants. In other words, interventions aimed at changing attitudes have not had the desired effect on subjective norms, and vice versa (*Ajzen & Fishbein, 1972; Fishbein & Ajzen, 1981b*).
2. Fishbein and Ajzen (1981b) found that although attitudes and subjective norms may be highly connected, they are more strongly related to intents than to each other.
3. Greene et al. (1997); GurArie and Durand (2002) found divergent ways in which attitudes and subjective norms correspond with future behaviour. Theoretically, it would be helpful to outline the circumstances under which attitudes and subjective norms might have different effects on behaviour.

Current research suggests that examining PBC over the behaviour can lead to more accurate prediction of intents and target behaviour. This approach is aided by the current study, which contributes to the elucidation of the entrepreneurial aspirations of college students. Given the close link between perceived and actual levels of control over one's behaviour, techniques could be developed to alter intentions and, by extension, actions. PBC was a substantial and non-mediating conduit to goal behaviour when the perceived control of the behaviour was low. When the perceived controllability of behaviour was great, on the other hand, there was no correlation between the two. Furthermore, regardless of the level of control, the theory of planned behaviour on average explained more diversity in behavioural intentions. These results lend credence to (a) the need for a distinct measurement of students's beliefs about the resources and opportunities they have performing the behaviour, and (b) the inclusion of these beliefs as an extension of the TRA.

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