o Often, patterns of actions are of interest (e.g. cigarette smoking, condom use).

o “The accumulating evidence suggests...that the theory is useful for most individuals and with respect to most social behaviors” (Ajzen & Fishbein, 1980, p. 245)

o “…at the present time, we see no need to expand our theory of reasoned action” (p. 247)

o However, Ajzen (1988) suggests that the theory of reasoned action was developed explicitly to deal with purely volitional behaviors. In this context it has proved quite successful. Complications are encountered, however, when we try to apply the theory to behaviours that are not fully under volitional control.

- Perceived behavioural control
  o Refers to a person’s perception of the degree to which they are capable of having control over performing a certain behaviour

- The theory of planned behaviour (TPB)
  o Ajzen (1991) reports a multiple correlation ($R^2$) of .71 between (i) attitudes, subjective norm and perceived behavioural control and (ii) intentions (from 16 studies).


  o Ajzen (1991) reports a multiple correlation of .51 between (i) intentions and perceived behavioural control and (ii) behaviour.

  o A recent ‘meta analysis of meta analyses’ of the relationship between attitudes and behaviour (in the domain of health-related behaviour) has reported a weighted mean correlation between attitudes and behaviour of $r^+ = .30$ (Conner & Sparks, 2015).

  o Meta-analyses show mean intention-behaviour relationships in the range between .45 and .62 (Ajzen & Fishbein, 2006)

- Explicit and implicit measures of attitudes.
  o Explicit measures: problems of social desirability biases