Theory of Planned Behaviour

Everything is driven by self-efficacy and confidence

**External Variables**

- **Demographic**
- **Personality**

- **Beliefs about outcomes**
  - Evaluation of outcomes

- **Normative Beliefs**
  - Motivation to comply

- **Perceived likelihood of occurrence**
- **Perceived facilitating/inhibiting power**

**Attitudes**

**Subjective Norm**

**Perceived Behavioural Control**

- Behaviour is determined by intention: ‘I want to do X’
- Intention is determined by:
  - Attitudes: ‘doing X would be good for me’
  - Subjective norms: ‘my friends think I should be doing X’
  - Perceived behavioural control: ‘I can do X’

- Can also predict behaviour when perceived control is close to actual control.