

Behavior Control

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Perceived Behavior Control

- Perceived behavioral control refers to readily available resources, skills and opportunity as well as the person's own perception towards the importance of achieving the result.
 - It is close to the concept of self-efficacy of Bandura (1982).
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- perceived behaviour control is part of a theory of planned behaviour outlined by Ajzen (1988).
 - Divided into 3 component
 - Attitude
 - Subjective norms
 - Perceived behavioral control
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□ Attitude

- The attitude toward the behavior in question

□ Subjective norms

- People view on the behavior in question

□ Perceived behavioral control

- Perception on their ability to perform a given behavior
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- The three component leads to intention
 - Intention is the cognitive representation for a person's readiness to perform a given behavior.
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- ❑ In general, attitude generate either the behavior is favorable or unfavorable.
 - ❑ Subjective norms can be seen as social pressure.
 - ❑ While perceived behavioral control give the perception whether the behavior is easy to carry out or difficult to achieve.
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- Given sufficient degree of actual control over the behavior, people would carry out their intention when given the chance.
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