

Behavior Control

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Normative Beliefs

- It refer to the perceived behavioural expectations of such important referent individuals or groups as the person's spouse, family, friends, and - depending on the population and behaviour studied - teacher, doctor, supervisor, and co-workers'
 - It is assumed that these normative beliefs -- in combination with the person's motivation to comply with the different referents -- determine the prevailing subjective norm
 - the motivation to comply with each referent contributes to the subjective norm in direct proportion to the person's subjective probability that the referent thinks the person should perform the behaviour in question
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Subjective Norm

- It is the perceived social pressure to engage or not to engage in a behaviour
- it is assumed that subjective norm is determined by the total set of accessible normative beliefs concerning the expectations of important referents
- the strength of each normative belief (n) is weighted by motivation to comply (m) with the referent in question, and the products are aggregated, as shown in the following equation

$$SN \propto \sum n_i m_i$$
