

Behavior Control

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Control Beliefs

- ❑ It has to do with the perceived presence of factors that may facilitate or impede performance of a behaviour
 - ❑ It is assumed that these control beliefs -- in combination with the perceived power of each control factor -- determine the prevailing perceived behavioural control
 - ❑ the perceived power of each control factor to impede or facilitate performance of the behaviour contributes to perceived behavioural control in direct proportion to the person's subjective probability that the control factor is present
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Perceived Behavioural Control

- It refers to people's perceptions of their ability to perform a given behaviour
- It is determined by the total set of accessible control beliefs, i.e., beliefs about the presence of factors that may facilitate or impede performance of the behaviour
- the strength of each control belief (c) is weighted by the perceived power (p) of the control factor, and the products are aggregated, as shown in the following equation
- To the extent that it is an accurate reflection of actual behavioural control, perceived behavioural control can, together with intention, be used to predict behaviour

$$PBC \propto \sum c_i p_i$$