

Behavior Control

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Intention

- It is an indication of a person's readiness to perform a given behaviour, and it is considered to be the immediate antecedent of behaviour
 - The intention is based on attitude toward the behaviour, subjective norm, and perceived behavioural control, with each predictor weighted for its importance in relation to the behaviour and population of interest.
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Behaviour

- ❑ **It is the manifest, observable response in a given situation with respect to a given target**
 - ❑ **Single behavioural observations can be aggregated across contexts and times to produce a more broadly representative measure of behaviour**
 - ❑ **behaviour is a function of compatible intentions and perceptions of behavioural control**
 - ❑ **perceived behavioural control is expected to moderate the effect of intention on behaviour, such that a favourable intention produces the behaviour only when perceived behavioural control is strong**
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Actual Behavioural Control

- It control refers to the extent to which a person has the skills, resources, and other prerequisites needed to perform a given behaviour
 - Successful performance of the behaviour depends not only on a favourable intention but also on a sufficient level of behavioural control
 - perceived behavioural control is accurate, it can serve as a proxy of actual control and can be used for the prediction of behaviour
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