Behavior Control

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Perceived Behavioral 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).
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
- **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
The three component leads to intention

Intention is the cognitive representation for a person’s readiness to perform a given behavior.
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.
Given sufficient degree of actual control over the behavior, people would carry out their intention when given the chance.