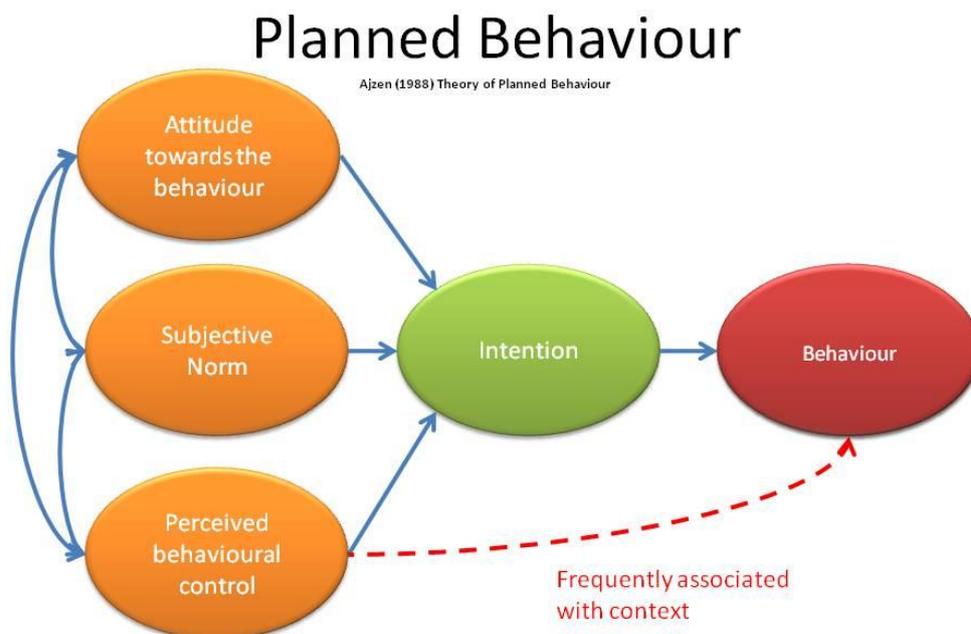


## HANDOUT: The Theory of Planned Behaviour

Many things influence our behaviour, this hand-out discuss one theory that has been developed to explain the link between personal belief and behaviour, Ajzen's (1988) Theory of Planned Behaviour (TPB). TPB outlines that a person's behaviour is motivated by three constructs shown in orange below:



### Ajzen (1988) Theory of Planned Behaviour

**Attitude towards the behaviour:** This relates to the likely outcome, positive or negative, of the behaviour. The key for the driving coach is to encourage the student to see the positive consequences of behaving in a way that reduces risk e.g. if I drive at an appropriate speed I will get there safely, less stressed, save fuel, reduce emissions, arrive on time, etc.

**Subjective norm:** This refers to what the individual believes to be the social pressure upon them to perform the behaviour. Placing this in a driving situation this may relate to peer pressure. For example, a young male with male friends in the car may feel pressured to drive more quickly, in the belief that driving slowly would be frowned upon by his peers.

It is vitally important that the driving coach does not say anything that may increase negative pressure, for example by saying: Most young drivers speed. This statement may increase the social pressure on the driver to speed!

**Perceived behavioural control:** This element refers to how much control the driver feels they have. For example, a driver may feel it is unsafe to drive quickly and that society expects them to drive at a safe speed, but if late for a meeting the driver may feel unable to exert enough control over their behaviour and may feel compelled to drive faster than they feel is safe. Whilst this may only be a temporary shift, it may become a permanent feature if rewarded by success with no negative consequences, e.g. gets to work safely, in less time, without being caught and without having a collision.