

The Theory of Planned Behavior

The Theory of Planned Behavior (TPB) proposes that attitude, subjective norms and perceived behavioral control are the result of their respective belief structures while intentions are the result of attitude, subjective norms and perceived behavioral control. The TPB goes on to propose that intention is the result of behavior. Visit Ajzen's website and click in each component to further define what they mean in practice.

<http://people.umass.edu/aizen/tpb.diag.html#null-link>

Develop a 3-page paper that describes and applies the theory to some behavior. In your paper make sure you address each component of the model in your application. The paper must have an introduction, body, closing and at least 1 reference using the MLA or APA style.

