An Analysis of Behavioral Intentions on the Basis of the Theory of Planned Behavior

Analyzing the behavioral intentions of the rural populations in two mountainous regions of Georgia regarding a development or an enhancement of their touristic activities, a structural equation model is computed in order to verify the Theory of Planned Behavior (Ajzen 1985). According to the TPB, the latent constructs attitude, subjective norm and perceived behavioral control have an effect on intention while correlating amongst one another.

Following recent recommendations by Fishbein and Ajzen (2010), the construct attitude was divided into two components to account for two different facets in attitude. Splitting the initial attitude construct into one construct that is represented by positive attitudes toward the behavior under study and a second construct that is characterized by negative attitudes improved overall model fit. However, the analysis of the constructs and their relationships proposed by the TPB shows that in the case at hand, only one of the three explaining constructs has a significant influence on the intention to enhance or develop touristic activities: subjective norm. While all three explaining constructs attitude, subjective norm and perceived behavioral control correlate significantly (at the 10%-level or higher) amongst each other, neither perceived behavioral control nor one of the two attitude constructs contributes to the explanation of intention.

The introduction of past behavior into the model further improves model fit. Other influencing factors may contribute to the explanation of behavioral intentions as well.

Literature

