

REASONED ACTION THEORY

SAMPLE QUESTIONNAIRE ITEMS:

BI (behavioral intention):

I intend to floss daily.
true _____ false

A_B (attitude toward the behavior):

My flossing daily is
good _____ bad

IN (injunctive norm):

Most people who are important to me think
I should _____ I should not
floss daily.

DN (descriptive norm):

Most people
do _____ do not
floss daily.

PBC (perceived behavioral control):

For me to floss daily would be
very _____ very
easy _____ difficult

If I wanted to, I could easily floss daily
strongly _____ strongly
agree _____ disagree

How much control do you have over whether you floss daily?
complete _____ absolutely no
control _____ control

2

REASONED ACTION THEORY FORMULA:

$$B \approx BI = [A_B][w_1] + [IN][w_2] + [DN][w_3] + [PBC][w_4]$$

where B = behavior

BI = behavioral intention

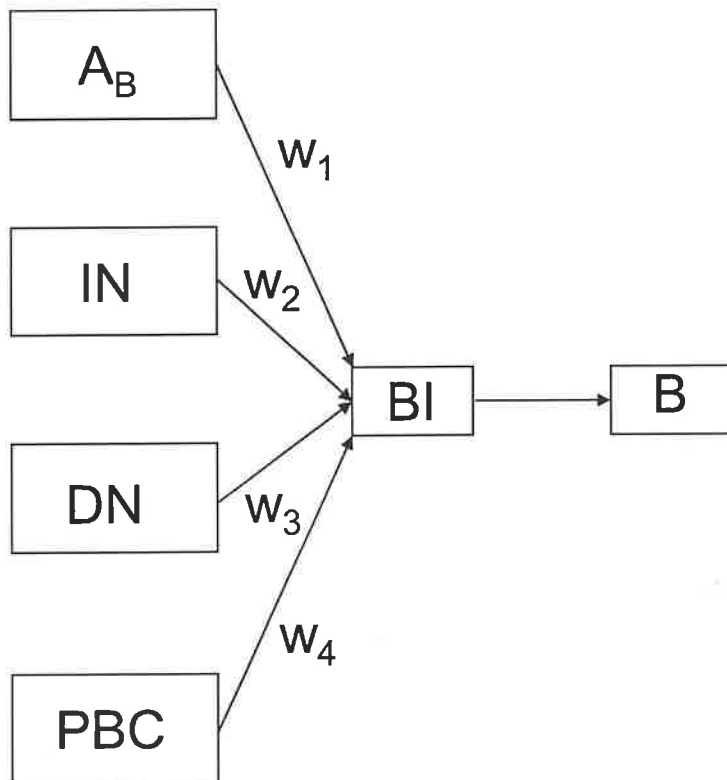
A_B = attitude toward the behavior

IN = injunctive norm

DN = descriptive norm

PBC = perceived behavioral control

w_1, w_2, w_3, w_4 = weights for each component



DETERMINANTS OF ATTITUDE TOWARD THE BEHAVIOR (A_B):

$$A_B = \sum b_i e_i$$

where b_i = strength with which the belief is held

e_i = evaluation of the belief

SAMPLE QUESTIONNAIRE ITEMS:

b_i (belief strength):

Buying an XYZ will deplete my saving account.

likely _____ unlikely

e_i (evaluation):

Depleting my savings account is

good _____ bad

EXAMPLE OF ESTIMATING A_B FROM b_i and e_i :

Salient beliefs about the act of buying an XYZ	belief strength b_i	belief evaluation e_i	$b_i e_i$
1. deplete savings account	+3	-3	-9
2. gain prestige	+2	+2	+4
3. higher insurance premiums	+1	-2	-2
4. better gas mileage	+2	+1	+2

$$\sum b_i e_i = -5$$

4

Doan Family of Dealerships

Ridge Road Rochester, NY 14626

Sales: (877) 562-2085

Service: (877) 460-3984

Parts: (866) 396-0797

Total Confidence Pricing



Total Confidence Pricing at Doan Chevrolet in Spencerport, NY!

A little confidence goes a long way. That's what the Chevy Confidence program at Doan Chevrolet in Spencerport, NY, is all about. With Total Confidence Pricing*, you'll get a great price on any 2012 Chevy from the start. And with our Love it or Return it Guarantee[^], you're sure to be satisfied long after you drive your Chevy home. We're going the extra mile to be sure of it. It's all part of Chevy Confidence.

Total Confidence Pricing*

With Total Confidence Pricing, the price you see is the price you pay—plain and simple, including all current incentives. So you can rest assured you're getting a great deal on your Chevy, with no need to negotiate. To us, that's Total Confidence.

Love It or Return It[^]

We're so confident you'll love your new Chevy, we'll give you up to 60 days to make sure of it with our new Love It or Return it Guarantee. Buy any 2012 or 2013 Chevy, and if you're not happy, you can bring it right back. Needless to say, we're pretty confident you won't want to let it go - enough so that if you elect to opt out of the Love It or Return It guarantee, we'll take an additional \$500 off our Total Confidence Pricing. That's Chevy Confidence.

DETERMINANTS OF INJUNCTIVE NORM (IN):

$$IN = \sum n_i m_i$$

where n = normative belief attributed to the other

m = motivation to comply with the other's expectations

SAMPLE QUESTIONNAIRE ITEMS:

n_i (normative belief)

My girlfriend thinks

I should _____ I should not

buy an XYZ.

m_i (motivation to comply)

Generally speaking, how much do you want to do what your girlfriend thinks you should do?

Not at all _____ Very much

EXAMPLE OF ESTIMATING IN FROM n_i and m_i:

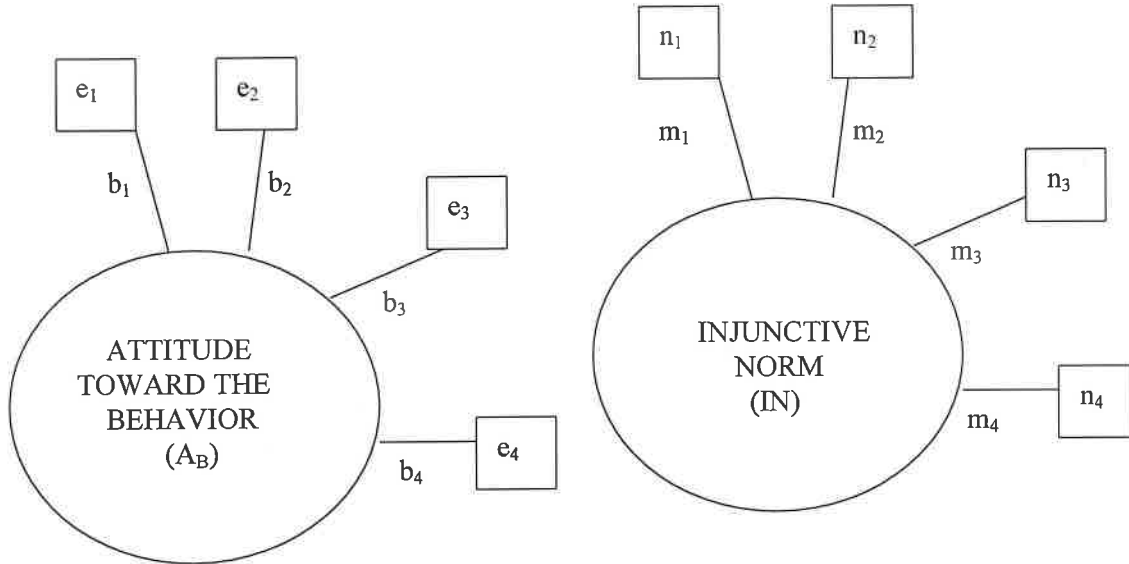
<u>Important referents</u>	<u>normative belief</u> <u>n_i</u>	<u>motivation to comply</u> <u>m_i</u>	<u>n_im_i</u>
1. my girlfriend	+1	+3	+3
2. my father	-3	+2	-6
3. my friend John	+3	+2	+6
4. My mother	-1	0	<u>0</u>

$$\sum n_i m_i = +3$$

6

$$A_B = \sum b_i e_i$$

$$IN = \sum n_i m_i$$



THE MOST IMPORTANT DECISIONS START WITH THE MOST IMPORTANT PEOPLE.



There's strong. And then there's Army Strong. You taught them right from wrong. You told them they could do anything. Now they want the discipline, leadership training and college benefits that come from being in the U.S. Army. If your son or daughter wants to talk about joining, listen. You just might be proud of what they have to say. Find out more at goarmy.com/for_parents.



U.S. ARMY

ARMY STRONG

Private Matthew Bryan
©2007. Paid for by the United States Army. All rights reserved.