

# Theory of Planned Behaviour

Understanding and influencing behaviour



**Stephen Jenkinson**  
Access & Countryside Management

08456 439435    [steve@sjacm.co.uk](mailto:steve@sjacm.co.uk)    [www.sjacm.co.uk](http://www.sjacm.co.uk)

## Theory of Planned Behaviour

### Ajzen's theory of planned behaviour



How you feel about it  
→ Attitude to behaviour

How others judge you  
→ Subjective norm

Can you do it? →  
Perceived control


Intention to act  
in a given way

Actually  
doing it

Personal beliefs

**People firstly evaluate a behaviour based on their beliefs about:**


- What he/she likes to do
- What their dog likes to do
- How important are other things?
- What's the worst that could happen?
- How much time do I have?
- Do I think it matters if...?
- Do I believe that...?



3 Visitor Safety in the Countryside Group 4 December 2013

Theory of Planned Behaviour

**Ajzen's theory of planned behaviour**



```

    graph TD
      A[How you feel about it  
→ Attitude to behaviour] --> B[Intention to act  
in a given way]
      C[How others judge you  
→ Subjective norm] --> B
      D[Can you do it? →  
Perceived control] --> B
      B --> E[Actually doing it]
      D -.-> E
  
```

How you feel about it  
→ Attitude to behaviour

How others judge you  
→ Subjective norm

Can you do it? →  
Perceived control

Intention to act  
in a given way

Actually doing it

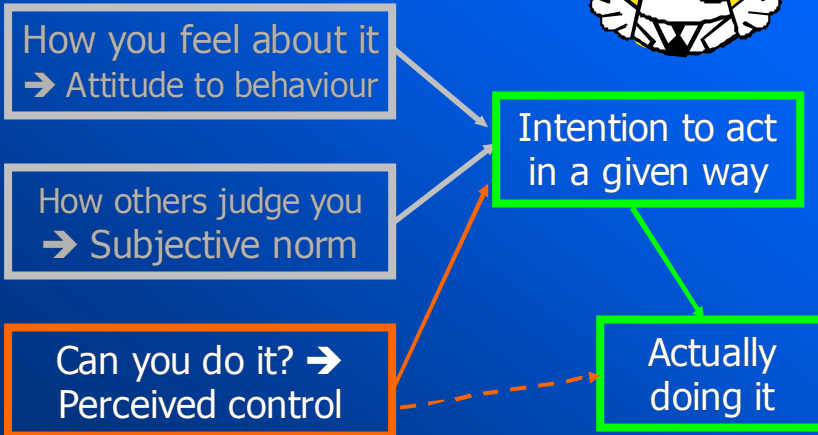
4 Visitor Safety in the Countryside Group 4 December 2013

### People estimate the social pressure to perform – or not – a given behaviour:

- How will others judge me?
- Will I look like a bad / uncaring person?
- What does everyone else do?
- Do I care what people think?
- Will anyone see if I...?
- How will others react if I...?




### Ajzen's theory of planned behaviour



Perceived control

**People evaluate their ability to perform a behaviour based on:**


- Do I have the knowledge to...?
- Am I certain about what is expected?
- Will I be able to do it, now or in the future?
- How easy is it?
- How will it feel if I...?
- What other options do I have for what I came here to do?



7 Visitor Safety in the Countryside Group 4 December 2013

Theory of Planned Behaviour

**Ajzen's theory of planned behaviour**



```

    graph TD
      A[How you feel about it  
→ Attitude to behaviour] --> B[Intention to act  
in a given way]
      C[How others judge you  
→ Subjective norm] --> B
      D[Can you do it? →  
Perceived control] --> B
      B --> E[Actually doing it]
      D -.-> E
  
```

How you feel about it  
→ Attitude to behaviour

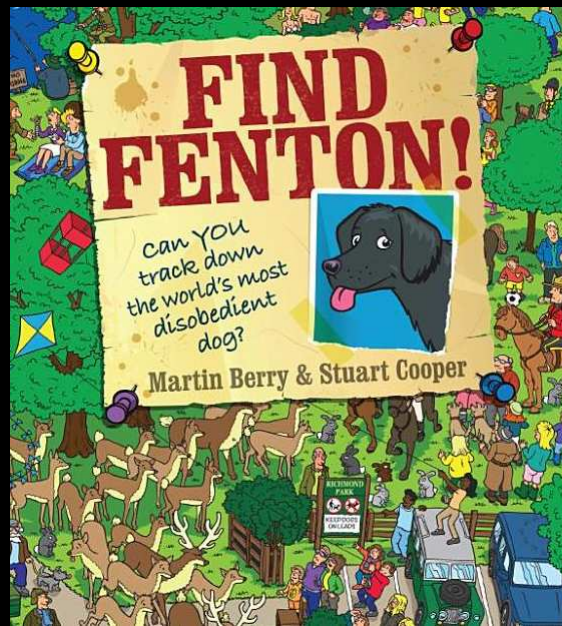
How others judge you  
→ Subjective norm

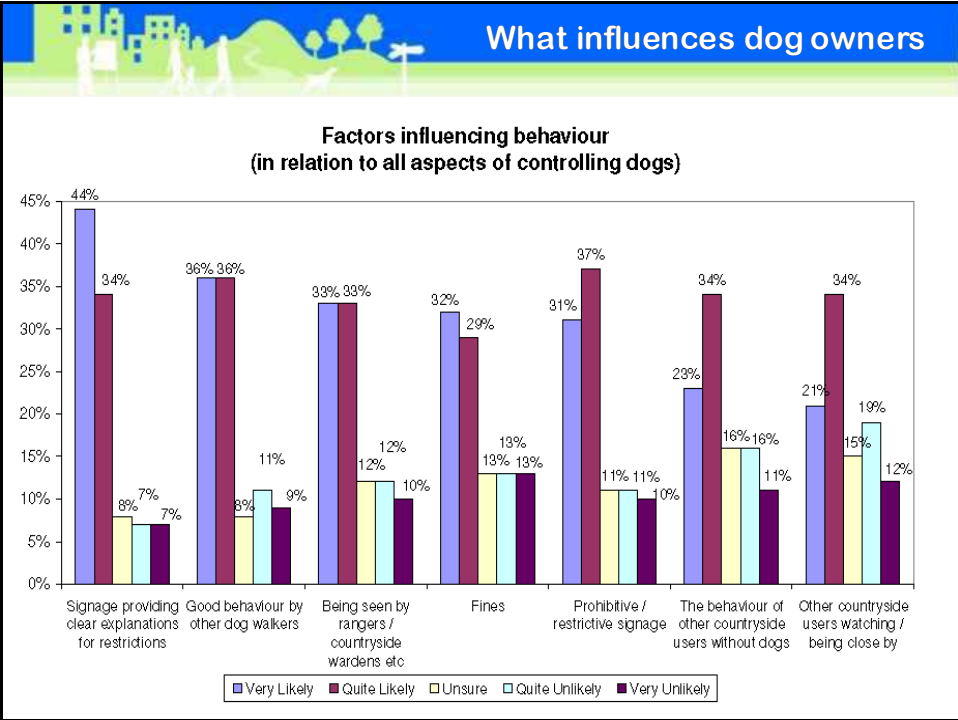
Can you do it? →  
Perceived control

Intention to act  
in a given way

Actually doing it

8 Visitor Safety in the Countryside Group 4 December 2013





## Using TPB to analyse non-compliance with desired behaviours shows us that:

- Simply “educating” is not enough
- Personal motivations need to be identified and understood
- Peer pressure cannot always be assumed to be a force for “good”
- Control beliefs are the pivotal factor... and often the least considered
- Understanding the many reasons why behaviours happen is crucial
- Change comes from influencing feelings, not just stating words



**We instinctively react to**


**WHAT**

**we see**

To change behaviour we need to know

# WHY

it happens

 Danebury Hill Fort, Hampshire

### Addressing all 3 TPB elements

**Personal beliefs:**


- ✓ Accept that people are highly motivated to exercise dogs off-lead
- ✓ Management to accommodate rather than suppress this

**Subjective norm**

- ✓ Develop positive rapport and influence within community of dog walkers

**Perceived control**


- ✓ Make it easier to dispose of dog waste
- ✓ Be clear about where dogs can be off lead as well as on lead, or prohibited



16 Visitor Safety in the Countryside Group 4 December 2013








**TPB in action**




### In practice this meant:

- ✓ Moving existing waste bin and providing another
- ✓ On-site events for dog walkers: listening & understanding their views
- ✓ Guided walks for dog owners in the Hill Fort dog exclusion area
- ✓ Traffic light system for lead usage that changes with grazing patterns
- ✓ New leaflet explaining changes and where to exercise dogs off-lead
- ✓ Informally talking to people!

17 Visitor Safety in the Countryside Group 4 December 2013


**TPB delivering**




### And the result was...

- ✓ 82% reduction in poo left on site
- ✓ 83% improved clarity about where dogs could go
- ✓ 92% better understanding of "on-lead" areas
- ✓ 75% improved clarity on livestock location
- ✓ No dog attacks on livestock since
- ✓ Exclusion areas works despite having no enforcement powers
- ✓ Happy graziers: happy visitors
- ✓ Good public relations

Before...



After...



18 Visitor Safety in the Countryside Group 4 December 2013

## Ajzen's theory of planned behaviour



How you feel about it  
→ Attitude to behaviour

How others judge you  
→ Subjective norm

Can you do it? →  
Perceived control

Intention to act  
in a given way

Actually  
doing it

