Theory of Planned Behaviour

Understanding and influencing behaviour

Stephen Jenkinson
Access & Countryside Management

08456 439435  steve@sjacm.co.uk  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
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...?

**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
Subjective norm

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…?

Theory of Planned Behaviour

Ajzen’s theory of planned behaviour

- How you feel about it \(\rightarrow\) Attitude to behaviour
- How others judge you \(\rightarrow\) Subjective norm
- Can you do it? \(\rightarrow\) Perceived control
- Intention to act in a given way
- Actually doing it
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?

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
Factors influencing behaviour
(in relation to all aspects of controlling dogs)

What influences dog owners

Devils and angels...
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
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!

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
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

Devils and angels…