



Environment Center
Charles University
in Prague

Seminar on Theory of Planned Behavior

September 24, 2010, Charles University, Karolinum
Ovocný trh 3, Prague 1



Program

- 8:30 – 9:00 *Registration and welcome coffee*
- 9:00 – 9:15 **Jiří Buriánek: Seminar opening and welcoming**
Department of Sociology, Faculty of Arts, Charles University in Prague
- 9:15 – 10:15 **Icek Ajzen: Keynote lecture I**
Environmental Protection and the Theory of Planned Behavior
- 10:15 – 10:45 Discussion
- 10:45 – 11:00 *Coffee break*
- 11:00 – 11:30 **Jochen Wittenberg: Applying the theory of planned behavior to juvenile shoplifting**
- 11:30 – 11:45 Discussion
- 11:45 – 12:15 **Sibylle Nideröst, Daniel Gredig: Condom use with casual partners in heterosexual men: extending the theory of planned behaviour by adding the socio-cultural variable somatic culture**
- 12:15 – 12:30 Discussion
- 12:30 – 13:30 *Lunch*
- 13:30 – 14:30 **Peter Schmidt: Keynote lecture II**
Theory driven evaluation and evidence based policies
- 14:30 – 15:00 Discussion
- 15:00 – 15:30 **Jana Lukačovská, Katarína Hannelová: Motivation towards blood donation based on the theory of planned behavior**
- 15:30 – 15:45 Discussion
- 15:45 – 16:00 *Coffee break*
- 16:00 – 16:30 **Iva Zvěřinová: Determinants of organic food consumption**
- 16:30 – 16:45 Discussion
- 16:45 – 17:15 **Jan Urban: Factors of proenvironmental behavior of university students**
- 17:15 – 17:30 Discussion
- 19:00 *Dinner / Social program*

Acknowledgement

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Abstracts

Icek Ajzen: Environmental Protection and the Theory of Planned Behavior

(University of Massachusetts-Amherst, USA)

According to the theory of planned behavior (TPB), eco-friendly intentions and behaviors are a function of beliefs about the likely consequences of these behaviors as well as normative and control beliefs. Also, the theory's principle of compatibility suggests that general pro-environmental attitudes and values predict an aggregate of eco-friendly behavior, but not any particular action. In addition, the theory elucidates why environmental knowledge rarely correlates with eco-friendly behavior. Empirical research is reviewed to show how the TPB can be used to predict, explain, and modify eco-friendly behaviors.

Jochen Wittenberg: Applying the theory of planned behavior to juvenile shoplifting

(University of Bielefeld, Germany)

This paper analyses data concerning juvenile delinquency, which were collected in the still running research project 'Juvenile Delinquency in Modern Towns' (CRIMOC) in the cities of Münster, Bocholt and Duisburg from 2001 through 2004. In the center of this paper stand analyses concerning juvenile shoplifting. Shoplifting is an everyday occurrence of juvenile delinquency. It is one of the most frequently committed offenses among youths and is for many the only crime they will commit in their youth.

Sibylle Nideröst, Daniel Gredig: Condom use with casual partners in heterosexual men: extending the theory of planned behaviour by adding the socio-cultural variable somatic culture

(University of Applied Sciences, Northwestern Switzerland)

The background of this presentation was a qualitative study that determined an association between somatic culture and condom use with casual partners in Swiss heterosexual men. Somatic culture is that part of a person's habitus that structures how he or she deals with his or her own body. We hypothesized that somatic culture may play an important role and would be able to increase the proportion of explained variance of intention to use a condom with casual partners. The quantitative study tested and extended the theory of planned behaviour (TPB) by adding the variable somatic culture on a sample of 81 heterosexual men between the ages of 25 and 65. In the presentation we will show that integrating a socio-cultural variable into the model of TPB can increase its explanatory power and can be used to counter some of the critique on the TPB.

Peter Schmidt: Theory driven evaluation and evidence based policies

(Justus-Liebig-Universität Gießen, Germany)

In this presentation the combination of using explicitly formulated theories like the theory of planned behaviour, the use of quasiexperimental and experimental longitudinal designs in field settings and the use of generalized latent variable models for analysing the data and performing metaanalysis is discussed and applied to the topic of travel mode choice. Firstly we present an observational study from Austria using the TOPB. Then we present results from a longitudinal quasiexperiment at one university to test the effect of the introduction of a semester ticket and a university circle line and present then data for all German universities concerning the effects of the semester ticket. In a next step we present data from two true experiments in two German towns (Frankfurt and Stuttgart). For the purpose of knowledge integration we present results of a new metaanalysis on travel mode choice using the TOPB metaanalytic structural equation modeling. Finally we present some data on metaanalysis of intervention studies.

Jana Lukačová, Katarína Hannelová: Motivation towards blood donation based on the theory of planned behavior

(Comenius University, Slovakia)

Our research compared the motivations towards blood donation using the Theory of Planned Behaviour. According to this theory we considered the components from basic model of TPB (intention, attitude, perceived behaviour control, subjective norm) and two additional variables (moral norm and anticipated regret) as factors of motivation. The aim of our study was to compare regular donors, first-time donors and nondonors in factors mentioned above. In addition we proposed to test the predictability of intention by the other components of motivation.

Iva Zvěřinová: Determinants of organic food consumption

(Charles University Prague, Czech Republic)

Since formulation of the theory of planned behavior, many researchers suggested various modifications and extensions to the TPB. One of the proposed extensions of the TPB is inclusion of risk perception. Our presentation proceeds as follows. First, we review the empirical literature on integration of risk perception into the TPB framework. Second, we apply the TPB as a means of predicting consumers' purchasing behaviour and examine several possible ways of including risk perception in the model. Our empirical analysis exploits data from a survey of consumers conducted in two Czech cities (Znojmo and Prague) in 2008.

Jan Urban: Factors of proenvironmental behavior of university students

(Charles University Prague, Czech Republic)

The purpose of this presentation is to summarize results of an empirical study that aimed at testing of the theory of planned behavior (TPB) as a means of modeling proenvironmental behavior. The study uses survey data (N=200) on proenvironmental behavior of university students living in student dormitories. The survey has focused on three types of proenvironmental energy-saving behavior: defrosting of refrigerators, economic use of cookers, and switching off of the stand-by mode. Theoretical model postulated by TPB is tested by means of path modeling. The results of our study suggest that theory of planned behavior explains large part of variability in the proenvironmental behaviors and even larger part in variability of intentions. Further, our study shows that attitudes are the most important factors that influence proenvironmental behavior. The effects of social norms and perceived behavioral control vary between the three types of behavior. The results of this study also indicate that students have enough information about energy-saving effects of the three types of proenvironmental behavior but that they do not attribute greater importance to potential of these energy saving behaviors.