

THE THEORY OF PLANNED BEHAVIOUR (TPB)

Read pages 151–153 and 341–343 and answer the following questions

(1) What is the gist of *theory of reasoned action* (TRA) and how it has paved the way for the *theory of planned behaviour* (TPB)?

(2) What is the gist of *theory of planned behaviour* (TPB) and how it extended the *theory of reasoned action* (TRA)?

TURN PAGE!

(3) What are the main findings of Alberracin et al. (2001) meta-analysis concerning the *theory of planned behaviour* (TPB)?

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(4) What are the *strengths* and *limitations* of Alberracin et al. (2001) meta-analysis?

[illegible]