

SELF-EFFICACY AND PERCEIVED CONTROL AS MODERATORS OF BEHAVIORAL INTENTION: REVISION OF MODEL OF GOAL DIRECTED BEHAVIOR

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Abstract

Findings from a two-wave survey study (N=403) broaden the Model of the Goal Directed Behavior – an extension of the Theory of Planned Behavior. We propose and test whether Perceived Behavioral Control (conceptualized as bi-dimensional: self-efficacy and perceived control) moderates the impact of Desire on Intention within the context of healthy eating. Findings reveal that desire has more impact on intentions when self-efficacy (SE) is low (vs. high). SE and desire, in a sense, compensate for each other. PC has a different impact on desire. When PC increases, the effect of desire increases and vice versa. The incorporation of SE and PC as moderators reinterprets how existing antecedents in the theory function. The results refine the explanatory mechanisms underlying intention formation while contributing to the fine-tuning and improvement of the MGB and, therefore, TPB. We reveal that the mechanisms behind the intentions are more complex than hypothesized under either the MGB or TPB.

Keywords: *Model of Goal Directed Behavior (MGB); Theory of Planned Behavior (TPB); Perceived Behavioral Control (PBC)*

Track: Consumer Behaviour