

ELICITING SALIENT BELIEFS ARE CRITICAL TO PREDICT BEHAVIOURAL CHANGE IN THEORY OF PLANNED BEHAVIOUR

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Abstract

The theory of planned behaviour (TPB) is a widely used theory in behavioural analysis. It incorporates social, cultural, psychological and economic approaches into behavioural analysis. The authors of the theory of reasoned action and its extension, the theory of planned behaviour have recommended that it is appropriate to conduct an elicitation study to identify the final sets of salient beliefs in the TPB analysis. Even though the TPB is based on salient beliefs, researchers have paid less attention in this regard. In order to identify final set of salient beliefs for TPB analysis, Ajzen and Fishbein (1980) have suggested three rules. This paper compares the three rules suggested by Ajzen and Fishbein (1980) and an alternative approach was suggested. The paper analyses the beliefs of farmers in Sri Lanka in respect to the decision to adopt new technology. The findings showed that the three rules suggested by Ajzen and Fishbein (1980), lead to different sets of salient beliefs for TPB analysis. Therefore, an alternative approach was suggested which is a trade-off between salient beliefs that fall into the final set and beliefs that are foregone. The suggested approach is strengthened by computing the product of the “belief strength” and “outcome evaluation” (expectancy value method) for each belief mentioned. It provides more accurate index for eliciting the most significant salient beliefs for TPB analysis.

Keywords: *theory of planned behaviour, salient beliefs, trade-off*

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Introduction

In recent years, there has been a growing tendency to include attitude measures in explanatory predictive studies. Current research work appears to have moved from being purely descriptive to more explanatory, “cause – effect” and predictive studies. This trend is an indication of current emphasis on attitudes as one of the major determinants of human behaviour. Further, this shift of emphasis in research is also accompanied by new demands from policy makers. The methodologies used in a research have to be standardized and replicable, so they can be applied nationally and allow over time comparisons to provide indications of the directions of change (Beedell and Rehman, 2000).

Behavioural research has been criticized in the past for failing to take account of structural, external factors and constraints on action (Morris and Potter, 1995). As a result, social psychologists have developed models to understand and predict human behaviour.

The most of the models developed by the social psychologists were followed expectancy-value method (Feather, 1982). Expectancy-value method was created in order to explain and predict individual's attitudes toward objects or actions. It states that attitudes are developed and modified based on assessments about beliefs and values. Expectancy-value method has three basic components. First, individuals respond to novel information about an item or action by developing a belief (b). Second, individuals assign a value (v) to each attribute that a belief is based on. Third, an expectation or attitude (a) is created or modified based on the result of a calculation based on beliefs and values ($a = \sum_{i=1}^n b_i v_i$).

The most widely used of these models is the theory of Reasoned Action developed by Fishbein and Ajzen, (1975) and later followed by the Theory of Planned Behavior.

Theory of Planned Behaviour (TPB)

The Theory of Planned Behaviour (Ajzen, 1985) builds upon the Theory of Reasoned Action (Fishbein and Ajzen, 1975) in an attempt to predict and understand behaviours when control is incomplete. The Theory of Planned Behavior was created in order to incorporate social, cultural, psychological and economic approaches into behavioural analysis (Burton, 2004). According to Ajzen (1991) behavioural intentions are a function of three components: attitude toward a behaviour, subjective norms (social pressure) and perceived behavioural control (self-confidence). TPB proposes that behaviour is predicted by the strength of an individual's intention to behave the way they do. Attitudes, subjective norms and perceived behavioural control are assumed to be predictable from beliefs of an individual about the behaviour.

Behavioural intentions have been defined as the subjective probability that an individual will engage in a specified behaviour (Fishbein and Ajzen, 1975). Intentions comprise all the motivation factors that affect behaviour and indicate how much effort an individual will exert in engaging in a particular behaviour. According to Ajzen (1991), intentions are considerably accurate in predicting behaviour. Consequently, the theory predicts that the stronger an individual's intent to perform a behavior, the more likely the individual will engage in that behaviour.

Attitude towards behaviour refers to the individual's positive or negative assessment of engaging in the behaviour. An individual's attitude is a multiplicative component consisting of the strength of belief associated with the behaviour and the individual's subjective evaluation or weighted importance of the beliefs attribute. The theory predicts that as the individual perceives the behaviour as favourable, there is likelihood that he or she will perform the behaviour (Fishbein and Ajzen, 1975).

Subjective norms (SN) refer to the individual's perception of the social pressures to engage or not to engage in the behaviour. The SN particularly encompasses the tendency of an individual's to engage or not to engage in behaviour as seen from persons who are important to him or her. As a result, the theory predicts that if the individual perceives that significant others would encourage such behaviour, there is a likelihood that he or she will engage in the behaviour.

Perceived behavioural control (PBC) refers to the individual's perceptions of the ease or difficulty in performing the behaviour. It predicts that the greater an individual perceives that he or she has control, the more likely the individual will intend to engage in the behaviour (Fishbein and Ajzen, 1975).

TPB has been used to predict and analyse a wide range of behaviour (see Beedell and Rehman, 2000; Bergevoet, Ondersteijn, Saatkamp, Van Woerkum, and Huirne, 2004; Chetsumon, 2005; Coleman, McGregor, Hemsworth, Boyce, and Dowling, 2003; Hrubes, Ajzen, and Daigle, 2001; Zubair and Garforth, 2006). Prediction is done by considering attitude, subjective norm and perceived behavioral control.

Rational

Attitude, SN and PBC are developed in a person by his beliefs towards the expected behaviour. Hence, the whole theory is based on salient beliefs. As a result, salient beliefs play a major role in predicting intentions that lead to behaviour. Salient behavioural beliefs are held to determine attitude towards behaviour. Salient normative beliefs are held to determine subjective norm. Salient control beliefs are assumed to determine perceived behavioural control (Francis et al., 2004). Salient beliefs are those that first come to mind when respondents are asked open-ended questions such as "What do you think would be the advantages for you to engage in certain behaviour"? They are also referred to as accessible beliefs (Ajzen & Fishbein, 2000; Higgins, 1996). The salient beliefs in a given population are identified by conducting an elicitation study in a representative sample of the population. The beliefs that have been identified are used for the analysis of TPB (Francis et al., 2004).

Even though salient beliefs are very much important in TPB, the elicitation study and identification of salient beliefs have received relatively less attention from researches. In considering the studies conducted using TPB, surprisingly, very little attention has been paid to identifying relevant salient beliefs.

In order to identify the final set of salient beliefs in a study, Ajzen and Fishbein (1980) have suggested three rules. They are, as follows:

1. Include the ten or twelve most frequently mentioned beliefs.
2. Include those beliefs that exceed a particular frequency. For example, all beliefs mentioned by at least 10 % or 20 % of the sample.
3. Choose as many beliefs as necessary to account for a certain percentage (eg. 75 %) of all beliefs mentioned.

Francis et al. (2004) have mentioned that the final set of salient beliefs for a study can be selected from 75 % of all beliefs stated in the elicitation study. It provides an adequate coverage of the beliefs of the target population. However, they did not state the other two rules, which were suggested by Ajzen and Fishbein (1980).

This study identifies salient beliefs of Sri Lankan farmers towards the decision to adopt new technology. The main aim of this study is to examine salient beliefs from the three rules suggested by Ajzen and Fishbein (1980) and to make a comparison of the beliefs from each rule.

Methodology

A questionnaire, which consists of six open ended questions, was given to the farmers to write down their beliefs towards the adoption of new technology. The questions used are shown in table 1. Questions 1, 2, 3 and 4 were based on those recommended by Ajzen and Fishbein (1980) and the last two were taken from the Ajzen and Driver (1991).

The first twenty-five questions were used to develop the coding frame for data entry. The coding system was used to enter “advantages”, “disadvantages” questions, “approve”, “disapprove” questions and “easy”, “difficult” questions.

A sufficient sample size to produce results was problematic. Francis et al. (2004) have recommended that, generally for eliciting salient beliefs in TPB studies, sample size should be 25. But for better results, data were collected from 94 respondents.

Sample was taken from the farmers in Kurunegala district of Sri Lanka by selecting two villages randomly during the months of March and April 2009. Simple random sampling method was employed in the collection of data.

Table 1: Open-ended questions were used to identify salient beliefs

	What do you think would be the advantages for applying improved technology in your farmland?
	What do you think would be the disadvantages for applying improved technology in your farmland?
	Are there any group or people who would approve your application of improved technology in your farmland?
	Are there any group or people who would disapprove your application of improved technology in your farmland?
	What do you think would make it difficult for you to apply improved technology in your farmland?
	What do you think would make it easy for you to apply improved technology in your farmland?

Results

Table 2 shows the total number of beliefs mentioned by the farmers ranged from 205 [2.18 mean belief per respondent (205/94)] for “difficult” belief question to 43 [0.46 mean belief per respondent (43/94)] for “disapprove” belief question. Beliefs were spread randomly over every category.

Table 2: Descriptive statistics for identified beliefs from open ended questions

Type of beliefs	Total beliefs	Mean belief per respondent
Advantages	124	1.32
Disadvantages	123	1.31
Approve	113	1.20
Disapprove	43	0.46
Difficult	205	2.18
Easy	94	1.00

Source: Survey data, 2009

“Advantage” and “disadvantage” questions

Table 3 shows the distribution of beliefs of respondents for the “advantage” questions. The Respondents stated 37 times (39.36 percent per respondent) that “new technology gives high yield”, which was the highest, and the lowest one was “new technology saves time” which was stated only 5 times (5.32 percent per respondent). There were 12 answers (12.77 percent per respondent) that could not be classified into any category while 15 respondents (15.96 percent per respondent) did not answer or indicate any belief.

Table 3: Results of the “advantage” questions

Code	Advantage Beliefs	Number	% per respondent	Rank
A	High yield	37	39.36	1
B	High income	25	26.60	2
C	High recourse use efficiency	15	15.96	5
D	Prestige	16	17.02	4
E	Cost effectiveness	18	19.15	3
F	Pest and disease control	8	8.51	6
G	Time saving	5	5.32	7
Y	Miscellaneous / Unclassified	12	12.77	
Z	I cannot think / Not listed	15	15.96	

Source: Survey data, 2009

Table 4 shows the beliefs for the “disadvantage” questions. The highest disadvantage belief was that “new technology increase cultivation cost”. It was mentioned 41 times (43.62 percent per respondent). The lowest was “not interested” which indicated 6 times (6.38 percent per respondent). There were 8 beliefs (8.51 percent per respondent) that could not be categorized into either category and 6 respondents (6.38 percent per respondent) did not indicate any belief.

This implies that farmers think that applying new technology has more disadvantages over advantages. Therefore, they could indicate at least one disadvantage of improved technology adoption. However, their beliefs of the disadvantages were mainly concentrated in two beliefs. They were “new technology increases their cultivation cost” and “it incurs high risk”.

Table 4: Results of the “disadvantage” questions

Code	Disadvantage Beliefs	Number	% per respondent	Rank
AA	Difficult to apply	15	15.96	3
BB	Increase cost	41	43.62	1
CC	High risk	32	34.04	2
DD	Time consuming	14	14.89	4
EE	Not suitable	7	7.45	6
FF	Not interested	6	6.38	7
GG	Existing methods are good	8	8.51	5
YY	Miscellaneous / Unclassified	8	8.51	
ZZ	I cannot think / Not listed	6	6.38	

Source: Survey data, 2009

“Approve” and “disapprove” questions

“Approve” and “disapprove” questions are used to measure subjective norm. It refers to the individual’s perception of social pressure created by his or her important persons. Compared to earlier responses “approve” and “disapprove” category earned almost similar results. Farmers have identified same persons for approve and disapprove their new technology adoption. Table 5 shows that while “State extension officer” received the highest number for approve, “My family” received the highest number of disapproves for new technology adoption. But second most highest approve was received by “my family”. Almost half of the respondents (47 in number) did not answer to disapprove question.

Table 5: Results of the “approve” and “disapprove” questions

Approve					Disapprove			
Code	Belief	No.	% per respondent	Rank	No.	Code	% per respondent	Rank
A	My family	27	28.72	2	15	AA	15.96	1
B	Extension officer	35	37.23	1	-		-	-
C	My neighbour	22	23.40	3	10	CC	10.64	2
D	Member of farmer organization	15	15.96	4	7	DD	7.45	3
E	Village leader	9	9.57	5	5	EE	5.32	5
F	Religious leader	5	5.32	6	6	FF	6.38	4
Y	Miscellaneous / Unclassified	8	8.51		17	YY	18.09	
Z	I cannot think / Not listed	20	21.28		47	ZZ	50.00	

Source: Survey data, 2009

“Difficult” and “easy” questions

Table 6 shows the beliefs elicited by the “difficult” questions. The highest difficult belief mentioned was “lack of subsidies for new technology”. It received 34 responses (36.17 percent per respondent). This was followed by “difficult to purchase inputs / no capital”, 33 response (35.11

percent per respondent). The lowest one was “no trust on new technology” which was mentioned 15 times (15.96 percent per respondent). Interestingly very few farmers mentioned “I cannot think” or did not write any belief. Therefore, farmers feel that applying new technology has got some difficulties for them.

Table 6: Results of the “difficult” questions

Code	Difficult Belief	Number	% per respondent	Rank
A	No technical assistance and advisory	26	27.66	5
B	Difficult to purchase inputs / No capital	33	35.11	2
C	Low market price for out puts	29	30.85	3
D	No labour	27	28.72	4
E	Not practicable	17	18.09	7
F	Need extra time	24	25.53	6
G	No trust	15	15.96	8
H	No subsidies	34	36.17	1
Y	Miscellaneous / Unclassified	6	6.38	
Z	I cannot think / Not listed	5	5.32	

Source: Survey data, 2009

Table 7 shows that beliefs for “easy” questions were almost opposite of beliefs for “difficult” questions. The highest number of farmers, thus 41, representing (43.62 percent per respondent) that it was very easy for them to adopt new technology if they have subsidies. But, a fairly large number of farmers 29 (30.85 percent per respondent) did not list any belief.

Table 7: Results of the “easy” questions

Code	Easy Belief	Number	% per respondent	Rank
AA	Technical assistance and advisory	16	17.02	2
BB	Low price for inputs	14	14.89	3
CC	Availability of labour	11	11.70	5
DD	Easy to practise	12	12.77	4
EE	Availability of subsidies	41	43.62	1
YY	Miscellaneous / Unclassified	12	12.77	
ZZ	I cannot think / Not listed	29	30.85	

Source: Survey data, 2009

Salient beliefs play an important role in TPB, as it influences attitude, subjective norm and perceived behavioural control and hence intention and behavior. It can be noted that less attention has been devoted to elicit correct salient beliefs in past studies. In the course of this research, I found only one paper that reported a detailed analysis of elicitation stage of TPB. Sutton et al., (2003) used different wordings for open-ended questions and it resulted in different kinds of beliefs being elicited.

The final set of salient beliefs identified by elicitation study will be used to evaluate attitude, subjective norm and perceived behavioural control, which predict the intention and actual behaviour in TPB. “Advantage”, “disadvantage” questions are used to identify the final set of behavioural beliefs for attitude measurement. “Approve”, “disapprove” questions are used to elicit the final set of normative beliefs for subjective norm measurement and finally “difficult”, “easy” questions are used to identify the final set of control beliefs for perceived behavioural control measurement.

It is very much important to elicit correct salient belief to predict behavioural change. In literature on TPB, there have been few theoretical discussions of various decision rules. Ajzen and Fishbein (1980) suggested three rules to elicit final set of salient beliefs that can be used in TPB analysis and to predict actual behaviour. Table 8 shows the final sets of salient beliefs from the study according to the three rules suggested by Ajzen and Fishbein (1980).

Table 8: Number of salient beliefs that have been identified by three rules for the final set

Rule	Salient beliefs for attitude	Salient beliefs for subjective norm	Salient beliefs for perceived behavioral control
1. Ten or twelve most frequently mentioned beliefs	12	6	8
2.i. All beliefs mentioned by at least 10 % of respondents	9	4	8
2.ii. All beliefs mentioned by at least 20 % of respondents	4	3	7
3. 75 % of beliefs that mentioned by all beliefs	10	4	6

Source: Survey data, 2009

Table 8 shows that different rules give different number of salient beliefs for the final set of the TPB study. The first rule yields 12 salient beliefs for attitude, 6 salient beliefs for subjective norm and 8 salient beliefs for perceived behavioural control. The second 10 % rule earned 9 salient beliefs for attitude, 4 salient beliefs for subjective norm and 8 salient beliefs for perceived behavioural control. The second 20 % rule earned 4 salient beliefs for attitude, 3 salient beliefs for subjective norm and 7 salient beliefs for perceived behavioural control. The third and the final rule provides 10 salient beliefs for attitude, 4 salient beliefs for subjective norm and 6 salient beliefs for perceived behavioural control.

Discussion

The findings showed that the salient beliefs elicited by the three rules are different from-each other. In a study designed to investigate the relationship between attitude, subjective norms and perceived behavioural control towards intention, it is conceivable that different results would be obtained depending on which set of salient beliefs was used. The question here is, how a researcher would decide which rule to use.

There are two possible options. The first option is, the researcher can use all beliefs or a large number of beliefs for the final set of salient beliefs. It would be expected to yield more accurate prediction from the theoretical point of view. But on the practical point of view, it provides a lengthier questionnaire for the TPB study. Therefore, it will discourage the respondents to provide accurate answers to the questionnaire, as they get tired of answering a lengthier questionnaire. Therefore, there will be a possibility of getting biased answers, which may lead to wrong conclusions as well as to a less accurate prediction. It will also increase research cost too.

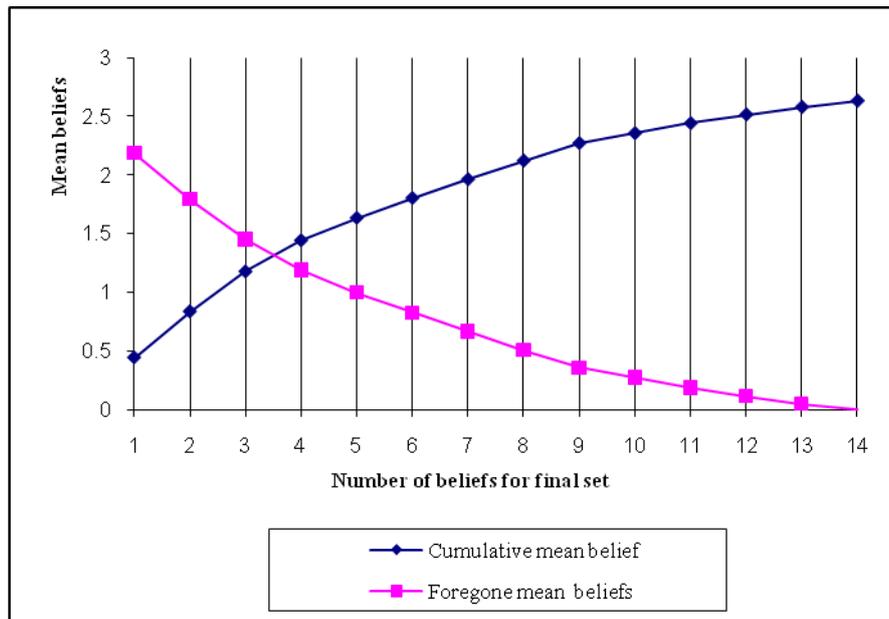
The other option is, if a researcher selects very few salient beliefs for his final set, it will be convenient in practical point of view. But theoretically, prediction would be biased with less accuracy. Therefore, it is very much essential to identify only the beliefs that explain the attitude / subjective norm / perceived behavioural control significantly. It can be seen that there is a necessity of having a trade-off between salient beliefs that falls in the final set and beliefs that are foregone.

Table 9: Beliefs of “advantage” and “disadvantage” questions for elicit the final set of salient beliefs for the attitude measurement (trade-off approach).

Rank	Beliefs code	Number	Mean beliefs	Cumulative mean beliefs	Foregone mean beliefs	Mean difference between foregone and cumulative beliefs
1	BB	41	0.44	0.44	2.19	1.75
2	A	37	0.39	0.83	1.79	0.96
3	CC	32	0.34	1.17	1.45	0.28
4	B	25	0.27	1.44	1.19	-0.25
5	E	18	0.19	1.63	1.00	-0.64
6	D	16	0.17	1.80	0.83	-0.98
7	C	15	0.16	1.96	0.67	-1.29
8	AA	15	0.16	2.12	0.51	-1.61
9	DD	14	0.15	2.27	0.36	-1.91
10	GG	8	0.09	2.35	0.27	-2.08
11	F	8	0.09	2.44	0.19	-2.25
12	EE	7	0.07	2.51	0.11	-2.40
13	FF	6	0.06	2.58	0.05	-2.53
14	G	5	0.05	2.63	0.00	-2.64

Source: Survey data, 2009

Table 9 shows the beliefs of the “advantage” and “disadvantage” questions that were identified by the elicitation study in descending order. The mean total number of beliefs elicited was 2.63 $[(124+123)/94]$, see table 2]. The foregone mean beliefs were calculated by subtracting cumulative mean beliefs from mean total number of beliefs. If the first ranked belief (rank 1) was selected for the final set, it has a positive mean difference between foregone and cumulative. If the cumulative third ranked three beliefs (rank 1, 2 and 3) were selected, it also has a positive mean difference, but the difference is reducing. From the cumulative fourth ranked belief (rank 1, 2, 3 and 4), the difference starts to become negative. The trade-off point was where the mean difference between foregone and cumulative was zero. If three and four beliefs were selected, the mean difference between foregone and cumulative beliefs were +0.28 and -0.25 respectively. In absolute terms, lesser one was 0.25. It means fourth belief can be added to the final set to have an optimum coverage of beliefs. According to this result, four top most salient beliefs are adequate for the attitude measurement. Further, it can be seen that four beliefs cover 54.6 % $\{(41+37+32+25)/247*100\}$ and rest 10 beliefs covers 45.4 % of total number of frequency that each belief mentioned. Therefore, the first four beliefs can be considered as the most important beliefs for the final TPM analysis. This is clearly analyzed by the graph (Figure: 1).



Source: Survey data, 2009

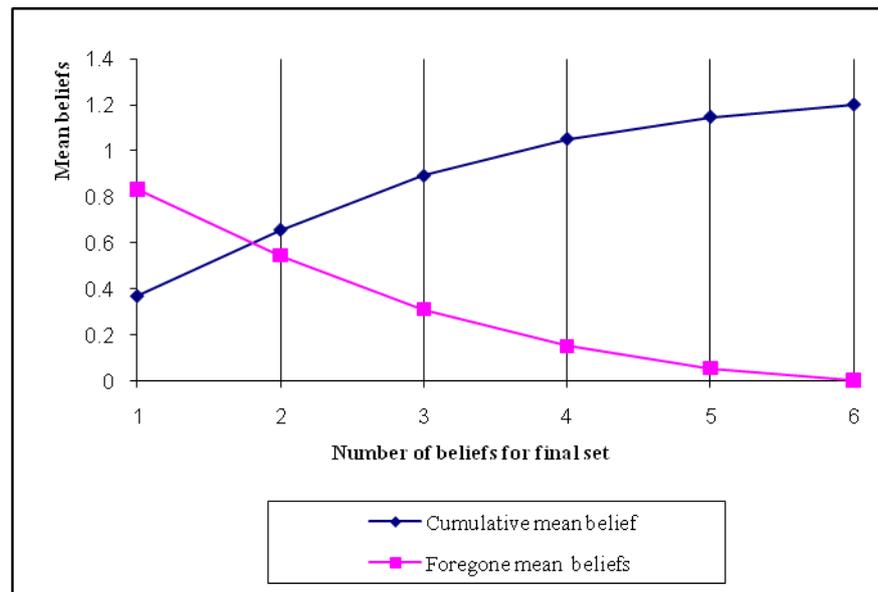
Figure1: Trade off point for final set of salient beliefs for attitude measurement

Table 10: Beliefs of “approve” question for elicit the final set of salient beliefs for subjective norm measurement (trade-off approach).

Rank	Beliefs code	Number	Mean beliefs	Cumulative mean beliefs	Foregone mean beliefs	Mean difference between foregone and cumulative beliefs
1	B	35	0.37	0.37	0.83	0.46
2	A	27	0.29	0.66	0.54	-0.11
3	C	22	0.23	0.89	0.31	-0.58
4	D	15	0.16	1.05	0.15	-0.90
5	E	9	0.10	1.15	0.06	-1.09
6	F	5	0.05	1.20	0.00	-1.20

Source: Survey data, 2009

Table 10 shows the beliefs of “approve” question. “Approve” and “disapprove” questions elicited similar beliefs. Therefore, only “approve” question beliefs were used to elicit the salient belief of subjective norm. The method used in “attitude” category was employed in selecting the most important salient beliefs. According to trade-off approach, it can be identified that only two beliefs were salient. If the first belief is selected, the mean difference between foregone and cumulative beliefs was +0.46. If two beliefs were selected, the mean difference was -0.11. In absolute terms, lesser one was 0.11. It means, the second belief can be added to the final set to have an optimum coverage of beliefs. Therefore, two beliefs could be selected as salient beliefs for the final set. This is clearly analyzed in the graph (Figure: 2). Further, the selected two beliefs covers 54.9 % $[(35+27)/113*100]$ of total number of frequency that each belief mentioned by the respondents. Therefore, these two were the most important salient beliefs in this category.



Source: Survey data, 2009

Figure 2: Trade off point for final set of salient beliefs for subjective norm measurement

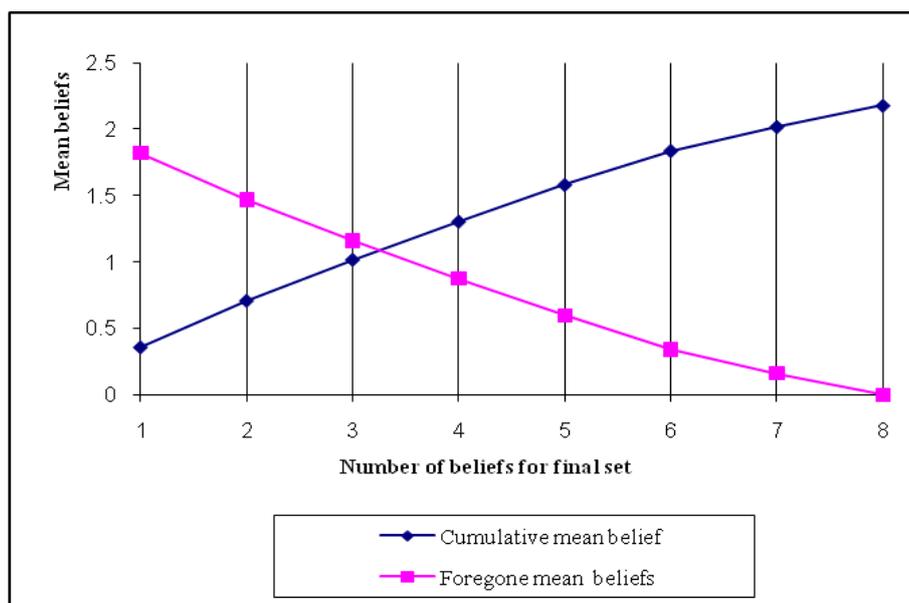
Table 11: Beliefs of “different” question for elicit the final set of salient beliefs for perceived behavioural control measurement (trade-off approach)

Rank	Beliefs code	Number	Mean beliefs	Cumulative mean beliefs	Foregone mean beliefs	Mean difference between foregone and cumulative beliefs
1	H	34	0.36	0.36	1.82	1.46
2	B	33	0.35	0.71	1.47	0.76
3	C	29	0.31	1.02	1.16	0.14
4	D	27	0.29	1.31	0.87	-0.43
5	A	26	0.28	1.58	0.60	-0.99
6	F	24	0.26	1.84	0.34	-1.50
7	E	17	0.18	2.02	0.16	-1.86
8	G	15	0.16	2.18	0.00	-2.18

Source: Survey data, 2009

Table 11 shows the beliefs of “difficult” question. “Easy” question beliefs were not considered, as they were exactly opposite of “difficult” question beliefs. According to the trade-off approach, only three beliefs were salient to this category. If the first three beliefs were selected, the mean difference between foregone and cumulative beliefs was +0.14. If the fourth belief is selected, the mean difference was -0.43. In absolute terms, lesser one was 0.14. Therefore, unlike earlier categories, only three beliefs can be selected to have an optimum coverage of beliefs. This is clearly shown in the graph (Figure: 3).

The selected three beliefs covers 46.8 % $[(34+33+29)/205*100]$ of total number of frequency for each belief mentioned while the other five beliefs covers 53.18 %. It shows that the top three beliefs were the most salient beliefs for this category.



Source: Survey data, 2009

Figure 3: Trade off point for final set of salient beliefs for perceived behavioural control measurement.

The advantage in the trade-off approach is that it selects only the most important salient beliefs for each category. Therefore, it overcomes the error of selecting non-salient beliefs into the final set. TPB holds that attitude, while subjective norm and perceived behavioural control are determined by salient beliefs. If non-salient beliefs were selected, they may lead to biased or false prediction. In other words, trade-off approach avoids non-salient beliefs being selected and getting active.

In this example the optimum final sets were 4, 2 and 3 salient beliefs for attitude, subjective norm and perceived behavioural control respectively. It seems unlikely that this would be sufficient to yield an accurate prediction. Therefore, this approach can be strengthened by computing the product of the “belief strength” and “outcome evaluation” (expectancy value method) for each belief mentioned. This will result in getting a more accurate index for eliciting the most significant salient beliefs.

It is important to carry out more studies of this nature by examining the type of behavior, population and different distribution of beliefs. However, “belief strength” and “outcome evaluation” approach (expectancy value method) would be a potential method for developing a more accurate set of final salient beliefs.

Conclusions

Eliciting significant salient beliefs is crucial in predicting behaviour in Theory of Planned Behaviour (TPB). The prediction of the TPB is entirely based on elicited salient beliefs. Due to the fact that less attention has been paid to the significance of elicited salient beliefs in past literature, it is important to devote adequate attention to the pre TPB analysis. In this paper, the three rules of Ajzen and Fishbein (1980) were compared and they gave different results, which may lead to the creation of confusion in the researchers’ minds as to “what rule to be adopted?” Hence, this study has suggested an alternative approach to elicit salient beliefs for TPB analysis.

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