



Discussion on Behavioural Reasoning Theory

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Motivation

What is a Theory?

A theory represents a set of different interlinked definitions, measures, and opinions that jointly convey a systematic viewpoint for explaining a given phenomenon (Kerlinger, 1979).



- Sciences:


1. Einstein's Theory of Relativity.
2. Newton's theory of Gravitation.

- Social Science:

1. The Flow Theory (Csíkszentmihályi, 1990)

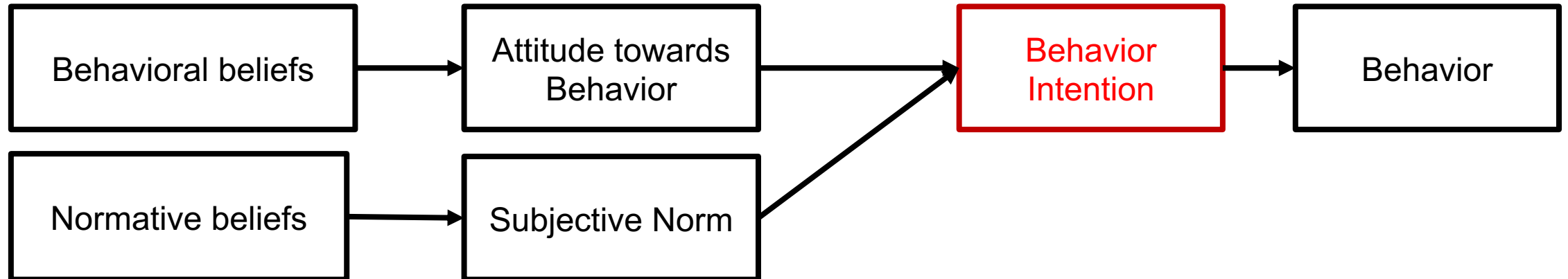
- Skills > Challenge level = Boredom & Relaxation.
- Challenge level > Skills = Anxiety and Worry.

- Understanding the fundamental determinants of behavior has been a paramount goal for many theorists in the social and decision making sciences.

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- Fortunately, traditional behavioral intention models (such as theory of reasoned action, theory of planned behaviour) have greatly advanced our understanding of such behavioral determinants.
 - A theory helps us to understand and predict the relationships between different variables of a given phenomenon (Silverman, 2016).
 - There is a wide range of applicability and acceptance of behavioral theories in the social sciences domain (Greve, 2001).

Traditional Theories

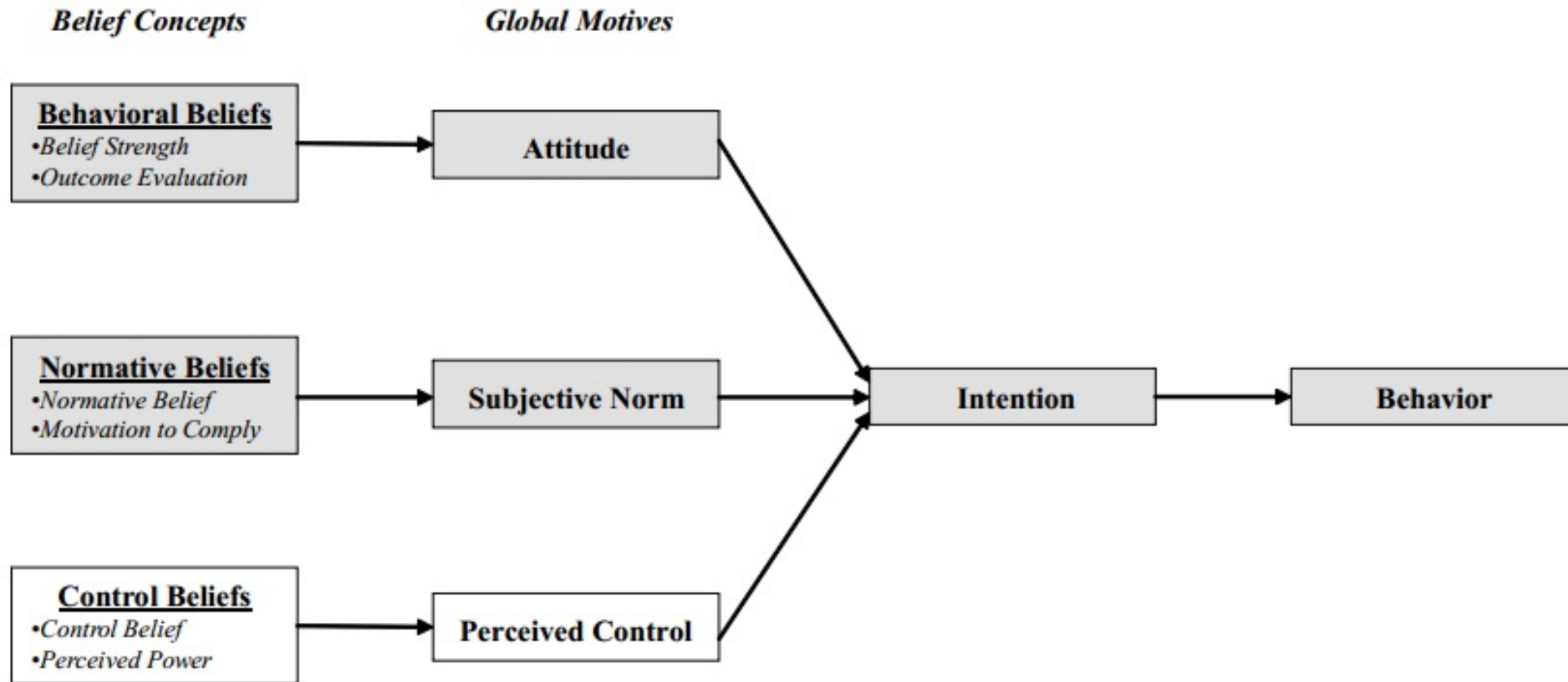
- Theory of reasoned action (TRA) (Fishbein & Ajzen, 1975)




□ Theory of planned behaviour (TPB)


- Icek Ajzen - Professor in Psychology
- Have its founding roots in theory of reasoned action (TRA)
- Basic idea driving the theory is:
 - Intention --> Actions
- Level of analysis → Individual
- How one behaves → outcomes of a planned behaviour

Theory of planned behaviour (TPB)



Source: (Westaby, 2005)

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- Both TRA and TPB has its own share of limitations.
 - Has been criticised → need to consider more factors that could possibly influence user behaviour.
 - Its predictability is certainly questioned by both academicians and practitioners alike (Bagozzi, 1982; Hagger et al., 2002).

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- Behavioral intention models have not theoretically addressed if or how “reason” concepts provide unique insight into motivational mechanisms.
 - In terms of the temporal orientation of memory, the reasons and beliefs are different (Westaby, 2005).
 - Behavioural Reasoning Theory (BRT) suggests that an individual's behavior is influenced by a person's reasoning, which in turn affects his or her attitudes, intentions and behavior (Westaby, 2005).

Behavioral Reasoning Theory (BRT) (Westaby, 2005)

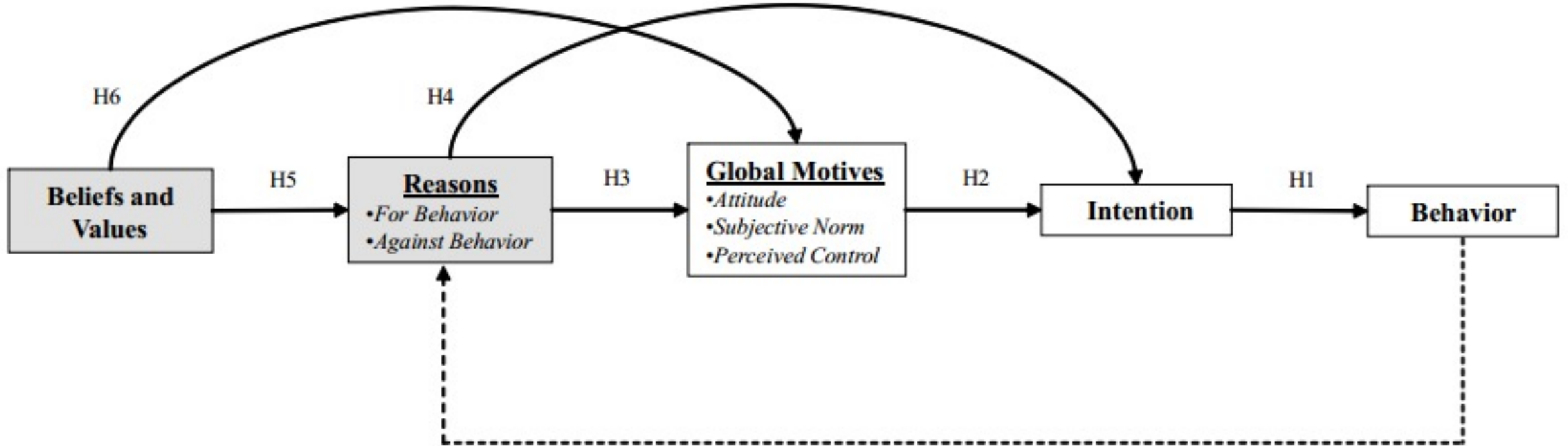


Figure 1

- The belief/value is defined as the person's cognitive patterns or subjective probability judgments which would result in appropriate expected behavior in the future (Fishbein & Ajzen, 1975).
- The reasons correspond to the different 'reasons for' and 'reason against' engaging in a given phenomenon (Westaby, 2005).
- Reasons are specific cognitions that individuals use to make decisions with confidence and even provide an explanation for their intentions or behavior (Westaby, 2002).
- Global motives correspond to other sub-constructs such as attitude, subjective norm (SN), and perceived behavioral control (PBC) (Ajzen, 1991).

- Attitude signifies the global choice of performing a behaviour.
- SN refers to the global peer social pressure for performing the behaviour.
- PBC refers to the person's ability to control the behavior (Ajzen, 1991).
- Intentions refer to people's intent or willingness to try and make efforts for performing the behavior (Ajzen, 2001).
- User behavior refers to the actual usage or performance of behaviour.

- Prior literature has utilized BRT in different contexts, such as:
 - a) **Digital services** (which includes mobile learning apps (Pillai & Sivathanu, 2018), mobile-banking (Gupta & Arora, 2017a), mobile shopping (Gupta & Arora, 2017b), online beauty box subscription (Sivathanu, 2018a), internet of things-based wearables (Sivathanu, 2018b))
 - b) **Charity giving** (which includes (monetary donations (Chatzidakis, Hibbert, & Winklhofer, 2016), non-profit volunteering (Arli, & Lasmono, 2015; Briggs et al., 2010), apparel donation (Park et al., 2017))
 - c) **Sustainability** (like sustainable transportation (Claudy & Peterson, 2014; Peterson, & Simkins, 2019), renewable energy systems (Claudy et al., 2013, sustainable clothing (Diddi et al., 2019)),
 - d) **Employee behaviour** (error reporting (Russo et al., 2015), technological change (Vakola, 2016), turnover and relocation (Westaby, 2005), whistle blowing (Oh & Teo, 2010)),
 - e) **Others** such as binge drinking (Norman et al., 2012), entrepreneurship (Miralles et al., 2017), innovation (Claudy et al., 2015), leadership decision-making (Westaby, et al., (2010), organic food (Ryan & Casidy, 2018) and performance enhancement drugs (Lazuras et al., 2017).

Thank you

