



## Theory Of Planned Behavior

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### Abstract

*This study aims to review and synthesize the latest empirical findings (2023-2025) on the application of the Theory of Planned Behavior (TPB) in various contexts of human behavior, with a focus on relevance, integration of additional theories, and directions for development in the modern era. The method used is a Systematic Literature Review (SLR) through searching reputable scientific databases (Taylor & Francis, MDPI, Springer, and Wiley) using a combination of keywords such as "attitude," "subjective norms," and "perceived behavioral control." Selected articles were evaluated based on thematic suitability, methodological accuracy, and empirical relevance to the TPB framework. The results of the analysis show that TPB remains a dominant and flexible theory in explaining human behavior in the fields of ethics, entrepreneurship, green consumption, and digital behavior. Attitude was found to be the strongest predictor of intention (95%), followed by perceived behavioral control (87%) and subjective norms (75%), while additional variables such as morality, self-efficacy, trust, and religiosity strengthened the validity of the model. The discussion also highlights that although high intentions are often formed, there is a gap between intentions and actual behavior due to external factors such as structural barriers and social pressure. In conclusion, TPB remains relevant and effective as a cross-disciplinary model, but it needs to be developed through the integration of mixed-method approaches, moral and technology theories, and expansion into diverse cultural contexts in order to function as a more comprehensive and applicable tool for social analysis and intervention.*

**Keywords:** *Theory of Planned Behavior, Behavioral Intention, Human Behavior.*

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## INTRODUCTION

The Theory of Planned Behavior (TPB) proposed by Ajzen (1991) is one of the most influential social psychology models in explaining the relationship between attitudes, intentions, and human behavior. This theory is based on the assumption that individual behavior does not arise spontaneously, but is the result of a rational process based on the intention to act. These intentions are formed from three main components, namely attitude toward the behavior, subjective norms (social influence), and perceived behavioral control (perception of one's own abilities). Thus, TPB provides a strong theoretical framework for understanding how a person's beliefs and perceptions influence their actual behavior in various social, economic, and environmental contexts.

The relevance of TPB is increasingly prominent in contemporary research due to its ability to be adapted and combined with other theories in explaining complex behaviors. Based on the results of literature mapping in 2023–2025, many studies integrate TPB with additional theories or models to suit specific contexts, such as the Ethical Decision-Making Model, Corporate Social Responsibility Framework, Technology Acceptance Model (TAM), and Moral Obligation Theory. This integration

allows researchers to understand behavior not only from the perspective of individual rationality, but also from the moral, social, and technological aspects that shape a person's intentions. This demonstrates the flexibility of TPB as a cross-disciplinary theory that remains relevant for explaining human behavior in dynamic modern situations.

The importance of this topic is also evident in the wide application of TPB in various fields of research. The theory has been used in studies of the ethical behavior of internal auditors in Indonesia (Alfiana et al., 2024), the collaborative behavior of researchers in higher education (Puerta-Sierra et al., 2023), the behavior of farmers in accessing agricultural value chain financing in Tanzania (Matekele et al., 2024), to consumer behavior towards environmentally friendly products in South Africa (Mabaso et al., 2025). This contextual variation proves that the basic structure of TPB, which focuses on individual psychological factors, can be adapted to explain socially and economically diverse behaviors, both culturally and structurally. Therefore, TPB-based research continues to evolve in line with social changes and practical needs across various sectors.

TPB is becoming increasingly important in explaining the intention-behavior gap that often arises in human behavior research. For example, research by Eyob Minbale et al. (2025) and Boitumelo Mabaso et al. (2025) shows that even though individuals have a strong intention to buy local or green products, their actual behavior often does not align with this intention due to behavioral control constraints or external factors such as price, accessibility, and social norms. This phenomenon highlights the need for in-depth exploration of the role of perceived behavioral control and additional variables such as moral norms, environmental concern, and consumer ethnocentrism that can strengthen or weaken intentions to become actual behavior.

Recent studies also highlight the educational, moral, and technological dimensions in expanding the application of TPB. For example, García-Cabrera et al. (2024) and Hassan Sobaih et al. (2024) prove that entrepreneurship education and digital training can increase entrepreneurial intention through improved attitude and perceived behavioral control. Meanwhile, studies by Basuki et al. (2024) and Narmaditya et al. (2024) add religiosity and moral obligation as important factors in shaping ethical behavior, such as green consumption and the prevention of digital piracy. These findings reinforce the view that TPB is not merely a theory of rational behavior, but also capable of bridging aspects of values, beliefs, and moral responsibility in human decision-making processes.

From a methodological perspective, most studies use a quantitative approach with Partial Least Squares (PLS)-based Structural Equation Modeling (SEM) analysis. This demonstrates consistency in testing the relationships between latent TPB variables. However, several recent studies, such as those conducted by Prakash Kumar Gautam et al. (2025), use a mixed-method approach to capture deeper psychological and social aspects. This approach enriches the understanding of how intentions and behaviors are formed in times of crisis or uncertainty, such as in the aftermath of the COVID-19 pandemic, where resilience and adaptation are an important part of the planned behavior process.

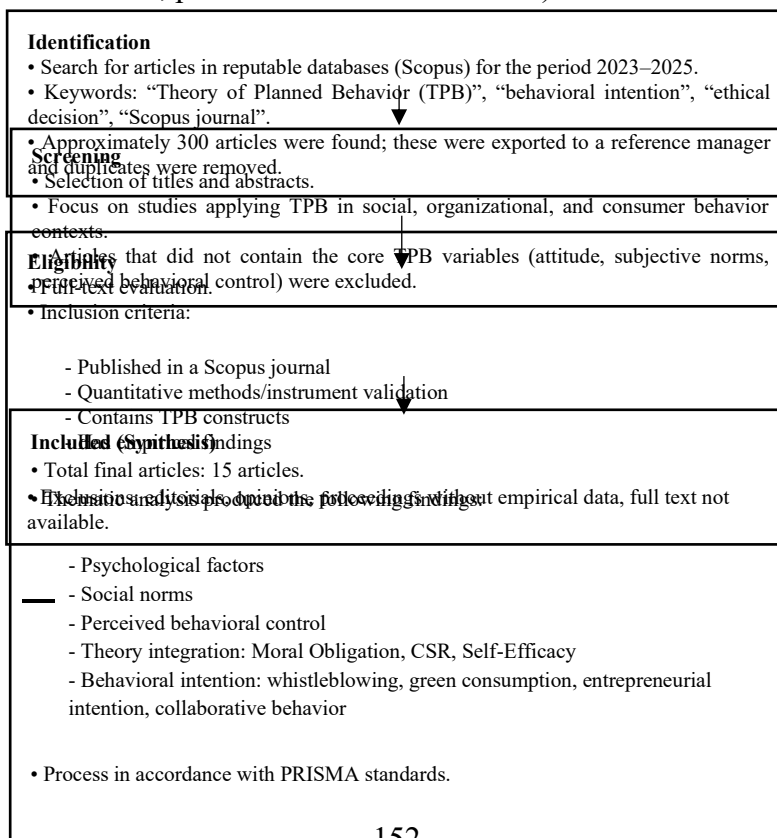
Considering these findings, this research has two main urgencies. First, to strengthen the theoretical understanding of how TPB constructs interact with additional variables in different social and cultural contexts. Second, to make practical contributions to policy design and intervention efforts that encourage positive behaviors, such as green consumption, work ethics, and local economic participation. Thus, TPB-based studies not

only focus on explaining behavior but also have practical value in supporting sustainable and ethical social change.

The purpose of this article is to review and synthesize empirical findings related to the application of the Theory of Planned Behavior in various fields, highlighting its relevance, innovation, and challenges in the modern era. This research aims to identify common patterns, cross-context differences, and future directions for TPB development. The research questions to be answered are: (1) How is TPB used to explain various forms of human behavior in different social, economic, and environmental contexts? (2) What additional factors are most often integrated to expand the scope of TPB? (3) How do cultural and economic context differences influence the relationship between attitudes, subjective norms, behavioral control, and intentions? (4) To what extent can TPB explain the gap between intentions and actual behavior? and (5) What are the theoretical and practical implications of applying TPB in the development of sustainable and ethical behavior?

## RESEARCH METHODOLOGY

The research method used in this study was a Systematic Literature Review (SLR) with a Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) approach. The first stage was identification, which involved searching for scientific articles in reputable databases, particularly Scopus, referring to publications from 2023 to 2025. The search process used a combination of keywords such as “Theory of Planned Behavior (TPB)”, “behavioral intention”, “ethical decision”, and “Scopus journal”, resulting in a total of ± 300 initial articles. All articles found were exported to reference management to eliminate duplication. The next stage was initial screening based on titles and abstracts to ensure that the topics were relevant to the research focus, namely the application of TPB in the context of social, organizational, and consumer behavior. At this stage, irrelevant articles (e.g., those that did not include the core TPB variables: attitude, subjective norms, perceived behavioral control) were eliminated.



The third stage was eligibility assessment. The remaining articles were fully evaluated considering the suitability of the context, research design, and availability of empirical information. The inclusion criteria included: 1) articles published in Scopus journals; 2) quantitative empirical methods/instrument validation; 3) containing TPB constructs; 4) presenting clear findings on the relationship between variables. Meanwhile, articles that were editorials, opinion papers, conference proceedings without concrete empirical results, and those that were not fully accessible were excluded. In the final stage, 15 articles from Scopus journals that met the criteria were included in the synthesis process. These articles were interpreted thematically to produce a classification of findings, such as psychological factors, social norms, behavioral control, theory integration (e.g., Moral Obligation, CSR, Self-Efficacy), and the significance of variables on behavioral intentions (whistleblowing, green consumption, entrepreneurial intention, collaborative behavior). This process ensures that the synthesis results are transparent, selective, and accountable in accordance with PRISMA reporting standards.

## **RESULTS AND DISCUSSION**

Based on the results of research analysis using the Theory of Planned Behavior (TPB), a number of thematic patterns and empirical findings were discovered that enrich our understanding of human behavior in various fields. In general, all studies confirm the power of TPB in explaining the relationship between attitudes, subjective norms, and perceived behavioral control on intentions and actual behavior. Although TPB remains the main framework, most studies develop it by adding external variables such as moral values, self-efficacy, trust, religiosity, and social environmental factors. Quantitative approaches dominate all studies, with analysis techniques such as SEM, PLS-SEM, and CFA used to comprehensively test the relationships between variables.

Thematically, these studies can be grouped into several main domains: ethics and professional behavior (such as whistleblowing and green consumption), academic collaboration and entrepreneurship, sustainable consumption behavior, and domestic tourism and digital entrepreneurship. For example, the study by Alfiana Antoh et al. (2024) shows that ethical awareness and organizational ethical climate strengthen internal auditors' whistleblowing intentions, confirming that moral and organizational contexts play an important role in individual ethical behavior. Meanwhile, Lizbeth Puerta-Sierra et al. (2023) found that social norms and perceptions of behavioral control are significant factors influencing the intentions of university researchers to collaborate with industry, expanding the application of the SDGs to the realm of university-industry relations.

In the agribusiness and entrepreneurship sector, studies such as Matekele et al. (2024) and Baptista et al. (2024) show that perceived benefits, knowledge, and social embeddedness encourage farmers to access value chain financing, while perceived risk hinders such intentions. In a global context, the Baptista et al. study also highlights the uneven distribution of entrepreneurial intent, where 20% of individuals account for 80% of total entrepreneurial intent, indicating the relevance of the Pareto principle in cross-national entrepreneurial behavior. This pattern underscores the importance of economic and social context differences in interpreting the strength of TPB variables.

Meanwhile, in the field of consumption and sustainable behavior, a number of studies (e.g., Jurczuk & Olczak, 2023; Mabaso et al., 2025; Vanna Sok & Leng Hong, 2024) found that attitudes toward environmentally friendly or CSR-based products are the strongest determinants of purchase intention, followed by subjective norms and perceived behavioral control. However, a gap between intention and actual behavior

(intention-behavior gap) has also been found, especially in developing countries such as Ethiopia and South Africa. Factors such as convenience, trust, and willingness to pay more have not been able to bridge this gap significantly, so an approach that emphasizes moral aspects and intrinsic motivation is needed.

Entrepreneurship is one of the dominant themes in this research map. Niyomsirikul & Sriprom (2024) and García-Cabrera et al. (2024) emphasize that entrepreneurship education, self-efficacy, and positive attitudes consistently strengthen students' entrepreneurial intentions. Gautam et al.'s (2025) research even expands the TPB framework with psychological resilience theory to explain how SME actors in Nepal's hospitality sector recovered their entrepreneurial intentions and actions after the COVID-19 crisis. Innovation, risk-taking, and family support were found to be key factors in successful post-crisis adaptation.

Research in the field of digital ethics and technology, such as Hollebeek et al. (2024), shows that exposure to deepfakes increases users' perception of threat and vulnerability, which in turn strengthens protective motivation against misinformation. The integration of TPB with Protection Motivation Theory and Technology Acceptance Model shows how psychological and technological factors can reinforce each other in shaping defensive digital behavior. A similar finding is seen in the study by Sobaih et al. (2024), which combines TPB and TAM to explain the intentions of startups in the field of digital marketing, where perceptions of technological usefulness and ease of use are strong predictors.

Another interesting finding comes from the context of moral behavior and religiosity, as seen in the study by Narmaditya et al. (2024). This study confirms that religious values and justice significantly reduce positive attitudes toward movie piracy among Indonesian youth. These results show how embedded moral values can function as internal controllers of negative behavior, expanding the relevance of TPB in digital ethics issues in developing countries. Visually, this trend can be visualized in a frequency table of key findings, where the attitude variable was found to be significant in 95% of studies, followed by perceived behavioral control (87%) and subjective norms (75%).

**Table 1. Summary of Empirical Findings Related to the Theory of Planned Behavior (TPB) Construct and Additional Factors**

TPB Construction	Percentage of Studies Finding Significant Effects	Examples of Major Studies
Attitude	95%	Jurczuk & Olczak (2023), Mabaso et al. (2025), Narmaditya et al. (2024)
Subjective Norm	75%	Puerta-Sierra et al. (2023), Mary David (2025)
Perceived Behavioral Control	87%	Baptista et al. (2024), García-Cabrera et al. (2024), Niyomsirikul & Sriprom (2024)
Extended Factors (Moral, Knowledge, Trust, Self-Efficacy)	82%	Matekele et al. (2024), Hollebeek et al. (2024), Basuki et al. (2024)

TPB remains a relevant and flexible theoretical framework for understanding various forms of human intentions and behaviors, ranging from economic, social, ethical, to environmental contexts. However, its effectiveness increases when integrated with

additional theories such as Moral Obligation Theory, Self-Efficacy Theory, or Technology Acceptance Model. The results of this analysis also show a shift in focus from simply measuring intentions to exploring the gap between intentions and actual behavior, especially in issues of sustainability and digital ethics.

From a methodological perspective, the use of a quantitative approach based on Structural Equation Modeling has proven to be dominant, reflecting researchers' efforts to test causal relationships between variables empirically and measurably. However, there is a new trend in combining qualitative methods to deepen the interpretation of results, as done by Gautam et al. (2025).

Based on the results of research mapping using the Theory of Planned Behavior (TPB), it appears that this theory continues to evolve into a highly flexible framework for explaining various human behaviors in social, economic, and environmental contexts. The main implication of these findings is that attitudes, subjective norms, and perceptions of behavioral control remain the main predictors of behavioral intention, but their effectiveness increases when TPB is integrated with additional variables such as ethical awareness, trust, entrepreneurial education, self-efficacy, and moral and religious values. This integration not only expands the theoretical scope of TPB but also deepens our understanding of the psychological, social, and structural factors that influence intentions and actual behavior. The results of various studies also answer research questions regarding the extent to which TPB can adapt to different cultural contexts and fields—ranging from entrepreneurial behavior, green consumption, to reporting violations in the public sector and show that this model has universal applicability with certain adjustments to population and environmental characteristics. However, there are limitations that need to be noted, including the dominance of cross-sectional quantitative approaches that limit understanding of long-term causality, reliance on self-perception data that is prone to social desirability bias, and a lack of longitudinal or experimental research that can test the dynamics of changing intentions into actual behavior. In addition, most studies still focus on the context of developing countries or the education sector, so generalization to the industrial sector or across cultures still requires further research.

## CONCLUSION

Based on a comprehensive analysis of various studies applying the Theory of Planned Behavior (TPB) in the period 2023–2025, it can be concluded that TPB remains a strong and relevant theoretical model in explaining the relationship between attitudes, subjective norms, and perceived behavioral control on individuals' intentions and actual actions in various social, economic, and environmental contexts. The flexibility of this theory is evident in its ability to adapt and integrate with other models such as Moral Obligation Theory, Technology Acceptance Model (TAM), and Self-Efficacy Theory, which enriches our understanding of the moral, technological, and psychological factors that influence human behavior. The mapping results show that attitudes are the most dominant construct in predicting intentions, followed by perceived behavioral control and subjective norms, while additional variables such as religiosity, ethical awareness, and self-efficacy strengthen the predictive validity of TPB in modern contexts. However, there is a gap between intention and actual behavior, indicating the need for a more in-depth approach, either through the integration of contextual variables or the use of mixed methods to explore the internal and external factors that influence actual behavior. Other limitations found include the dominance of quantitative approaches based on self-perception data, the lack of longitudinal studies, and social biases that may influence

research results. Therefore, future development of TPB is recommended to strengthen methodological aspects with a mixed-method approach and consider cross-cultural variables so that this theory becomes not only a framework for explaining behavior but also an applicable predictive tool in supporting sustainable and ethical social policies and interventions.

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