Intention

Expectations regarding the outcomes of the target behaviour

Subjective values of expected outcomes

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Subjective value of the perceived social norm and the person’s motivation to comply with these norms

Expectations regarding the attitudes of important referent individuals or groups as the person’s spouse, family, friends, doctor towards the target behaviour

Expectations regarding the presence of factors that may facilitate or impede performance of a behaviour

Subjective value of each factor and the perceived power of these factors

Perceived Behaviour Control

Subjective Social Norm

Attitude

Behaviour

Intention