

Relationships Among Attitudes and Subjective Norms: Testing the Theory of Reasoned Action Among Patients of Consultant Physicians

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The purpose of this paper is to examine the validity of the theory of reasoned action as a general framework to predict behavior of patients of consultant physicians practicing in reputed private hospitals at Colombo. Relationship between attitude and subjective norms towards visiting a specified practitioner was studied.

Unique to this research, attitudes toward a behavior was divided into social and personal attitudes in respect to test the correlation between attitudes and subjective norms reported in previous research.

The nature of the inquiry in this study was quantitative as to the guidelines provided by the positivistic paradigm. Based on survey procedure suggested by Ajzen and Fishbein (1980), a questionnaire was designed to measure each participant's behavioral intention and 196 patients of consultant physicians were selected conveniently for the study. Factor analysis, reliability analysis and multiple linear regression analysis were conducted in reaching the research objectives. The results indicate that the social attitude do has the strongest impact on behavioral intention, explaining more than 63% variability. Subjective norms impacted positively while personal attitude towards purchase intention impacting negatively.