

Intention for changed work commute using the transtheoretical model

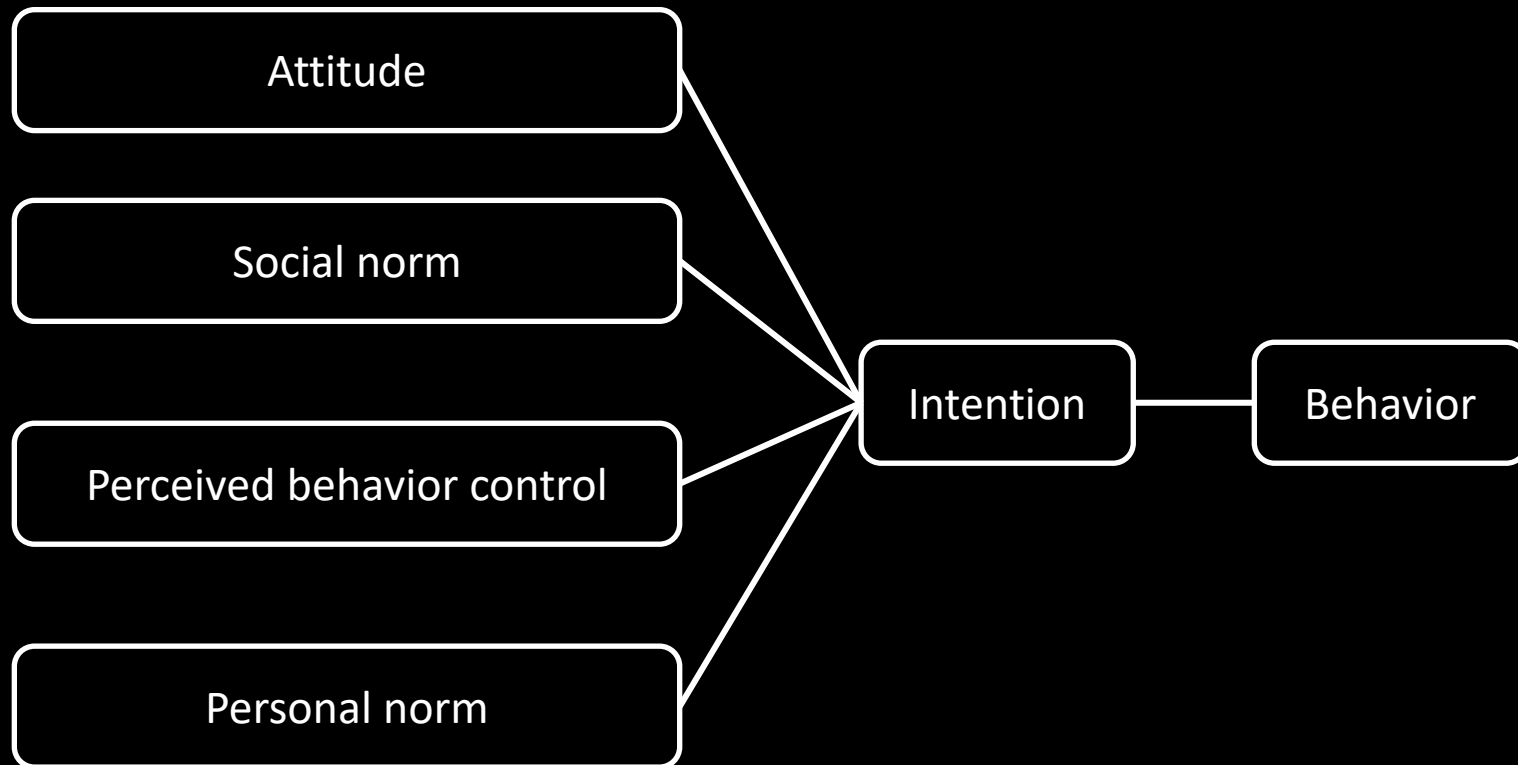
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Extended theory of planned behavior



Hoeksma, D. L., Gerritzen, M. A., Lokhorst, A. M., & Poortvliet, P. M. (2017). An extended theory of planned behavior to predict consumers' willingness to buy mobile slaughter unit meat. *Meat Science*, 128, 15-23.

INTENTION

Intention is defined as the motivation required to perform a particular behavior
(Armitage & Connor, 2003)

MOTIVATION

The probability that a person begins and maintains a specific change strategy

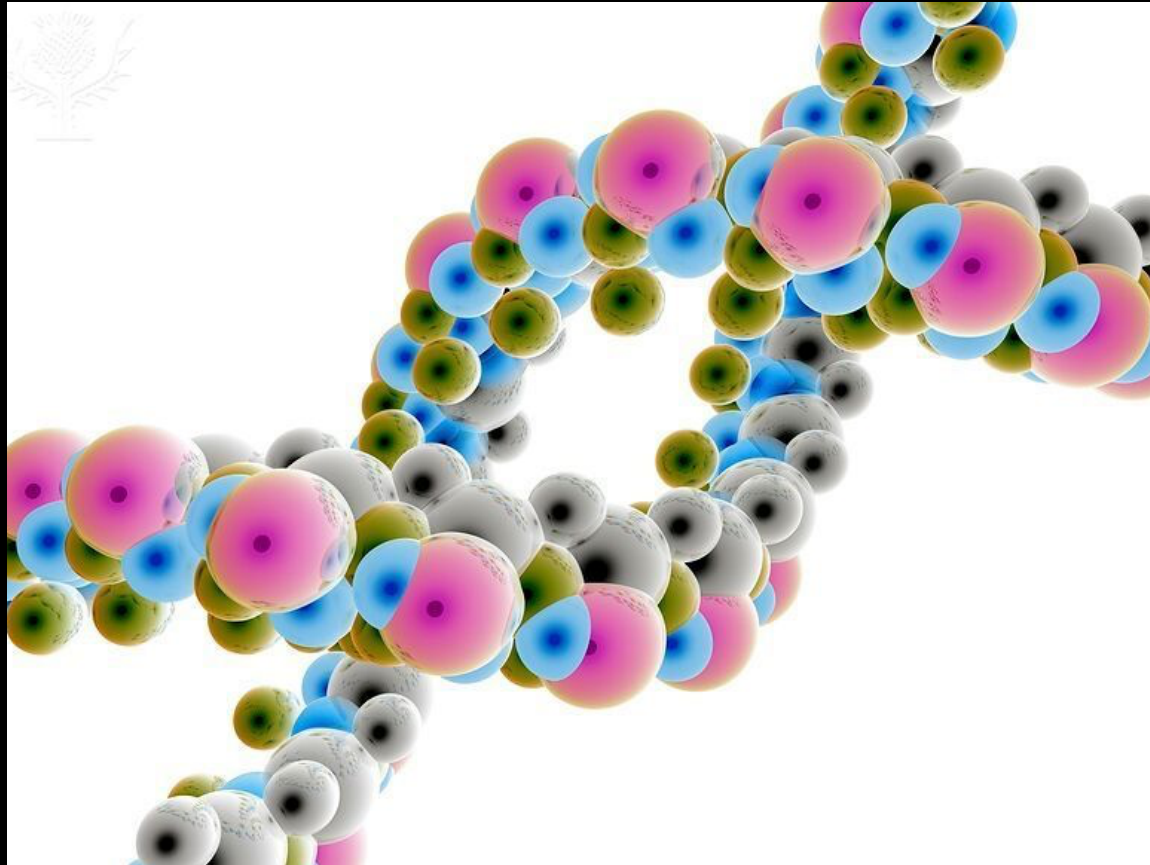
(Miller & Rollnick, 2002)



Behavior change

CREDIT

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Why do so many fail?

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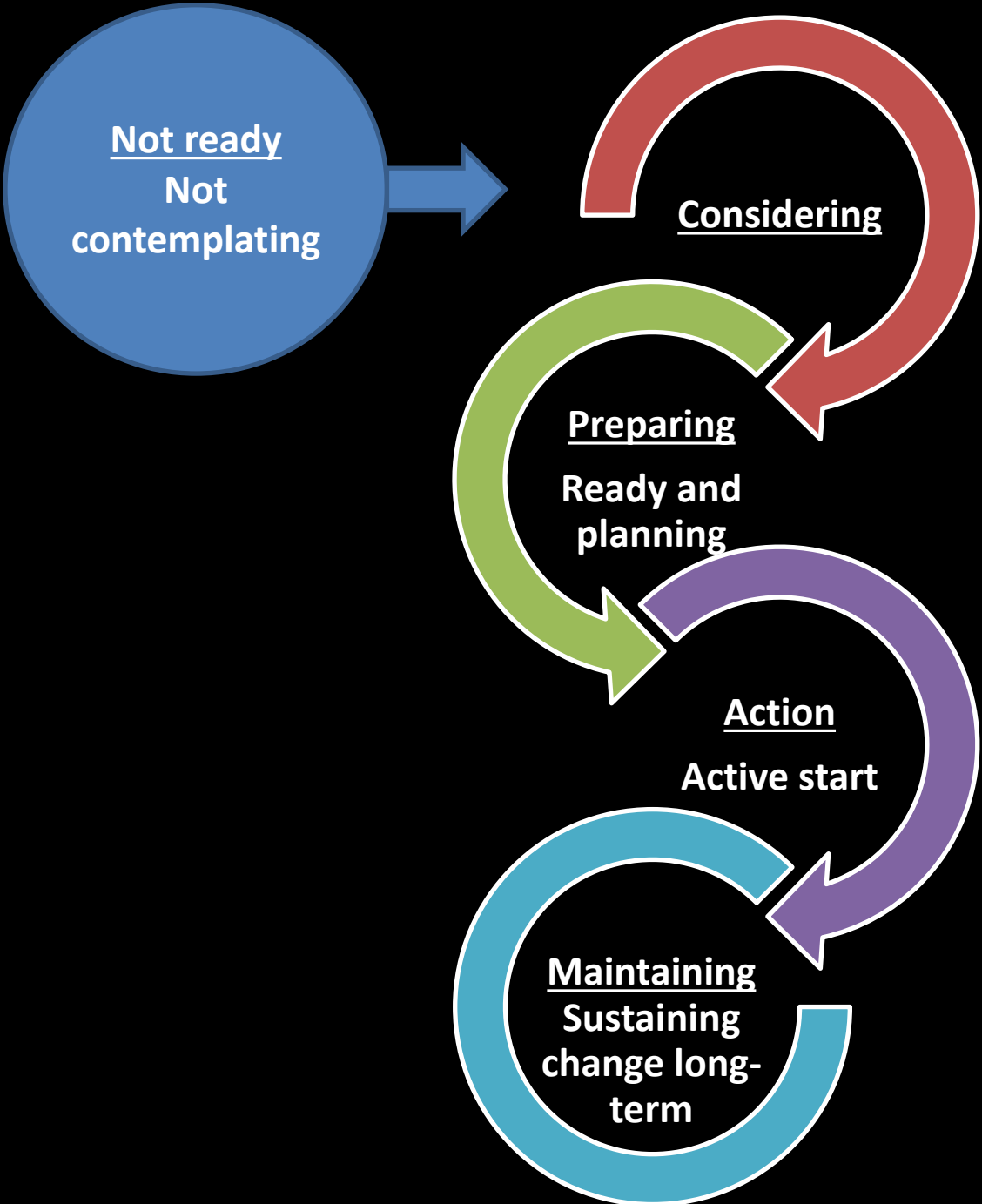


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James Prochaska och Carlo DiClemente





"I DO NOT USE PUBLIC TRANSPORT AND DO NOT THINK ABOUT STARTING..."

"I DO NOT USE PUBLIC TRANSPORT BUT THINK ABOUT STARTING..."

"I DO NOT USE PUBLIC TRANSPORT BUT PREPARE TO START SOON..."

"I HAVE RECENTLY STARTED TO USE PUBLIC TRANSPORT REGULARLY..."

"I REGULARLY USE PUBLIC TRANSPORT AND HAVE DONE SO I MORE THAN 6 MONTHS..."



Aim

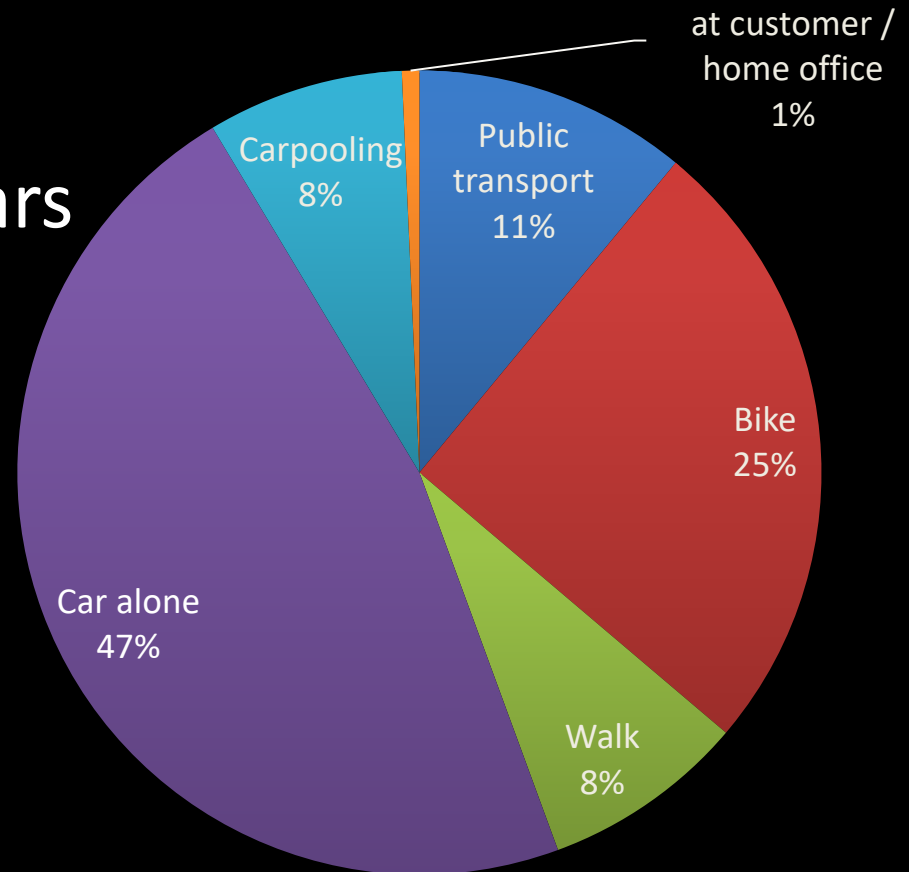
What explains stage of change?

Data collection

- Voluntary participation, random sample
- 11 work places in Värmland, Sweden
 - Public (56.4%) and private (44.6%)
 - Employees: 10 to 600
- Web-based questionnaire
 - Socio-demographic variables
 - Main mode
 - Attitude (affective and instrumental)
 - Personal norm
 - Social norm (descriptive and injunctive)
 - Perceived behaviour control

Sample

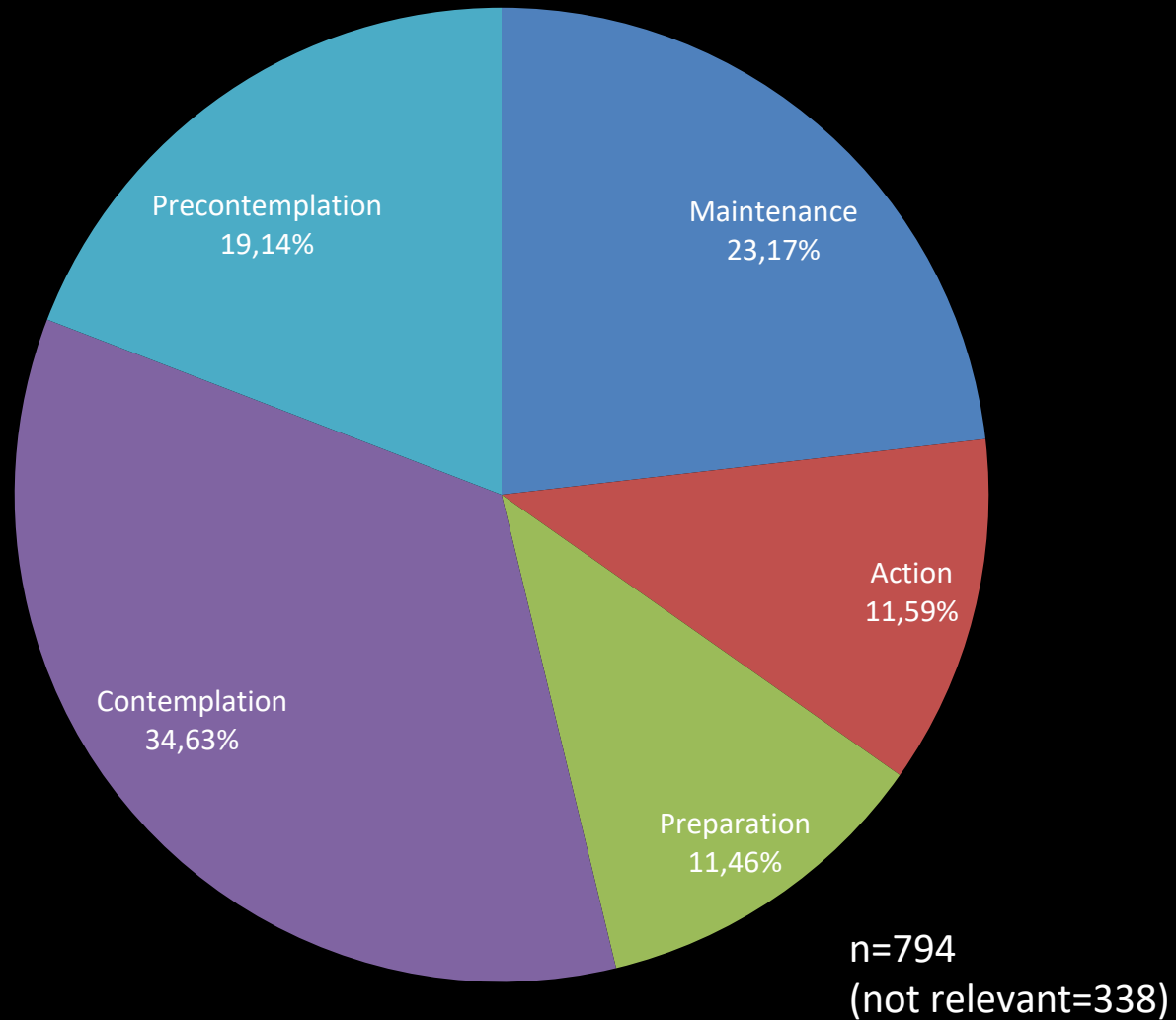
- N=1,132 employees
- Women: 61.4%
- Mean age: 46.35 years

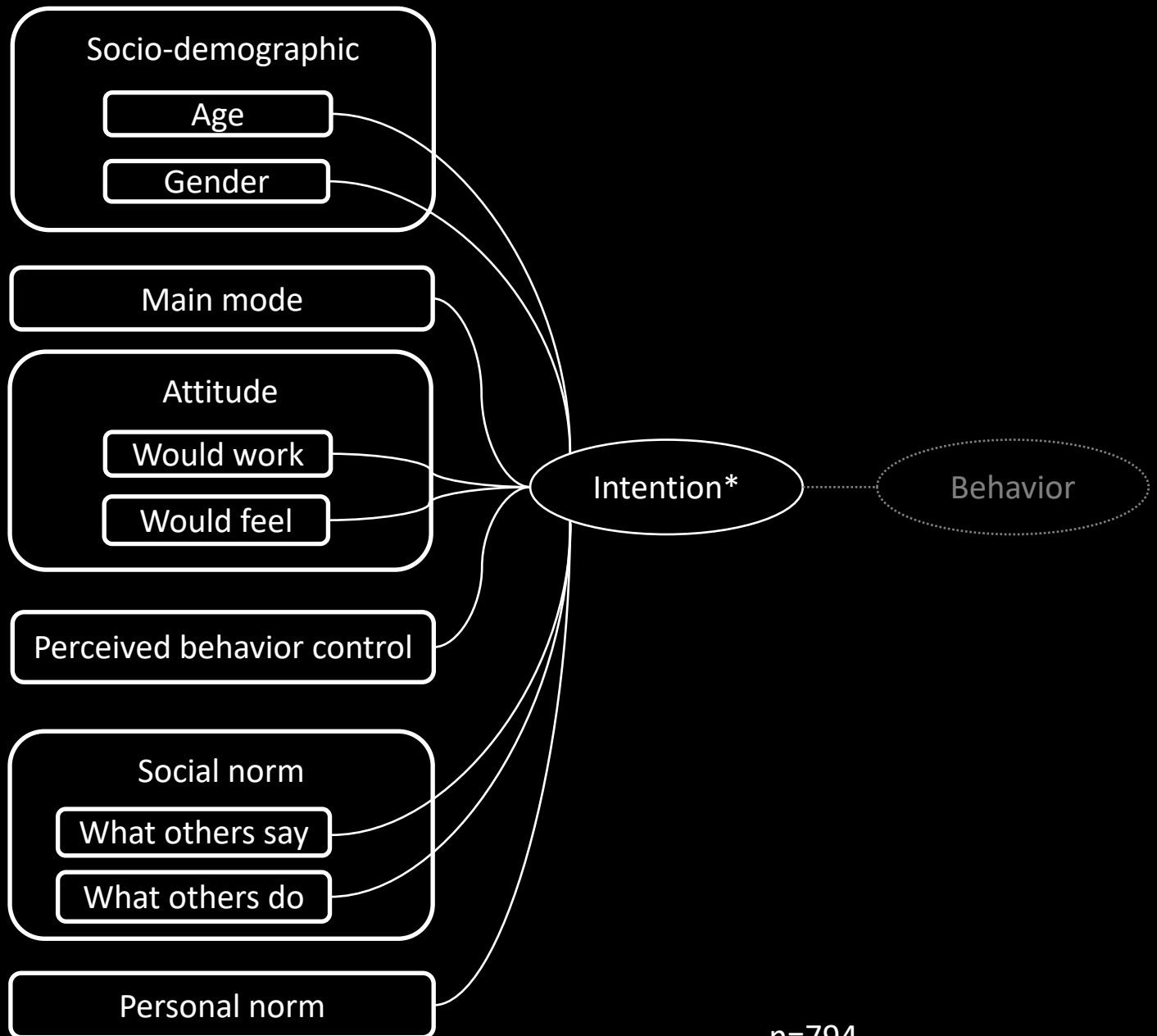


Results

Conducting a ordered logit regression.

Stage of change

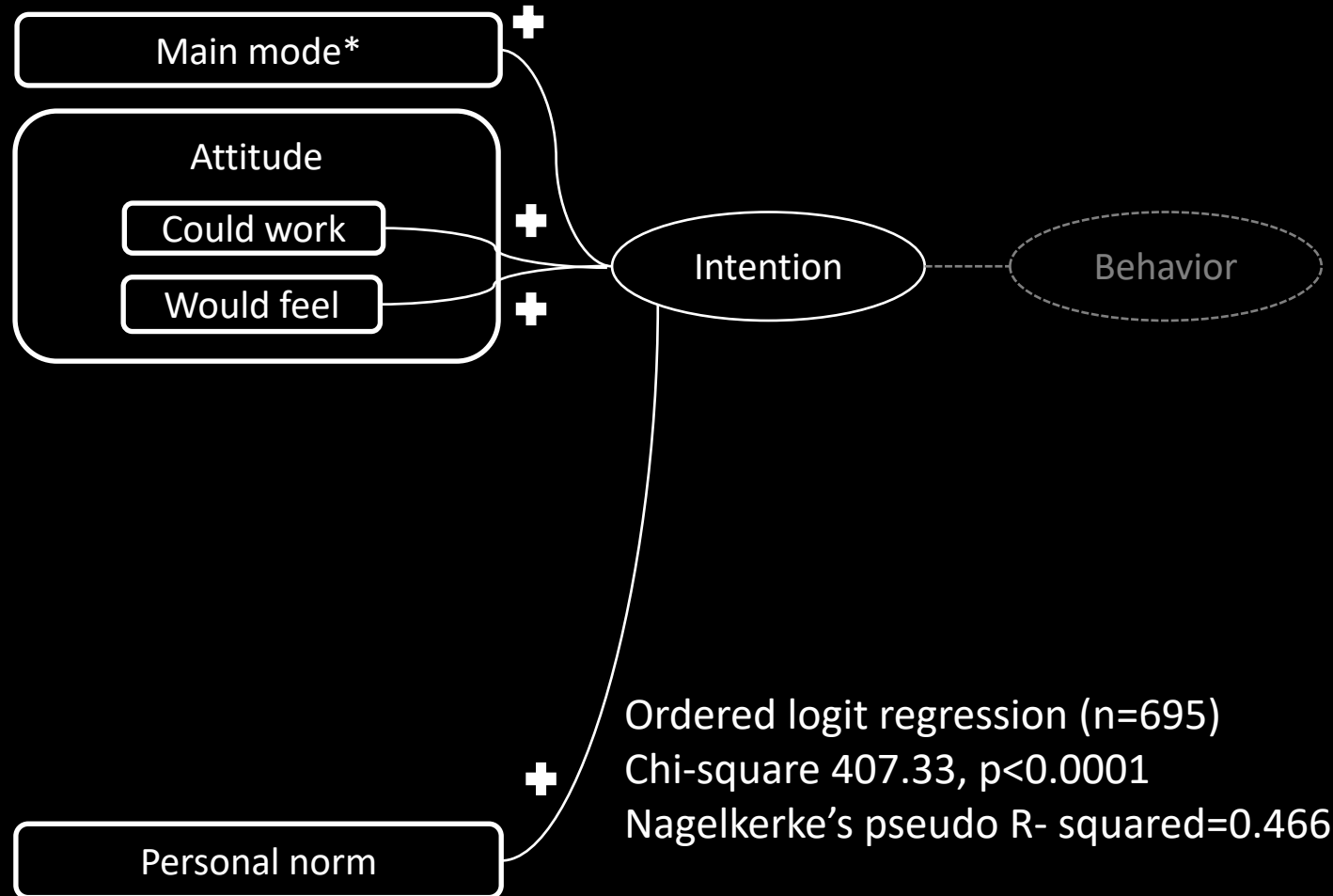




n=794

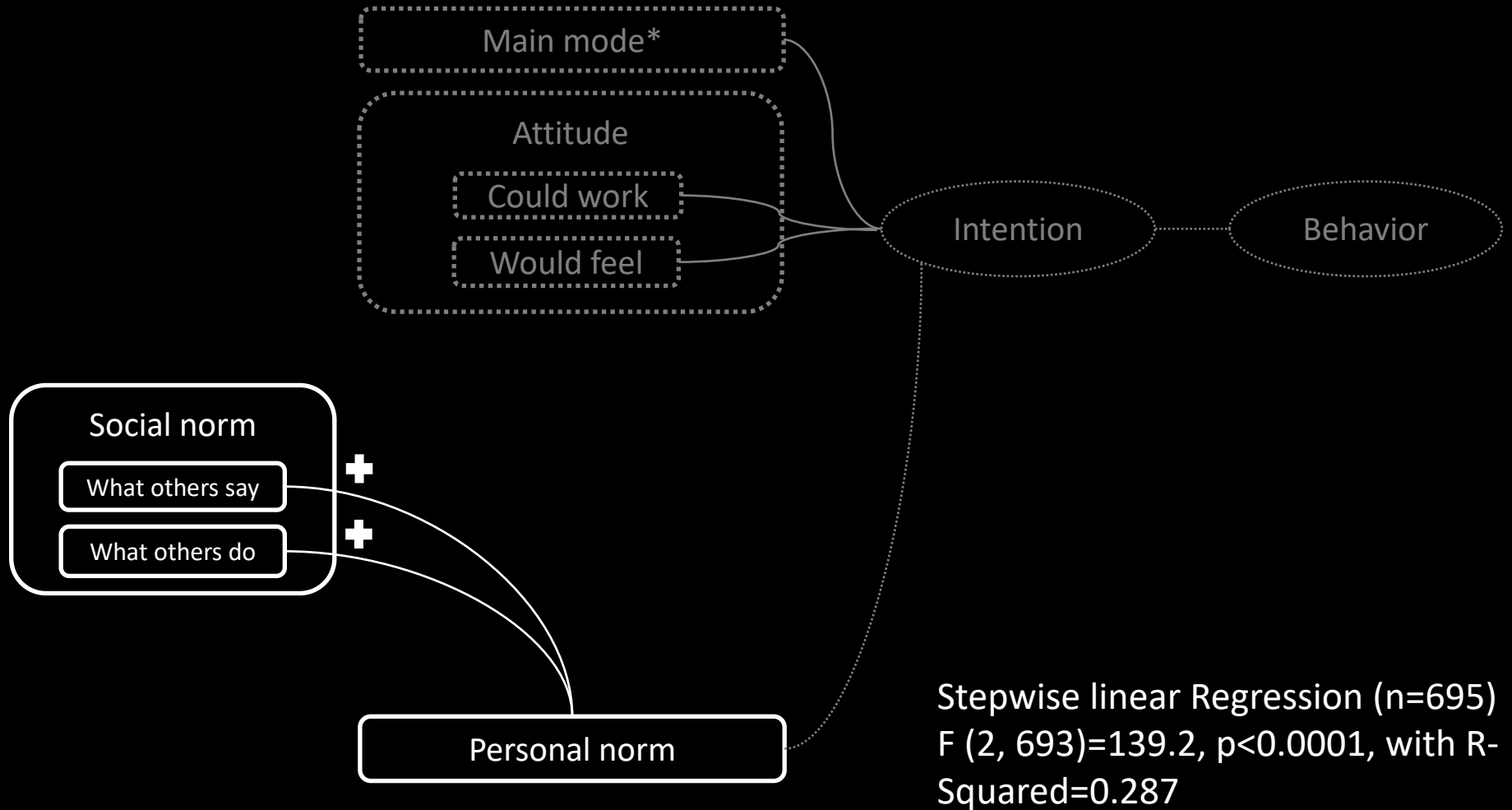
*stage of change

Direct influences

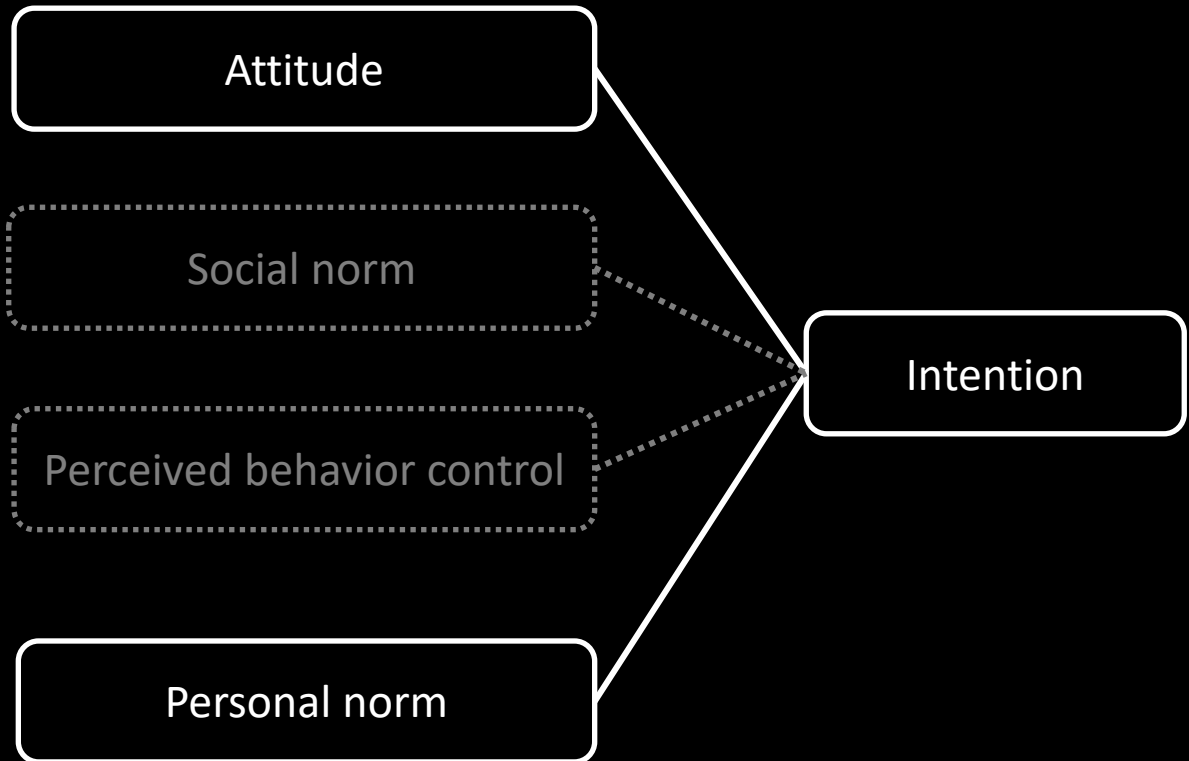


* More PT and bike use compared to car

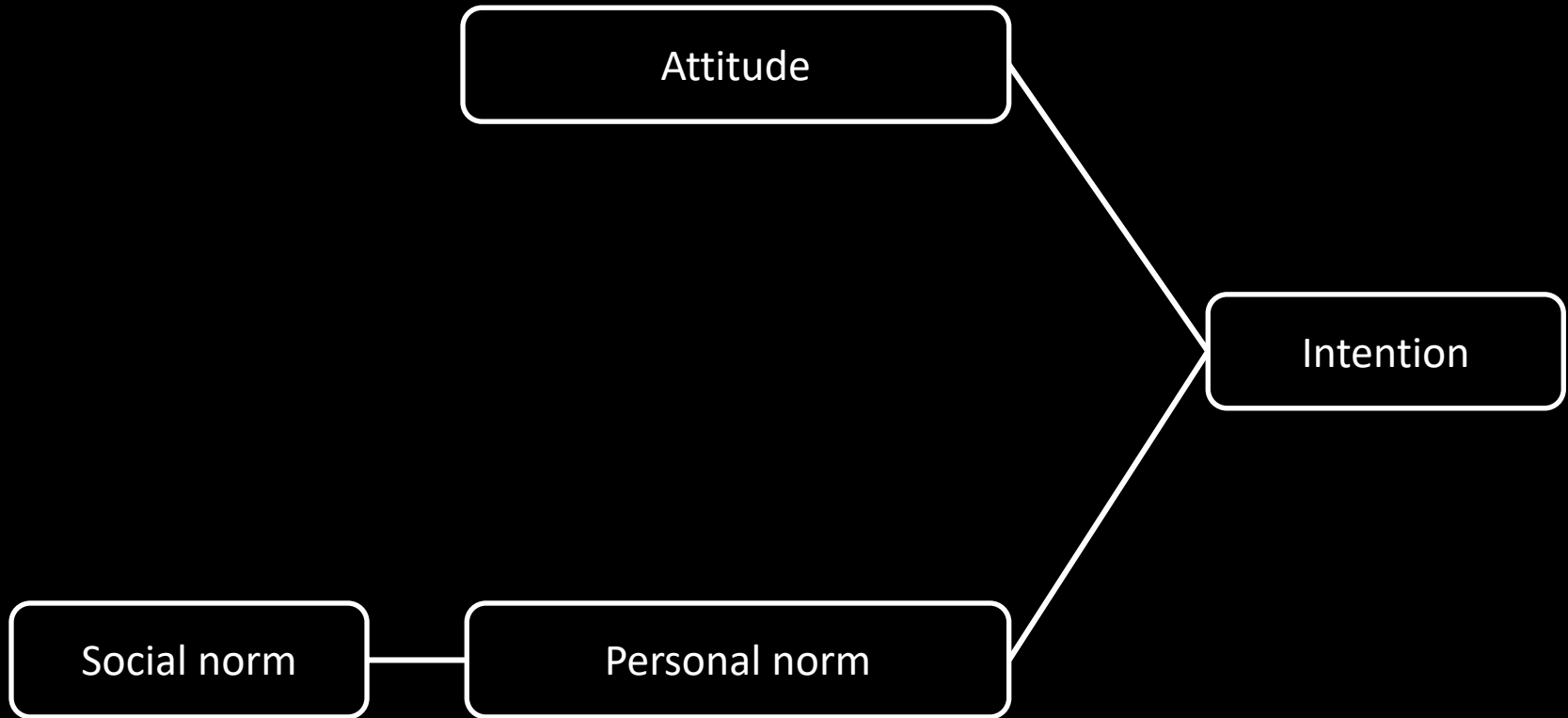
Indirect influence of social norm



Conclusion



Conclusion



Thanks!

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