

APPLYING THE TWO-STAGE META-ANALYTIC STRUCTURAL EQUATION MODELING APPROACH TO TEST THE THEORY OF PLANNED BEHAVIOR OF ALCOHOL CONSUMPTION

IVAN JACOB AGALOS PESIGAN & SHU FAI CHEUNG
University of Macau, Macau S.A.R., China



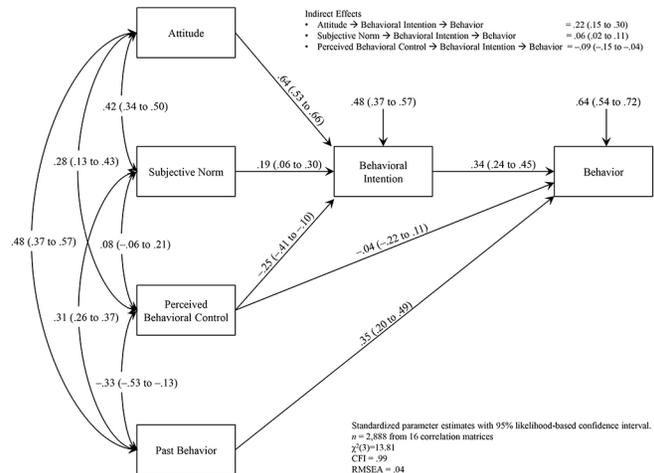
THEORY OF PLANNED BEHAVIOR

The Theory of Planned Behavior (TPB) is an extension of the Theory of Reasoned Action (TRA)

- * If people evaluate a behavior positively (**attitude**)
- * and they believe that their significant others (**subjective norm**) want them to perform the behavior,
- * this results in higher **intention to behave**
- * in that way resulting in the **actual behavior**.

TPB adds **perceived behavioral control**

- * the concept of perceived behavioral control is rooted in the self-efficacy theory proposed by Bandura.
- * People's behaviors are highly influenced by their confidence in the ability to perform such behaviors



META-ANALYTIC STRUCTURAL EQUATION MODELING (MASEM)

We used the **two-stage MASEM** approach proposed by Cheung and Chan (2005) to test the TPB framework in the context of **alcohol consumption**.

1 In the first stage we pooled 16 correlation matrices ($n = 2,888$). The correlations varied from study to study, so we decided to account for heterogeneity in effect sizes by employing random effects model in synthesizing the correlation matrices from the primary studies.

2 We then used the pooled correlation matrix from stage one to fit the mediation model in stage two. A correlation structure was fitted with the weighted least squares (WLS) estimation by using the inverse of the sampling covariance matrix of the average correlation vector as the weight.

CONCLUSION

- * By employing **MASEM**, the study provides a **more generalizable conclusion regarding the nature of the effects of TPB variables on alcohol consumption** with attitude having the strongest indirect effect followed by perceived behavioral control and subjective norm.
- * The sign of the effect of perceived behavioral control on behavioral intention was, however, inconsistent with the literature. The nature of this construct in the context of alcohol consumption should be further analyzed.
- * **Possible moderators** like the nature of the behavior being studies (e.g., light episodic drinking vs. heavy drinking) should be examined to account for the inconsistency.

- * The results also suggest that beliefs continue to have an effect on behavior even after controlling for past behavior suggesting that beliefs can affect behaviors over and above past behavioral patterns.
- * These results can inform intervention efforts to reduce alcohol consumption by targeting attitudes, subjective norms, and perceived behavioral control in order to reduce intention to consume alcohol ultimately reducing alcohol consumption.