

Individual

Belief about Outcome (b)
(How much do I believe?)
x
Evaluation of Outcome (e)
(How much do I care?)

Attitude:
"The outcome of B is good."

Possible beliefs:

b? e?

"I intend to B."

Behavior (B) = "I am"

Social

Others' Normal Behavior (NB)
(Do they B?)
x
Motivation to Comply (MC)
(Do I want to be like them?)

Subjective Norm:
"My people B."

How can we convert intention to behavior?

Who I see:

NB? MC?
