



*Fertility Intentions and the  
Theory of Planned Behavior*

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## *Child-Bearing: Sample Behavioral Criteria*

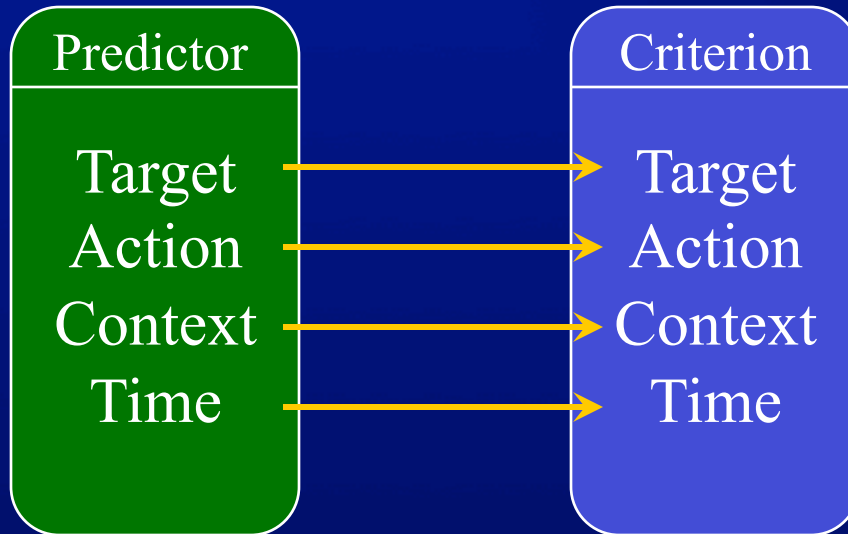
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- Becoming pregnant now.
- Having a/another child in the next 3 years.
- Having a child with my current partner in the next 3 years.
- Having a/another child before turning 40.
- Not having any/any more children.



# *Principle of Compatibility*

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## *Defining the Behavior: TACT Elements*

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Target – Action – Context – Time

Example 1: My giving birth (**action**) to a child (**target**) with my current partner (**context**) in the three years (**time**).

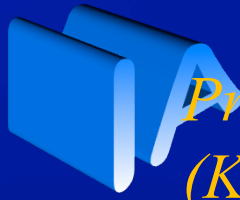
Example 2: My giving birth (**action**) to a child (**target**) – no context or time elements.

Example 3: Children (**target**) – no action, context, or time elements.



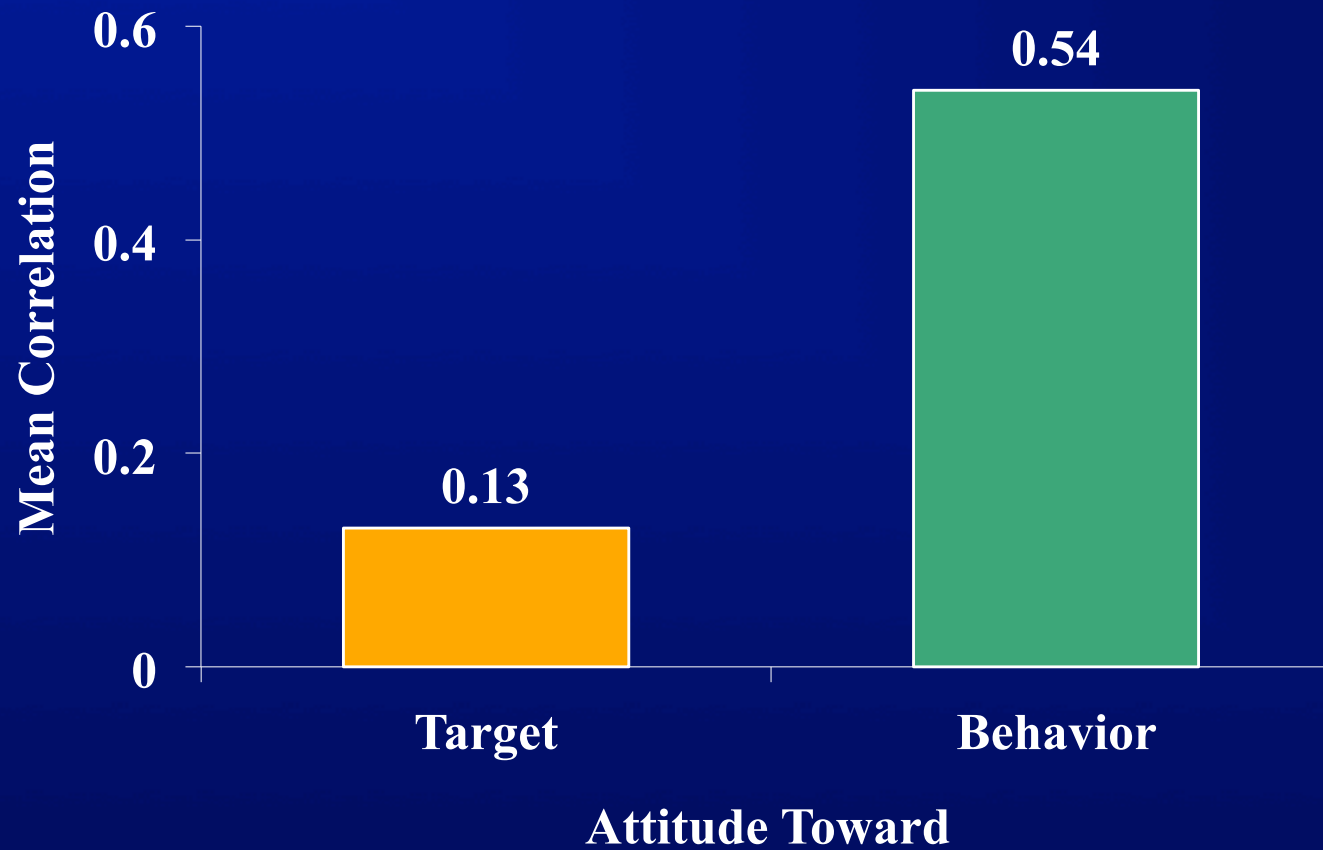
## *Attitude-Behavior Relations as a Function of Compatibility (K=142) (Ajzen & Fishbein, 1974)*





## *Predicting Specific Behaviors: Meta-Analysis (K = 8)* *(Kraus, 1995)*

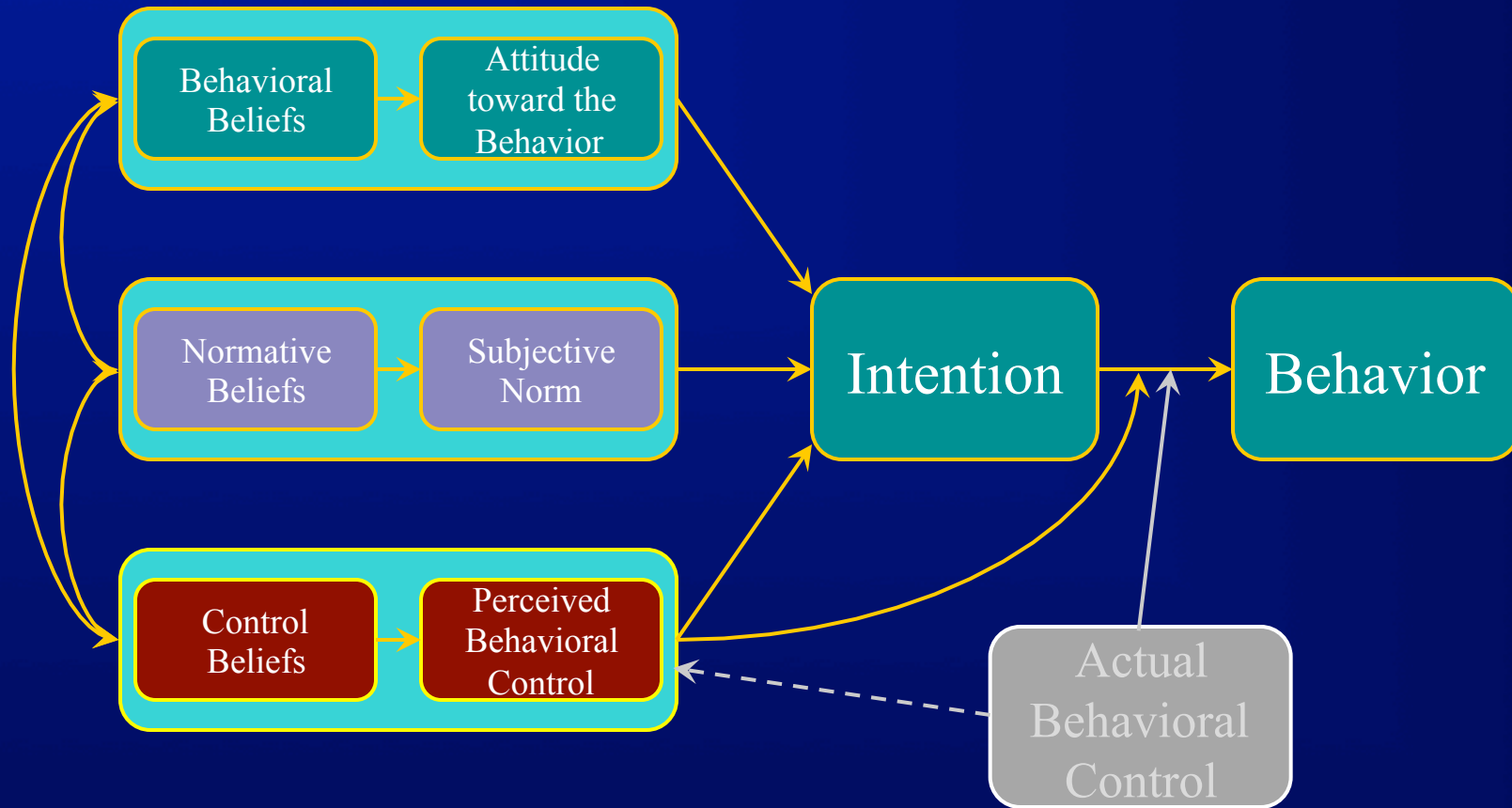
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# The Theory of Planned Behavior

Ajzen (1991)





## *Intention → Behavior*

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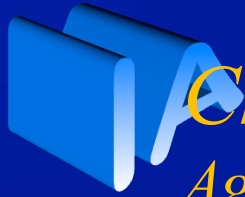
*Correlation* ( $k = 422$ ) – (Sheeran, 2002)

➤ Mean  $r = .53$

*Intention & Behavior Change* ( $k = 47$ ) – (Webb & Sheeran, 2006)

$\Delta$  Intention: Mean  $d = .66$

$\Delta$  Behavior: Mean  $d = .36$



## *Child-Bearing Intentions and Outcomes: Aggregate vs. Individual Level Analyses*

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### ➤ Aggregate (cross-sectional) data in US

	Mean intended family size	Mean actual family size
Westoff et al. (1957)	2.7	2.6
Bumpass & Westoff (1969)	3.3	3.3

### ➤ Individual level data (Bumpass & Westoff)

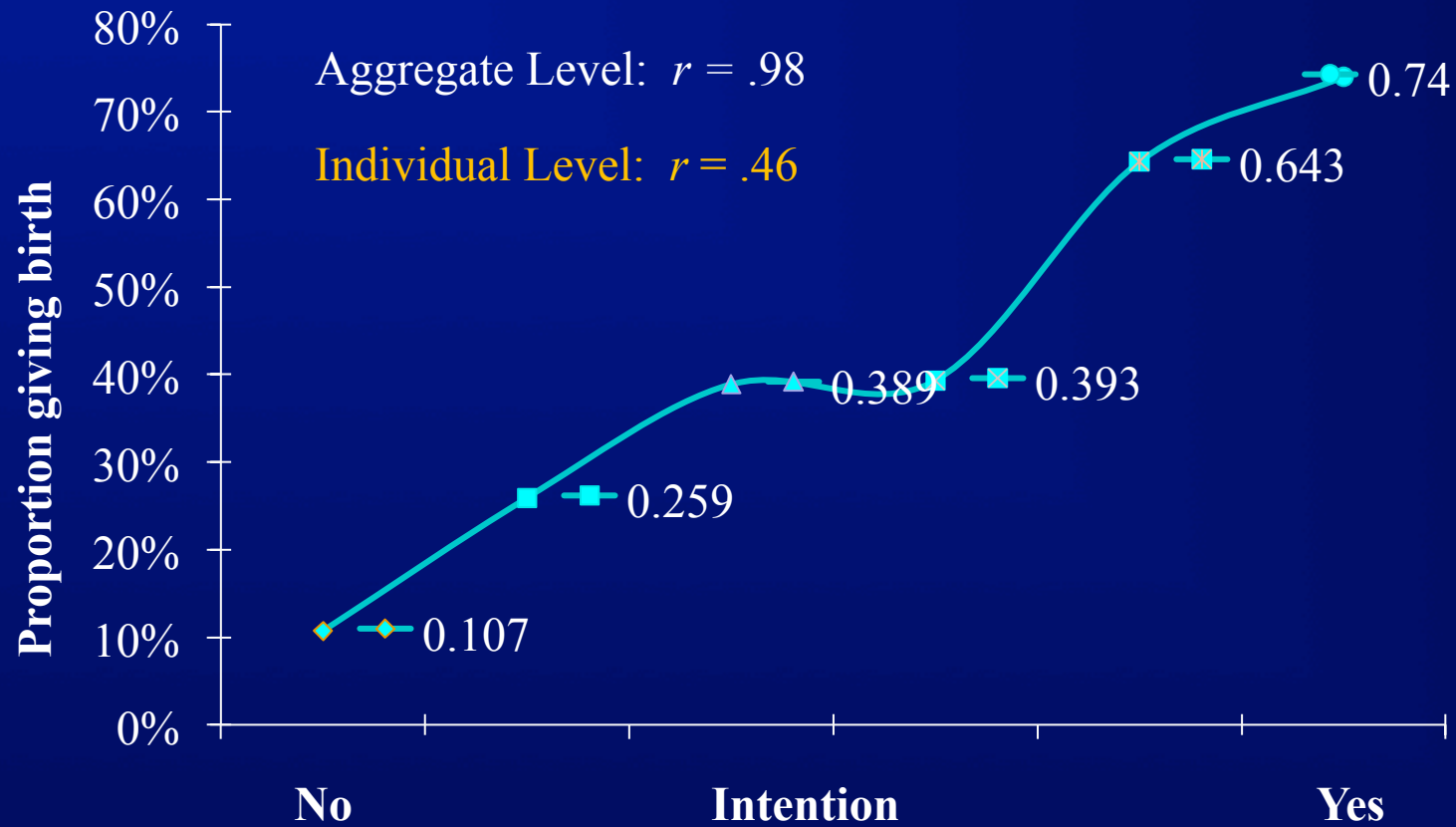
30% had more children than intended, 30% fewer.

Intention-actual for women:  $r = .56$ .



# Child-Bearing Intentions and Outcomes

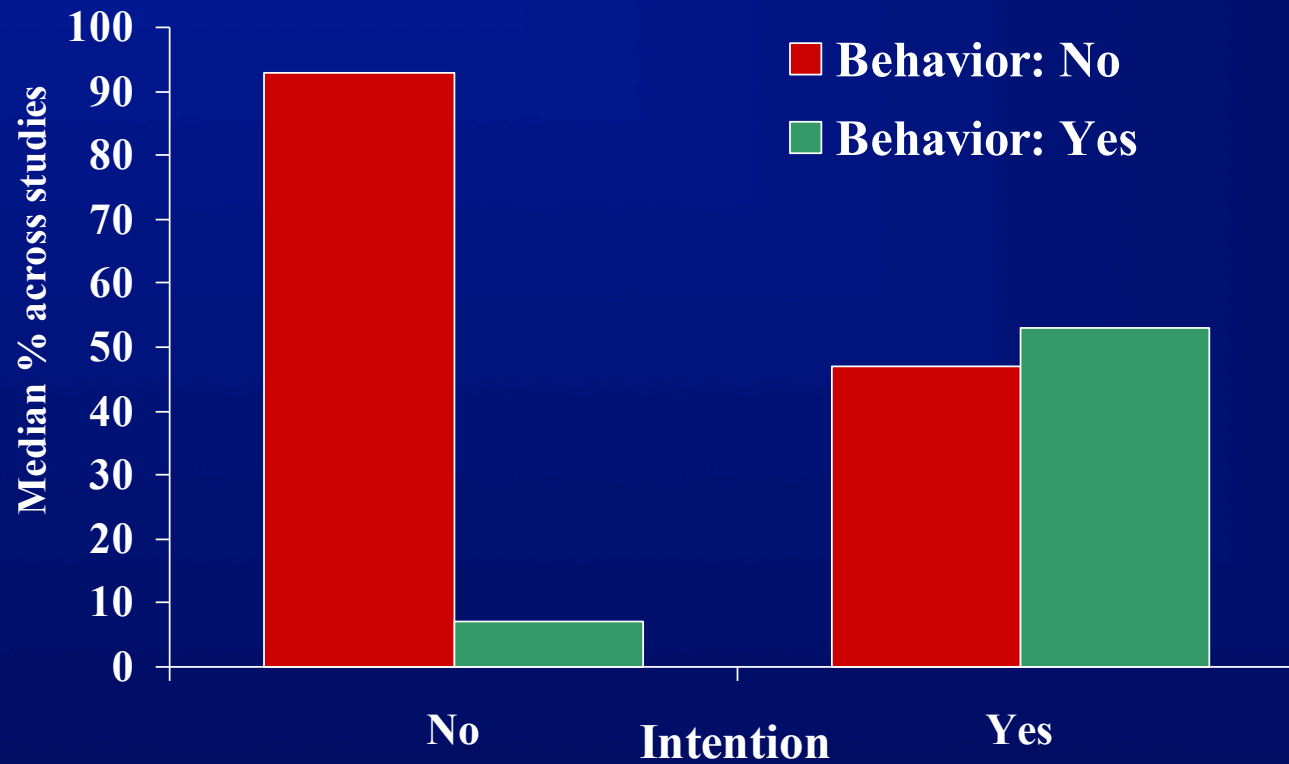
(Schoen, et al., 1999)





## *Intention – Behavior Gap: 6 Studies in Health Domain*

*Condom Use, Cancer Screening, Exercise (Sheeran, 2002)*





## *Reasons for Failure to Carry Out Intention*

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- **“Procrastination” – Delaying children**
  - ✓ *Low or moderate motivation.* Fails to exceed threshold needed to overcome inertia or distaste for activity.
  - ✓ *Ambivalent motivation.* Approach-avoidance conflict.
- **Change of mind** – due to new information or re-evaluation of existing information; person no longer motivated to give birth to a child.
  - ✓ *Parity 0.* New information prior to first child.
  - ✓ *Parity 1+.* Feedback after first child..
- **Hypothetical vs. Real** – Different types of information accessible. Motivation high in hypothetical (ideal), low in real situation.



## *GGS Survey: Intention Measure (Klobas & Ajzen, in preparation)*

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Do you intend to have a child (for zero parity individuals) or another child (for 1+ party) in the next three years?

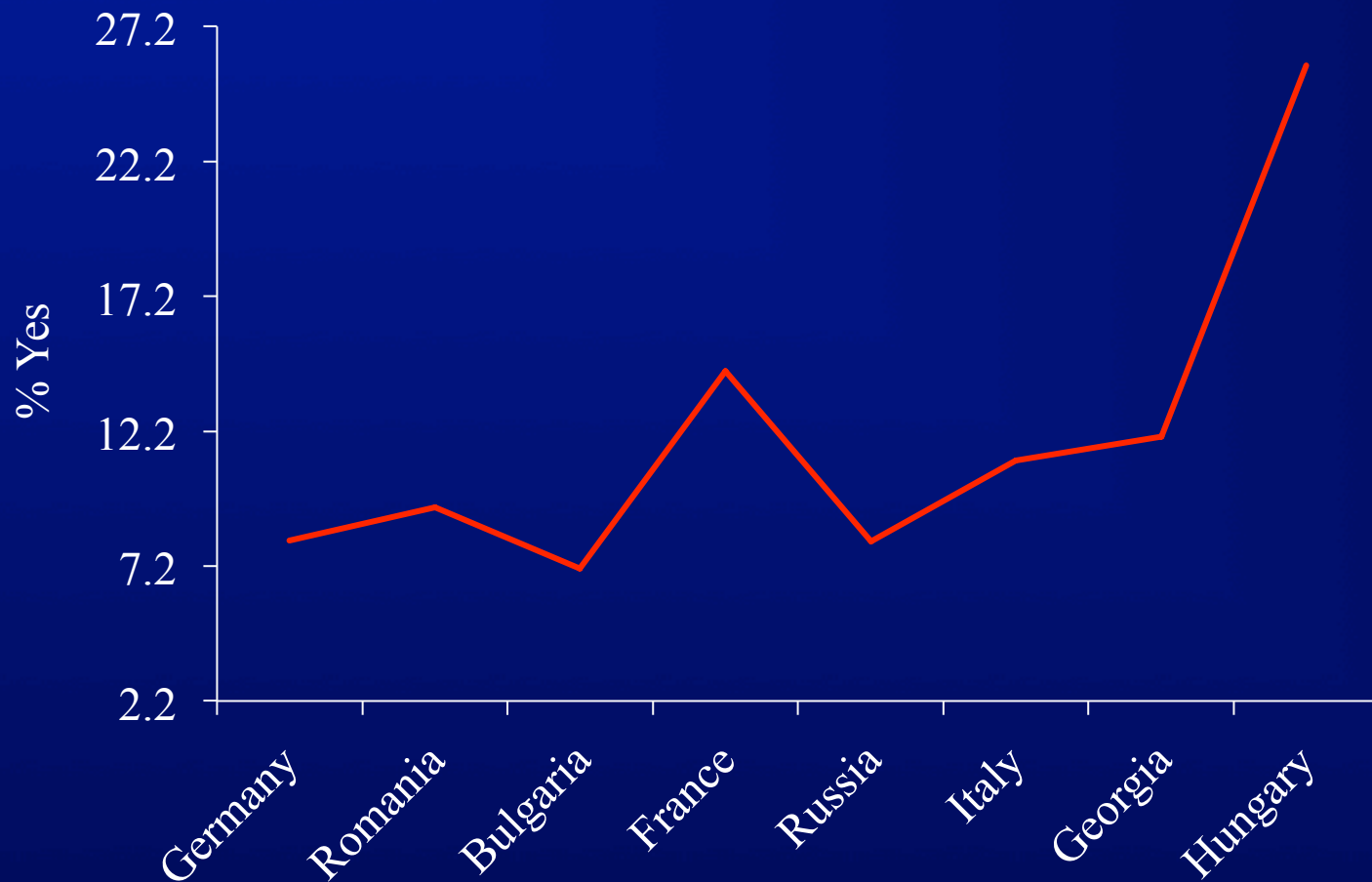
1 = yes

2 = uncertain

3 = no

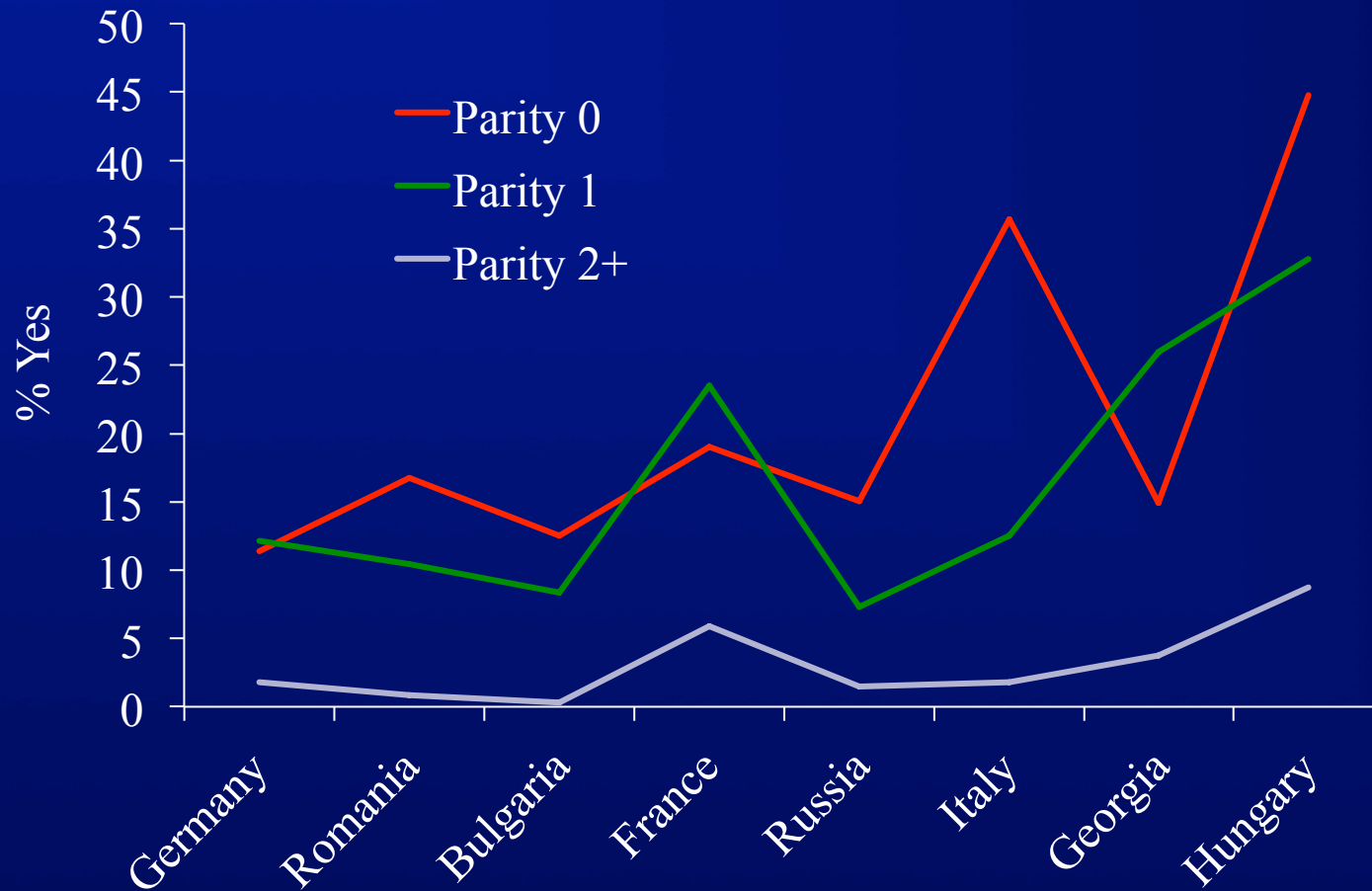


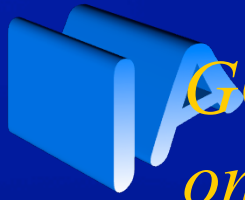
## *Percentage Intending to Have a Child, in the Next 3 Years by Country (Klobas & Ajzen, in preparation)*





## Percentage Intending to Have a Child in the Next 3 Years, by Parity and Country





## *GGs Survey: Independent TPB Measures Draw on Beliefs About Having a Child*

### **Attitude**

Having a child would be better (1) or worse (5) for...

- the possibility to do what you want
- your financial situation
- female's employment opportunities
- the joy and satisfaction you get from life
- the care and security you may get in old age
- ...

### **Subjective norm**

Most of your ... think you should have a child (1) str. agree ... (5) str. disagree

- your friends
- your parents
- other relatives

### **Perceived control**

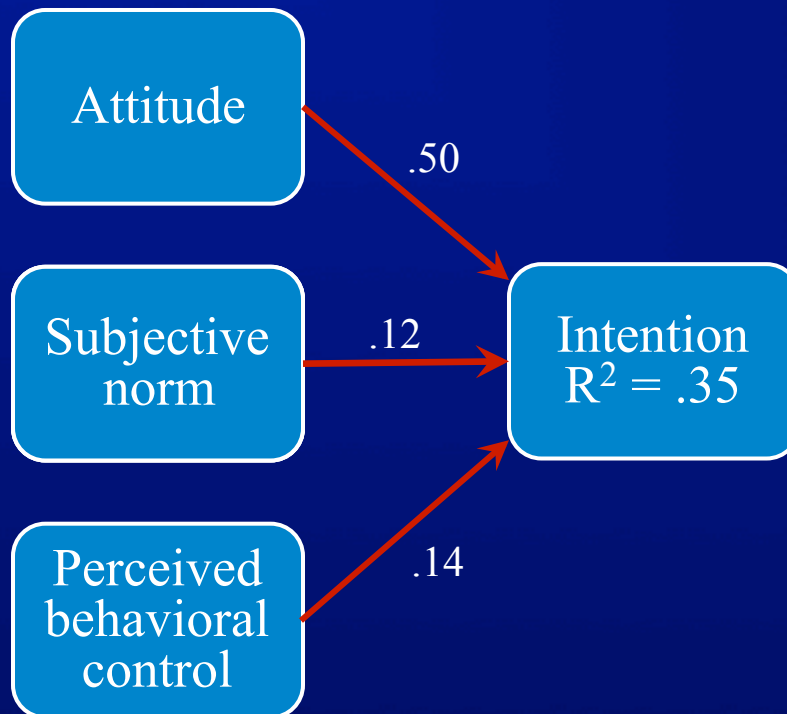
How much would your decision depend on ... (1) not at all ... (4) a great deal

- your financial situation
- your housing conditions
- your/your partner's work
- your health
- availability of childcare
- ...



## *Cross-Country Prediction of Intentions to Have a Child in the Next 3 Years: Total Sample*

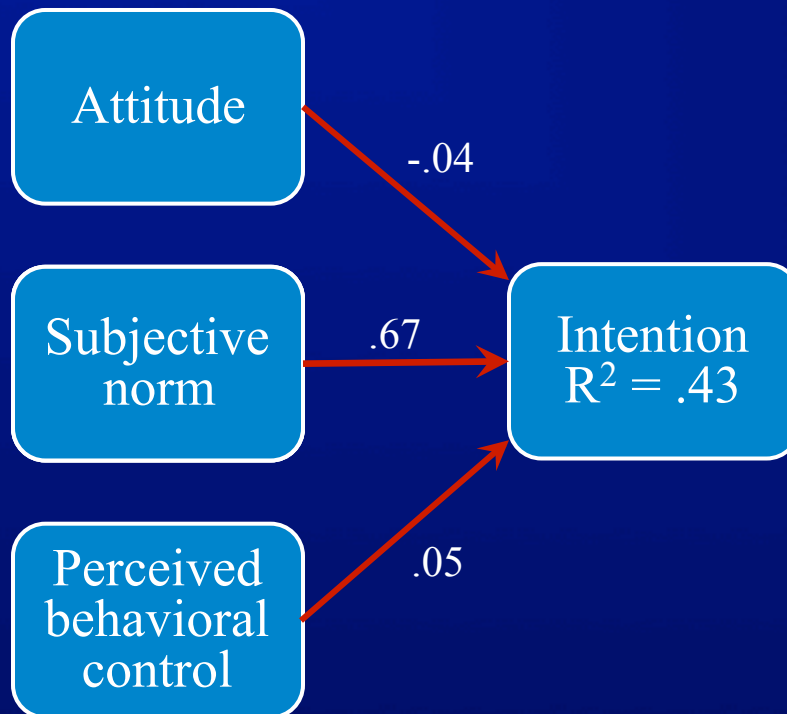
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## *Cross-Country Prediction of Intentions to Have a Child in the Next 3 Years: Parity = 0*

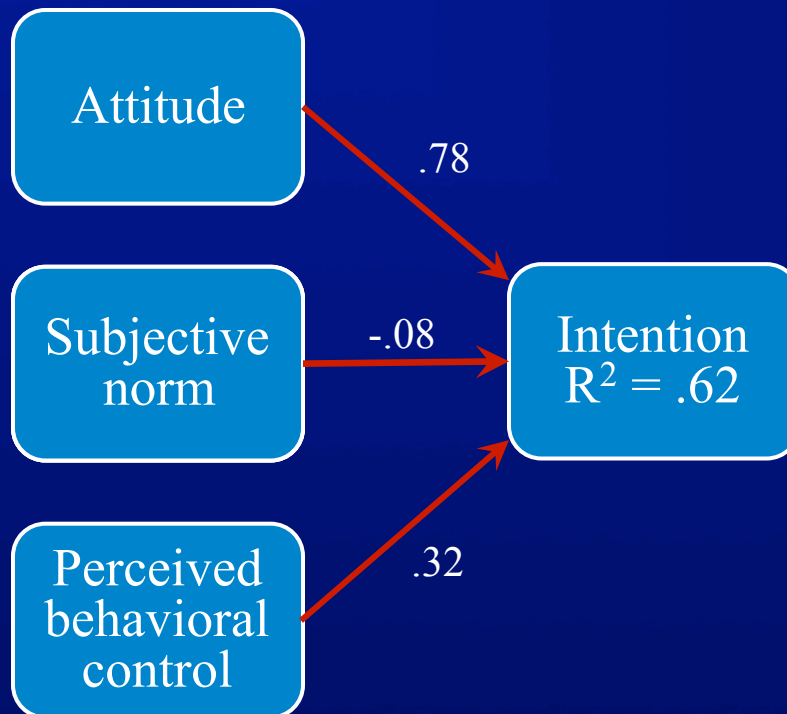
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## *Cross-Country Prediction of Intentions to Have a Child in the Next 3 Years: Parity = 1*

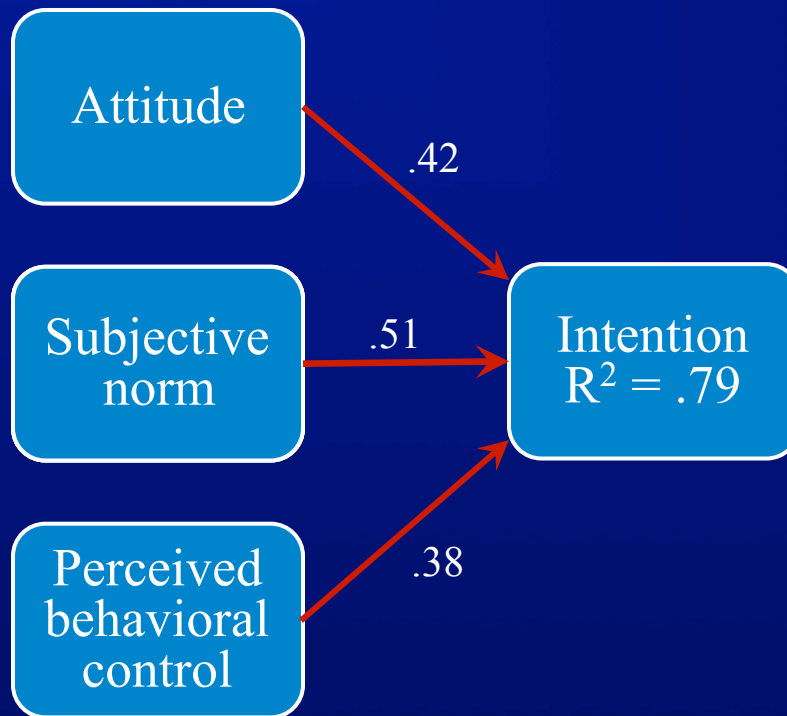
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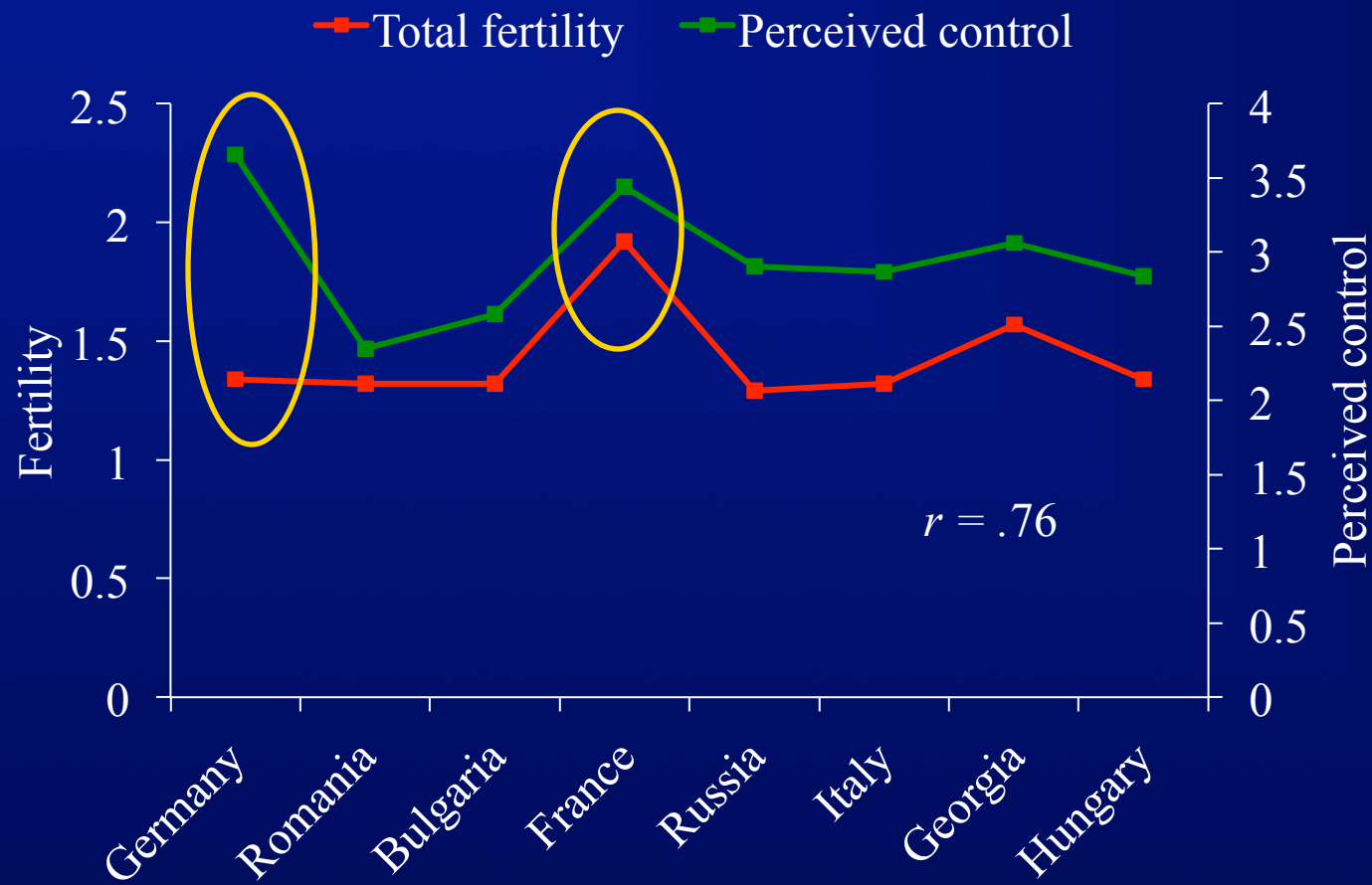
## *Cross-Country Prediction of Intentions to Have a Child in the Next 3 Years: Parity = 2+*

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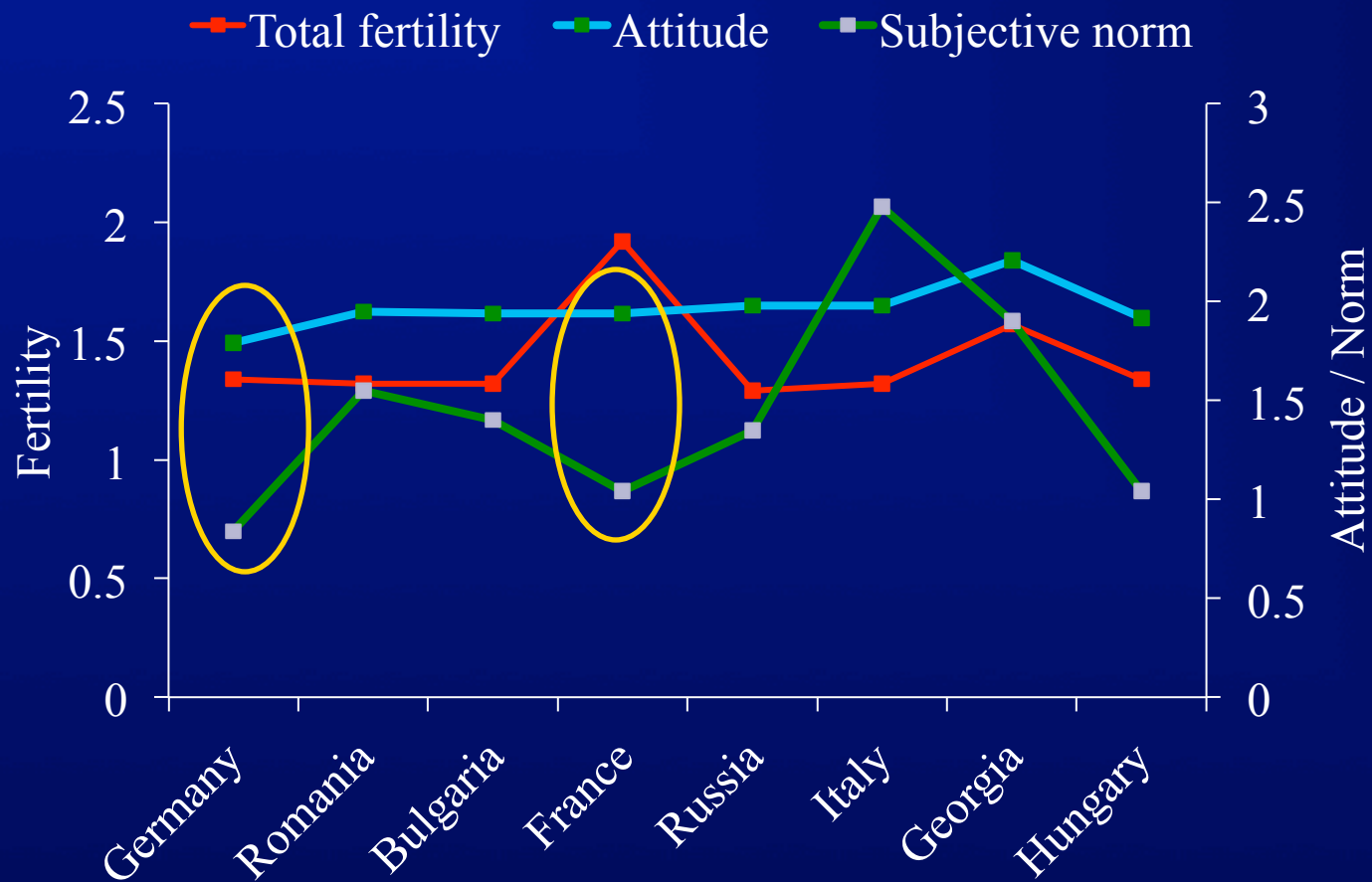


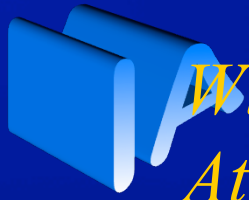
# Cross-Country Fertility and Perceived Behavioral Control



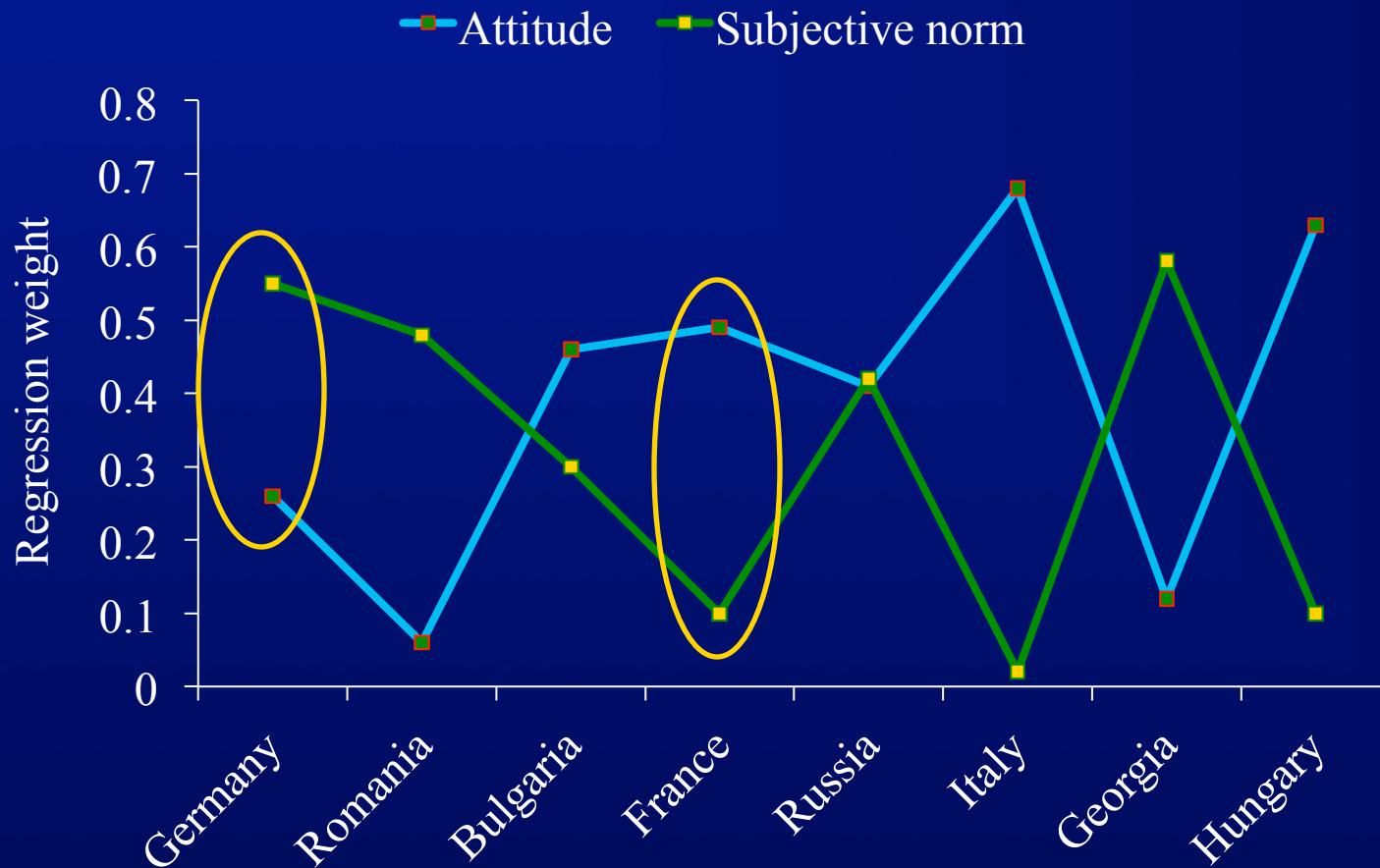


# Cross-Country Fertility, Attitudes, and Subjective Norms





## *Within-Country Relative Weights of Attitudes and Subjective Norms*





## *Determinants of Attitude, Subjective Norm, and Perceived Behavioral Control*

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*Attitude toward a behavior*

$$A_B \propto \sum b_i e_i$$

*Subjective norm*

$$SN \propto \sum n_i m_i$$

*Perceived behavioral control*

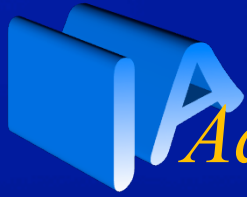
$$PBC \propto \sum c_i p_i$$



## *Getting Information About Accessible Behavioral, Normative, and Control Beliefs*

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- Elicit accessible beliefs using open-ended questions.
  - *Behavioral outcomes*: Advantages & disadvantages; likes and dislikes associated with the behavior.
  - *Normative referents*: People or groups who approve or disapprove; perform or do not perform the behavior.
  - *Control factors*: Factors that make performance of the behavior easier or more difficult; that afford or prevent control over the behavior.



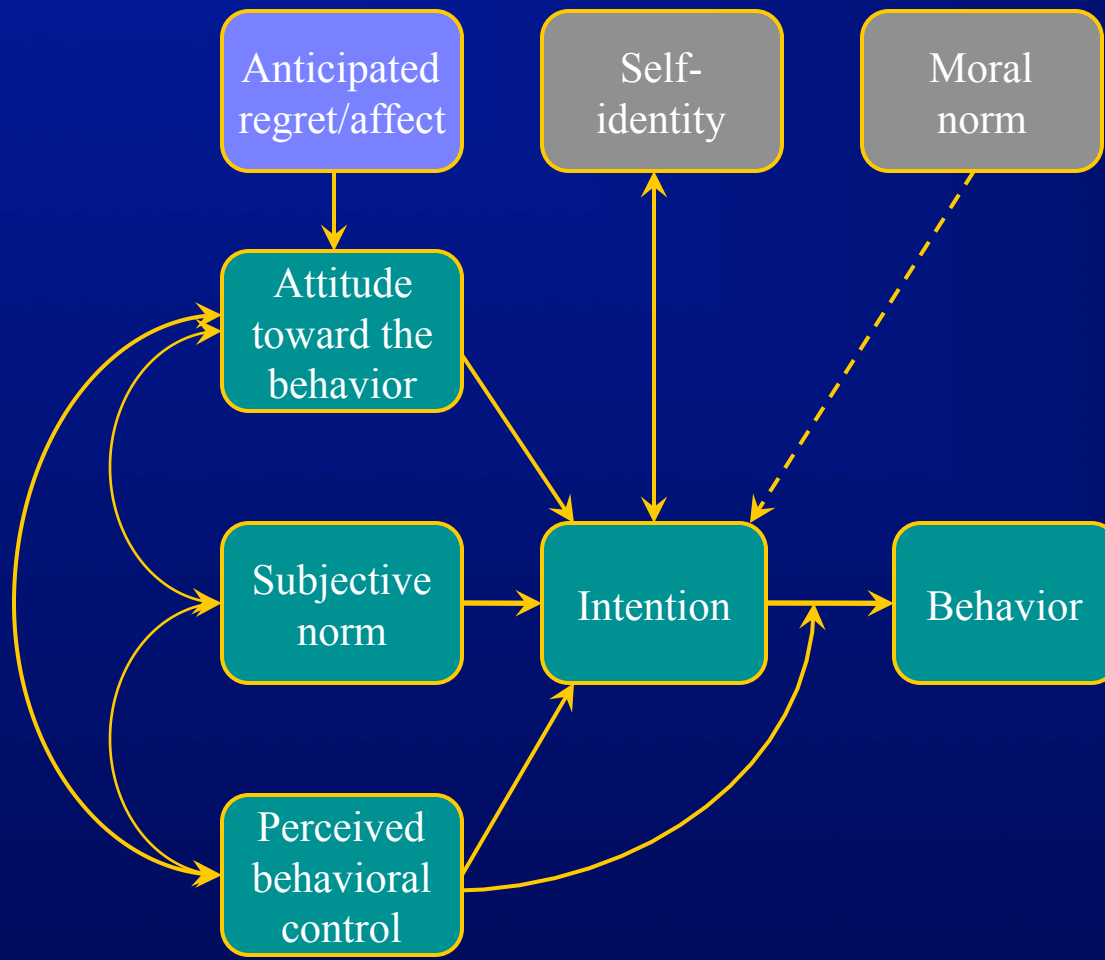
## *Additional Predictors: Criteria*

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- Behavior-specific, meeting the principle of compatibility.
- Causal effect on intentions/behavior.
- Conceptually independent of existing predictors.
- Applicable to a wide range of behaviors.

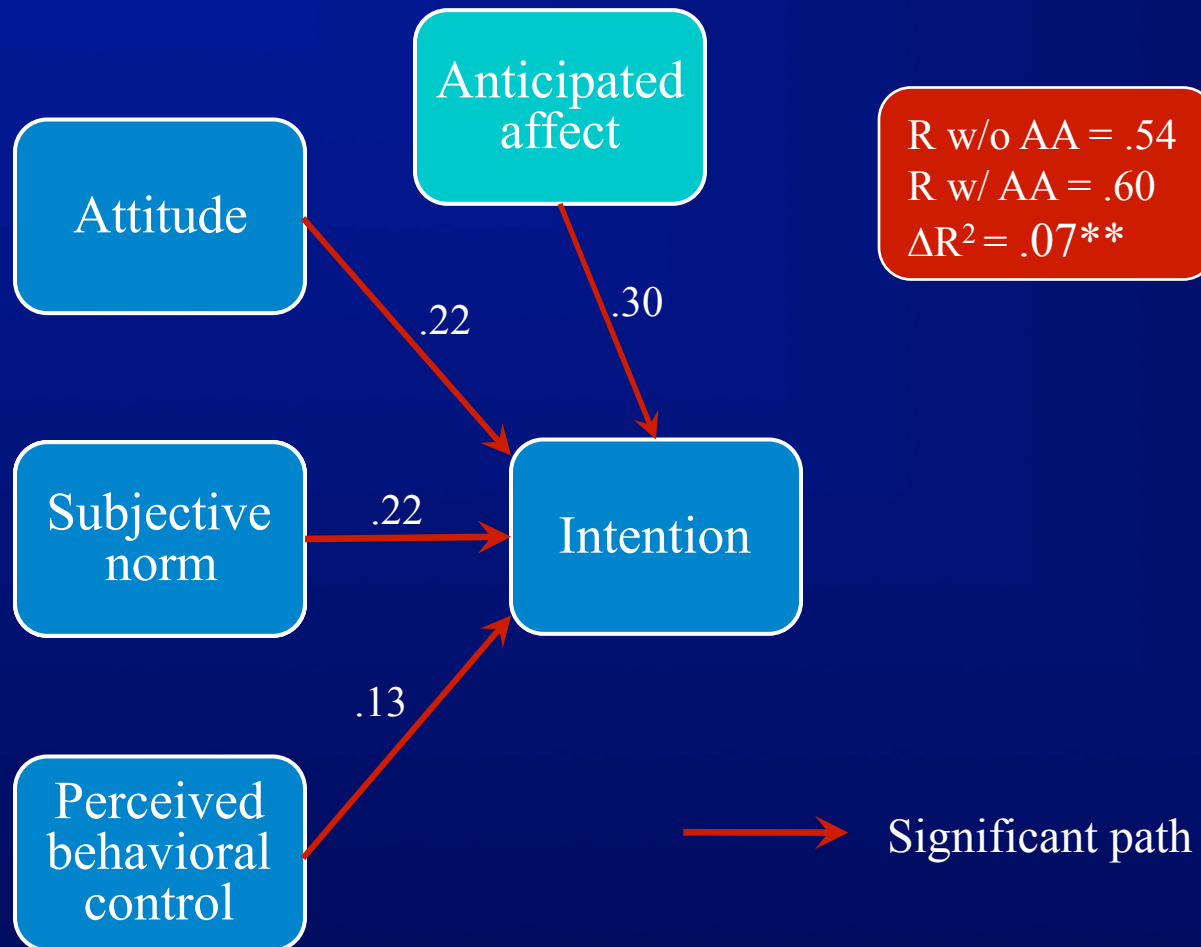


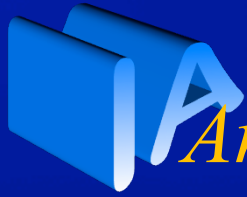
# Sufficiency





# *Residual Effect of Anticipated Affect: Meta-Analysis (K = 24) (Sandberg & Conner, 2008)*





## *Anticipated Affect: Typical Items*

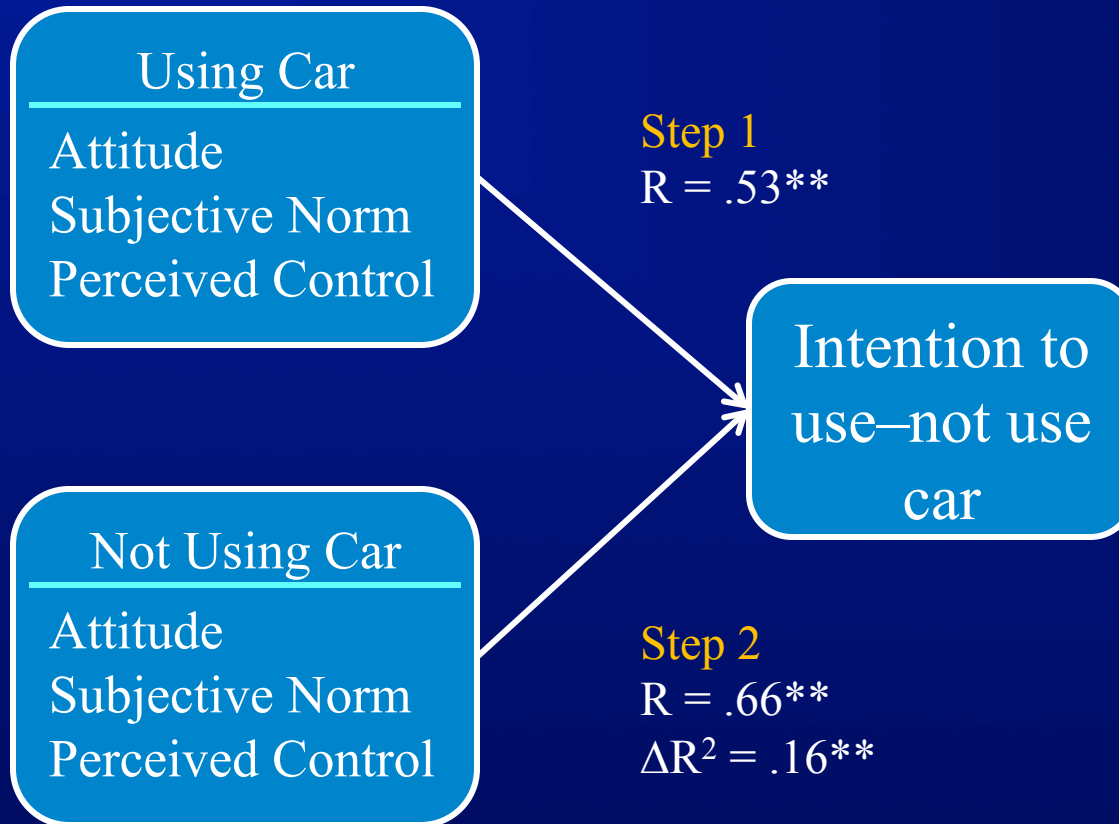
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### *Example: Exercising*

- If I did *not* exercise regularly in the next 2 week, I would ...
  - feel regret
  - be upset
  - feel relaxed
  - be worried
  - be satisfied



# Using Car vs. Alternative Transportation (Gardner & Abraham, 2010)





# *Reasons For and Against Having a Child*

*(Langdridge, Sheeran, & Connolly, 2005)*

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## ➤ *Reasons For Having a Child*

- would be fulfilling
- would please my partner
- would make us a family
- would be part of both of us
- would give a child a good home
- it's a biological drive

## ➤ *Reasons Against Having a Child*

- there are more important things in life
- would restrict my freedom to do the things I enjoy
- my partner does not want a child
- would interfere with my career
- concern with over-population



## *Beliefs About Having – or Not Having – Another Child (Vinokur-Kaplan, 1978)*

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### ➤ *Having Another Child*

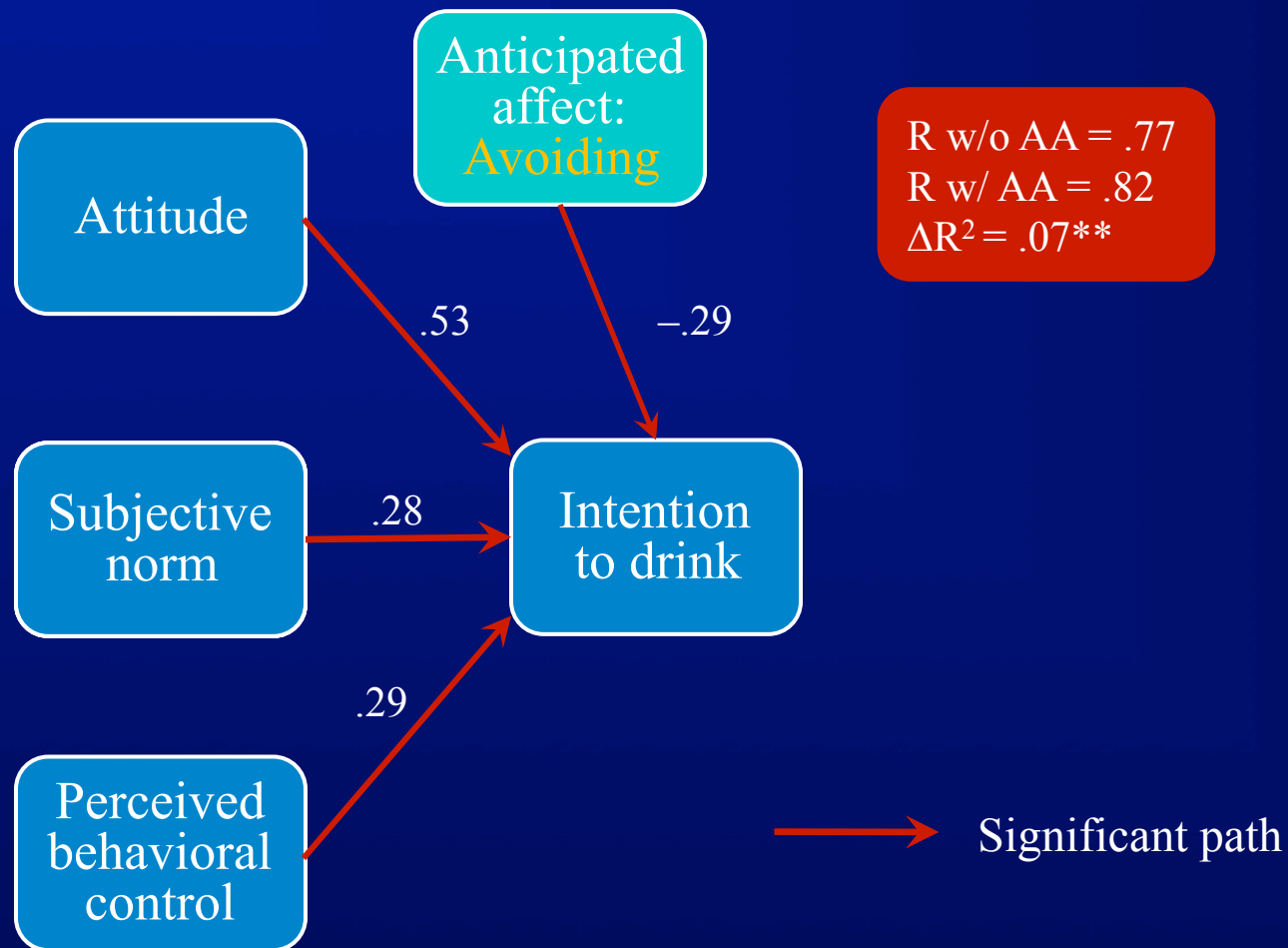
- fulfill myself as a man or as a woman
- give myself to others
- contribute to my community or society
- feel close to my spouse
- feel loved and surrounded by my children

### ➤ *Not Having Another Child*

- spend time alone with my spouse
- maintain an acceptable standard of living
- have time for myself
- advance in my career
- be able to provide for my children's education

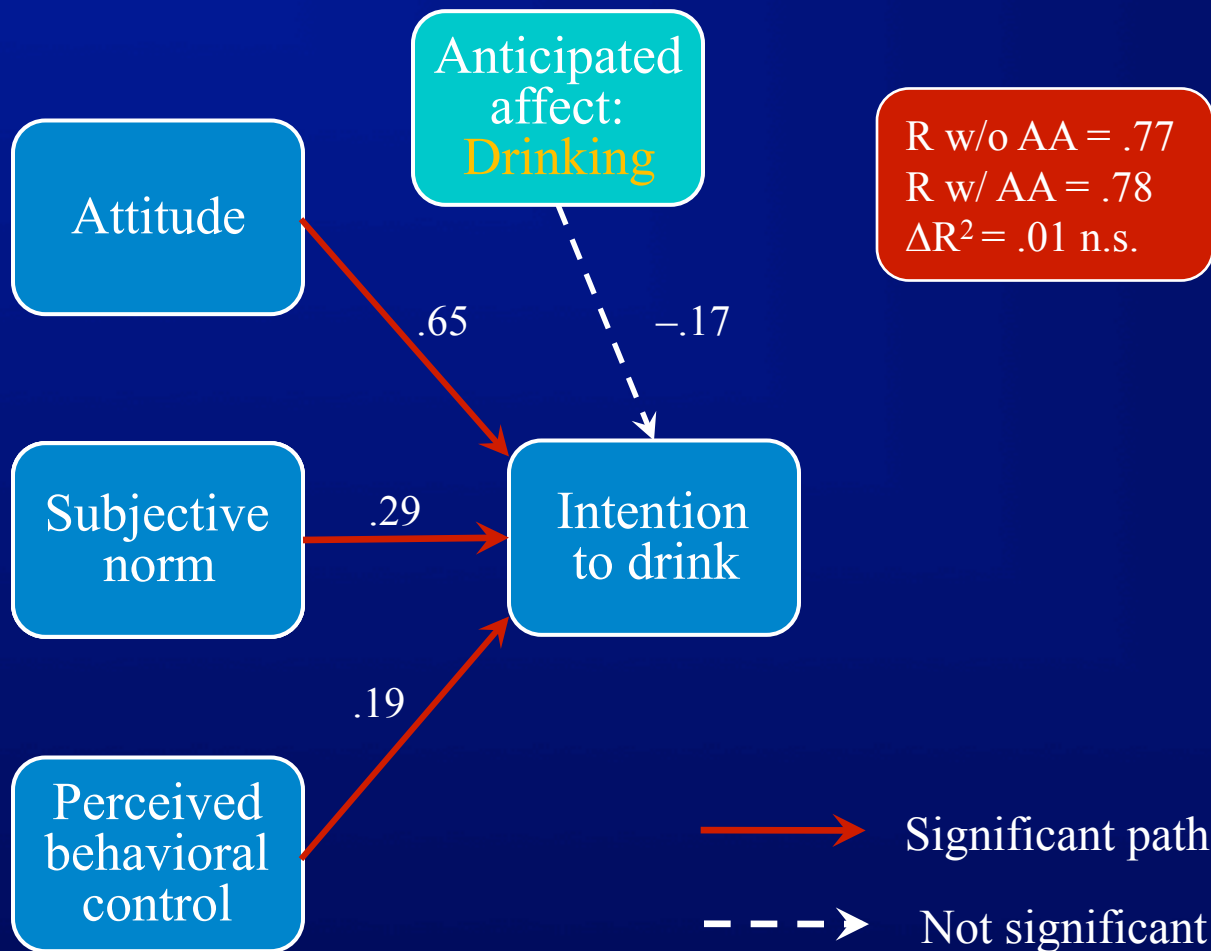


# *Intention to Drink Alcohol: Anticipated Affect of Avoiding Alcohol (Ajzen & Sheikh, in press)*



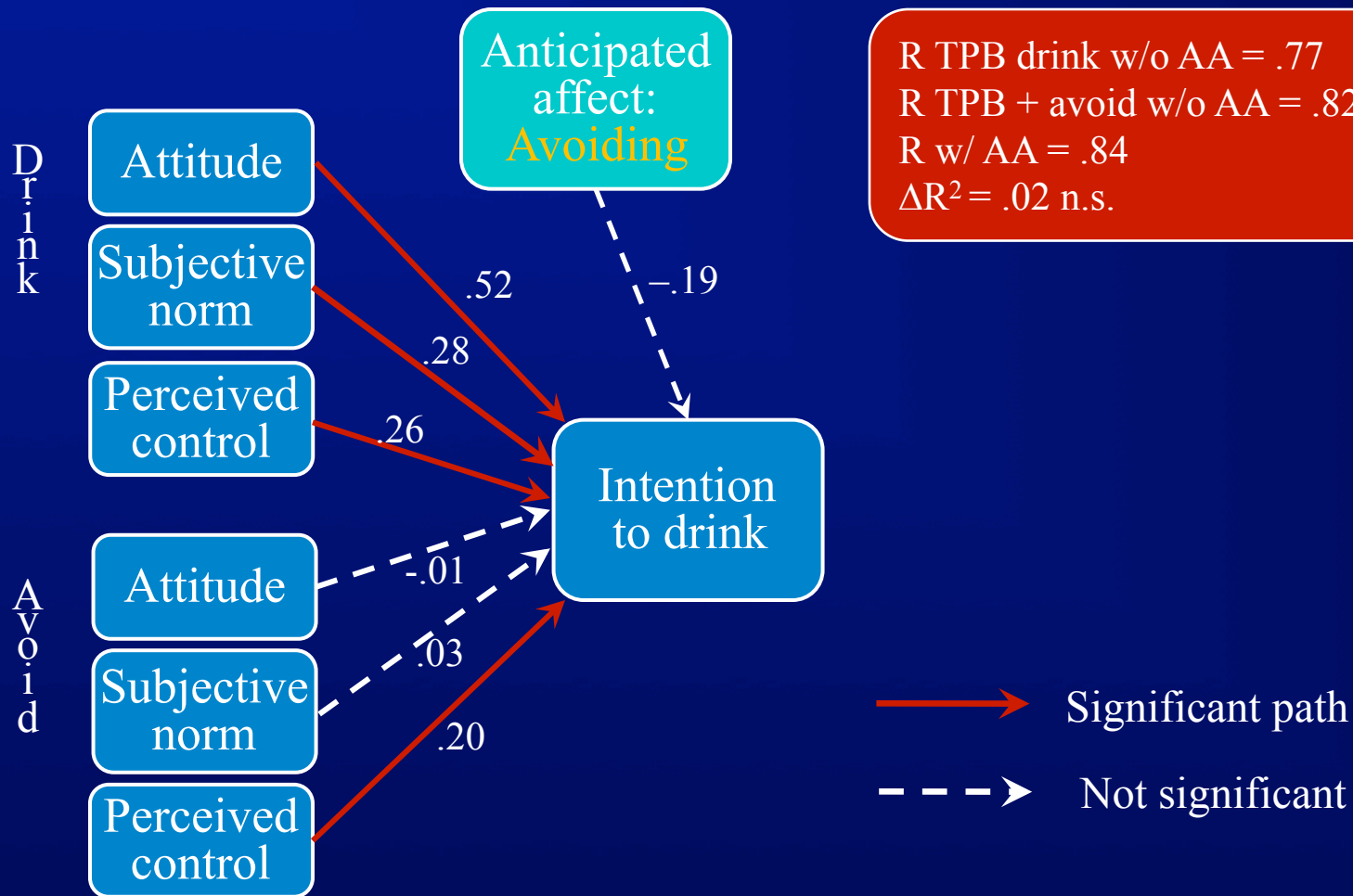


# *Intention to Drink Alcohol: Anticipated Affect of Drinking Alcohol*





# *Intention to Drink Alcohol: Anticipated Affect of Avoiding Alcohol*



R TPB drink w/o AA = .77  
R TPB + avoid w/o AA = .82  
R w/ AA = .84  
 $\Delta R^2 = .02$  n.s.