

## Abstract

A meta-analytic review was conducted to evaluate the advantages of the theory of planned behavior (TOPB) over the theory of reasoned action (TORA). The overall predictive power of TOPB, the additional contribution of the construct *perceived behavioral control* (PBC), the proposed moderating effect of PBC on the intention-behavior link, and other moderators were examined. Empirical support for dividing PBC into perceived difficulty and perceived control was found. Results showed that perceived difficulty consistently exerted significant effects on intention and behavior, whether intention was operationalized as pure intention or as expectation. Perceived control had negligible effect on intention. The expectation-intention distinction helped clarify the difference between perceived control and perceived difficulty. It was suggested that future research should clearly specify the meaning of perceived behavioral control and behavioral intention, and operationalize these constructs accordingly.