

Relationship among Goal Conflict, Intention Stability, and the Intention-Behavior
Relation: A Study on Exercise Participation among Hong Kong Chinese

LI Kin Kit

A Thesis Submitted in Partial Fulfillment
of the Requirements for the Degree of
Master of Philosophy

In
Psychology

©The Chinese University of Hong Kong

August 2004

The Chinese University of Hong Kong holds the copyright of this thesis. Any person(s) intending to use a part or whole of the materials in the thesis in a proposed publication must seek copyright release from the Dean of the Graduate School.

ABSTRACT

Regular exercise is beneficial to quality of life for the general public; however, less than half of the adults participate in physical activities to a sufficient level for health benefits. The social cognition models, which focus on the social cognitive processes, are frequently used to address this problem. In these models, behavioral intention is usually considered as the immediate predictor of exercise behavior. In the present study, factors that operate within the volitional process, which refers to the translation of intention into action, were examined. The moderating effects of intention stability and goal conflict on the intention-behavior relation were supported empirically in previous studies. In this study, the relationship between these two moderators was examined under the framework of the Theory of Planned Behavior (TPB). One hundred and thirty-six participants completed a longitudinal study with three waves of data collections, with two-week's time interval between each data collection. Intention stability was computed by the differences between intention measures at Time 1 and Time 2. Exercise behavior at Time 3 was regressed on the TPB variables at Time 2, past behavior, goal conflict, and intention stability. Results revealed a significant three-way interaction among intention stability, goal conflict, and behavioral intention on future exercise behavior. The significant three-way interaction implied that the level of goal conflict attenuates the facilitating effect of intention stability on intention-behavior relation. Specifically, when the level of goal conflict is low and the level of intention stability is high, strong relationship is found between behavioral intention and future exercise behavior. If people possess a low level of goal conflict and an unstable intention to exercise, their intentions fluctuate with time. On the other hand, when the level of goal conflict is high but the intention is stable, people may tend to ruminate, delay, or even avoid the translation of their intentions

into actions. Finally, if the level of goal conflict is high with an unstable intention, the association between behavioral intention and future exercise behavior is moderate. Thus, in addition to the formation of a strong and stable intention, interventions and exercise promotion programs should also focus on goal conflict resolution among exercise behavior and other associated goals.

摘要

定期運動對身心都有益處，可是超過一半的成年人參與運動的頻次，不足以改善身體健康狀況。以認知過程為重點的社會認知模型，經常被引用在這課題之上。在這些模型當中，行為的意圖常常被視為運動行為的近因。本研究旨在探討影響意向實踐過程的因素，意向實踐過程是指由意圖轉化至行動的過程。過去的研究顯示，意圖的穩定性及目標間的衝突會影響意圖至行動的關係。在本研究中，意圖的穩定性及目標間的衝突這兩個因素的相互關係怎樣影響意圖至行動這關係，將會在計劃行為理論的框架下被測定。參與這項追蹤性研究的人數共有一百三十六人，研究共分為三個部份，每一部份的研究相隔兩星期。意圖的穩定性，以參與者在第一及第二部份研究中，意圖做運動的差距計算。第二部份研究中的計劃行為理論變數、過去的運動行為、目標衝突，以及意圖的穩定性，都會被回歸於第三部份研究中的運動行為。測定結果證實，目標衝突減弱意圖的穩定性在意圖至行動關係上的強化能力。當意圖穩定性高及目標衝突少的時候，行為意圖與將來的運動行為有很強的關係；如意圖不穩定加上目標衝突少的時候，人們的行為意圖就會隨時改變；另一方面，當意圖穩定但目標衝突嚴重時，人們就會傾向於反覆思考、延遲，甚至將意圖實踐為行動；最後，如意圖不穩定加上目標衝突嚴重時，行為意圖與將來的運動行為就有中度的關係。因此要推廣和普及定期運動，除了要建立強而穩定的意圖之外，同時應該著重解決運動與其他個人目標之間的矛盾。