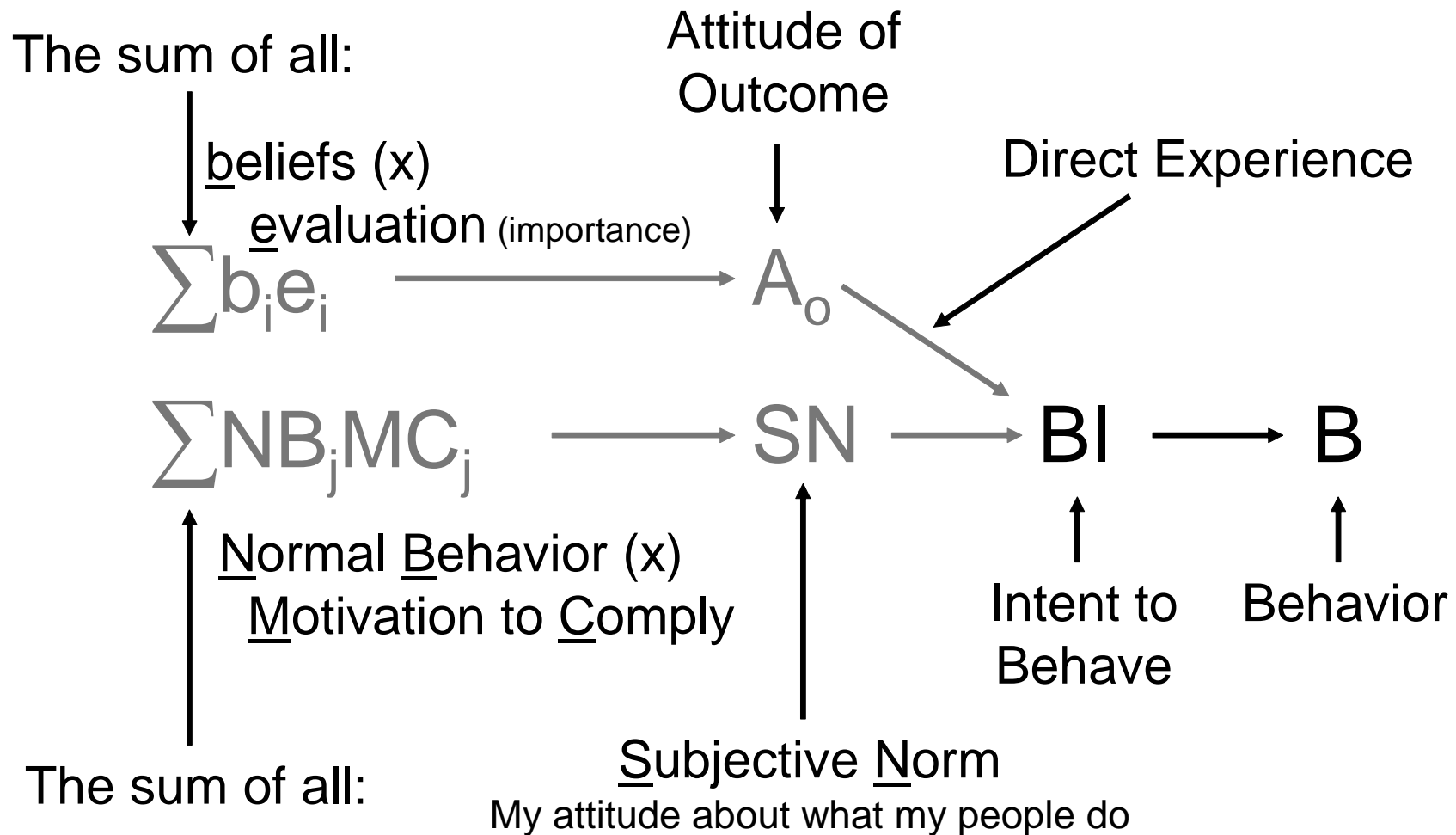


Theory of Reasoned Action



Product/Service:				
Desired Behavior:			Current memory level: <input type="checkbox"/> None <input type="checkbox"/> Awareness <input type="checkbox"/> Consideration	
Intention Gaps (4Ps):	Product	Place	Price	Promotion
Intent to Behave:				
Belief 1	Strength %	Importance%	Total/Attitude toward outcome	
Belief 2	Strength%	Importance%	Total/Attitude toward outcome	
Belief 3	Strength%	Importance%	Total/Attitude toward outcome	
Group Behavior 1	Normal%	Motivation%	Total/Attitude about what group does	
Group Behavior 2	Normal%	Motivation%	Total/Attitude about what group does	
Group Behavior 3	Normal%	Motivation%	Total/Attitude about what group does	

Describe a tactic or tactics that could be used to promote the desired behavior:

Form courtesy of Sanestorm Marketing: www.sanestorm.com