

# A study of the intention on Briskly Walking Behavior among Adults

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## Abstract

Based on the theory of planned behavior, the three principal constructs, attitude, subjective norm, and perceived behavior control, considered to influence the intention of people's walking behavior was examined. Basic demographic characteristics, age, lifestyle, the frequency of walking per week and the perceived living environment were investigated to understand the intention of people participating in the walking behavior. Therefore, the main purpose of this study was to predict and understand the intention of walking behavior from people's perceived living environment and the ages. Based on Ajzen's model of the theory of planned behavior, a questionnaire of "the intention of participating in briskly walking" was developed and tested in the context of briskly walking behavior from Taichung residences who are 18 years old or above). 106 valid questionnaires were collected and analyzed by Pearson product correlation and one-way ANOVA. The results were as followed.

- 1). 65.7% of people in the data perceived their living environment is good for participating in briskly walking, 21% of people perceived not, and 13.3% of people responded that they are not sure about it.
- 2). There was significant differences between the walking intention and living environment ( $F_{(2,102)}=4.478, P<.05$ ), namely, the better walking environment can promote/encourage the intention of participating in briskly walking.
- 3). There were significant differences between the walking intention and ages ( $F_{(3,102)}=4.294, P<.05$ ). Though the post hoc test (Scheffe) it showed that older people had higher intention for participating in briskly walking than younger people.
- 4). As expected, attitude, subjective norm, and perceived behavior control had strongly positive relationships with people's intention for walking behavior, especially perceived behavior control had greater influence and prediction on the intention of people's walking behavior.

Key words: Briskly walking, behavioral intention, the theory of planned behavior, living environment, age