**Example - Writing critically about theory**

A number of theories have attempted to explain how attitude can influence consumer behaviour. The theory of reasoned action (TRA), and the technology acceptance model (TAM) both offer useful explanations of how consumers’ beliefs about the internet form their general attitudes towards the Internet, which may consequently influence their intention to use the internet as a shopping medium (Vijayasarathy 2004)

The theory of reasoned action (TRA) was developed in the field of social psychology by Adzen & Fishbein (1980) and postulates/proposes that voluntary behaviour is determined by an individual’s intention to perform that behaviour (Schiffman & Kanuk 2004).Behaviour intention in turn depends on the individual’s attitude towards the behaviour and subjective norms. The subjective norm refers to perceived expectations from others in relation to that behaviour and the person’s motivation to comply with those expectations (Schiffman & Kanuk 2004) According to the TRA individuals consciously evaluate the consequences of alternative behaviours and choose the one that leads to the most desirable outcome (Peter & Olson 1994). Thus individuals will have favourable attitudes towards online shopping if they believe that it will bring positive results, for example saving time. Working backward through this theory consumer behaviour such as buying a product can be predicted by people’s attitudes towards that behaviour and their beliefs of how other people perceive their behaviour and the degree to which they care about what others think.

The TRA model provides a link between attitude and behaviour and has been extensively used to predict online consumer behaviour (Pavlou 2003). However, a major limitation of TRA is that it assumes that all consumer behaviour is volitional and ignores non-attitudinal personal & situational factors such as financial or time constraints (Brown & Stayman 1992, Olson & Zanna 1993).

Like TRA, the technology acceptance model (TAM) was not originally developed as a marketing theory. TAM was developed by Davis (1986) to explain user acceptance of computer based technologies in the workplace; however it has proven to be useful in predicting and explaining consumer adoption and use of e-commerce (Monsuwe et al 2004). TAM proposes that….

The TAM model was recently extended by adding an enjoyment dimension (Davis 1992), which refers to “the extent to which the activity of suing the new technology is perceived to provide reinforcement in its own right , apart from any performance consequences that ay be anticipated (Monsuwe et al 2004 p109). Enjoyment was found to be consistent and a strong predictor of attitude towards online shopping (Childers et al 2001). Thus customers who enjoy the experience of electronic shopping are more likely to shop through the internet.

However, while TAM determinants such as ease of use, usefulness and enjoyment have been recognised as key predictors of acceptance and adoption of a range of information technologies , it does not take into account …….