

Factors influencing the intention to donate blood: the application of the theory of planned behavior

Abstract:

A question about current availability of the blood has lifted up the concerns on how to keep the world population survive in the future. This has created the necessity to realize the underlying causes rely behind the scenario. The purpose of this study is to investigate the significant application of the Theory of Planned Behavior (TPB) in determining an individual intention and the actual behavior to involve in blood donation specifically in Perlis, Malaysia population. The questionnaire is adapted from prior researches on the application of the TPB. The findings indicated that, the TPB is relevant to the prediction of the intention to donate blood. Besides, among the three factors, Perceived Behavioral Control (PBC) is proved to be the best predictor. As well, the presents of blood donation experience also is said to have influence on an individual's intention since those who ever donated their blood in the past have more intention to donate blood in future than those who are not. The findings from this study are very critical since they can help the authority to improve the current blood donation program and formulate a new strategy to call for more blood donors in the future.