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The Influence of Viewing an Entertainment-Education Program on Cornea Donation
Intention: A Test of the Theory of Planned Behavior

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Abstract

This study was designed to examine the role of issue involvement and the three components of the Theory of Planned Behavior in predicting intentions to sign a cornea donor card. This study also compares viewers and non-viewers of an Entertainment-Education program in terms of issue involvement and the Theory of Planned Behavior. The breakdown of effects for the latent constructs confirms that issue involvement is an important intermediary in the persuasion process. Issue involvement is a common causal antecedent of attitude, subjective norm, and perceived behavioral control, the last two of which, in turn, predict intentions but attitude does not. The revised path model confirms that involvement directly influences intentions. In the comparison of viewers with non-viewers, viewers exhibit a significantly higher degree of involvement, attitude toward cornea donation, subjective norm, perceived behavioral control, and intention to sign a cornea donor card. The overall findings of this study suggest that adding issue involvement in the Theory of Planned Behavior enhances the explanatory power of the theory in predicting intentions.