Abstract

The objective of this research was to determine the influence of the components of the theory of planned behavior on indicators of reading behavior in Mexican students high school level. With a sample consisting of 305 students, the results of structural equation modeling showed fit indices that suggest the inadequacy of the model as general explanatory structure of the indicators of reading behavior in this study. With some adjustments based on the tests of Lagrange multipliers and Wald, a second analysis indicated the adjustment of the variables of the model of planned behavior to indicators of reading behavior, the main explanatory variables attitude on affective and cognitive components. The results are discussed regarding the theoretical implications and educational implications regarding the impact that attitudes can have in promoting this activity.

Keywords

Attitude, Adolescents, Intention, Reading Behavior.