

The efficacy of the PW model to predict drinking behaviour cross-culturally

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Abstract

Background: The prototype willingness (PW) model suggests that there are two separate antecedents to behaviour: intention and willingness. Intention is suggested to be deliberative, whereas willingness is thought to be more impulsive. The current study used a cross-cultural sample in order to examine the differential predictive power of the PW model for drinking behaviour. Methods: A sample of 295 individuals from Australia (n=177) and Singapore (n=118) completed a questionnaire measuring alcohol consumption and variables of the PW model. Findings: Both willingness and intention to drink significantly predicted frequency of alcohol consumption for Australian's. In Singaporean's however, behavioural willingness was the sole predictor of alcohol consumption. Furthermore, findings indicate that the PW model differentially predicts alcohol consumption in ethnic subsets of the Singaporean sample. Discussion: The antecedents of the PW model differentially predict alcohol consumption in culturally diverse samples. Implications for cross-cultural health behavior modeling and health interventions aimed to reduce drinking across cultures are discussed.