

**The Mobile Travelers Behavior of  
Postgraduate Students in Universiti Utara Malaysia**

A thesis submitted to the College of Business  
In partial fulfillment of the requirements for the degree  
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by

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## ABSTRACT

The general purpose of this study was to find out whether a relationship between attitudes, subjective norm, perceived behavioral control and mobile travelers of postgraduate students. Theory of Planned Behavior (TPB) employed as the underlying to figure out the description about mobile traveler behavior among postgraduate students.

Postgraduate students at Universiti Utara Malaysia (UUM) would be the respondents of the present study. Their perception about each variable of the planned behavior examined through the model existed. Unit of analysis of postgraduate students in every subject of study in master and doctoral level selected as sample to determine their behavior in mobile travelers.

*Keywords: Attitude towards, Subjective Norms, Perceived Behavior Control, Postgraduate Universiti Utara Malaysia.*

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## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 Background of the Study**

The mobile technology is one of the more recent developments in communication and information transfer. It is considered a technology asset because of its ability to disseminate large volume of information quickly and efficiently to all types of stakeholders, including employees, costumer, stakeholders and suppliers (Violino, 1996).

Since the discovery of the internet as a new communication medium it has become a part of the strategy of firms. The mobile technology has been largely used in management: it works as an advertising medium for firms to include in their campaigns, as a distribution channel and as a source of information. Internet application to the development of diverse firm strategies is a practice that has come to be called e-commerce.

To date, the internet is more accessible and less expensive than it was, and the number of internet users is growing tremendously. According to the statistic of the Internet Data Center (IDC), one of the world's leading providers of technology intelligence and industry analysis. It shows that the number of internet users around the world is expected to reach 943 million by 2005.

The contents of  
the thesis is for  
internal user  
only

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