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Extending the Theory of Planned Behavior: A Study of Lifestyles, Contextual Factors, Mobile Viewing Habits, TV Content Interest, and Intention to Adopt Mobile TV

Louis Leung, Cheng Chen

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Intention to Adopt Mobile TV**

Louis LEUNG

Centre for Communication and Public Opinion Survey
School of Journalism & Communication
The Chinese University of Hong Kong

Cheng CHEN

School of Journalism & Communication
The Chinese University of Hong Kong

e-mail: louisleung@cuhk.edu.hk

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