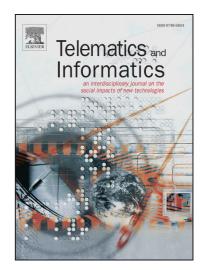
Accepted Manuscript

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

PII:	S0736-5853(17)30215-0
DOI:	http://dx.doi.org/10.1016/j.tele.2017.07.010
Reference:	TELE 984
To appear in:	Telematics and Informatics
Received Date:	6 April 2017
Revised Date:	16 June 2017
Accepted Date:	16 July 2017



Please cite this article as: Leung, L., Chen, C., Extending the Theory of Planned Behavior: A Study of Lifestyles, Contextual Factors, Mobile Viewing Habits, TV Content Interest, and Intention to Adopt Mobile TV, *Telematics and Informatics* (2017), doi: http://dx.doi.org/10.1016/j.tele.2017.07.010

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.

ACCEPTED MANUSCRIPT

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 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

Paper re-submitted to *Telematics and Informatics* for review and possible publication

June 2017

Download English Version:

https://daneshyari.com/en/article/6889874

Download Persian Version:

https://daneshyari.com/article/6889874

Daneshyari.com