



FACTORS THAT INFLUENCE STUDENT'S BEHAVIOUR ON SOCIAL MEDIA

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## **ABSTRACT**

The purpose of the studies is to investigate the factors that influence student's behaviour on social media. Based on the Theory of Planned Behaviour which consist of three main independent variables which are attitude, subjective norm and perceived behavioural control. Meanwhile the dependent variable is student's behaviour. This project paper will explain more about the topic that has been chosen. The objectives of this project paer is to to know the relationship between all the independent variables which is attitude, subjective norm and perceived behavioural control with the dependent variable which is student's behaviour. This project paper will be carried out with the sample size of 313 students from the total of 1,711 of full time students of UiTM Kampus Bandaraya Melaka. The data will be collected by using the detailed structured questionnaire that need to be answer by respondents. In addition, Simple Random Sampling (SRS) will be use as a method to gain the data from the respondents.

**Keywords:** Theory of Planned Behaviour, Student's Behaviour