

# **YOUTH MIGRATION DECISION MAKING BEHAVIOR**

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## ABSTRACT

Migration can be identified as movement of people from their roots to other surroundings. While migration is a normal element but the scale of movement experienced in some developing countries can produce desirable or undesirable effect for the whole society. There is no research carryout regarding the youth's intension towards the migration therefore this research was carried out for managing the youth outmigration in Sri Lanka. This research examines the youth's intension towards the international migration in Ampara district, Eastern province, Sri Lanka. Youth sample of 151 individuals were selected through snow ball technique from the youth of 18 to 29 age categories who have an idea to migrate in three selected DS divisions in Ampara district. This study applied satisfaction as the mediating variable and combined theory of planned behavior to develop the migration intention behavioral model for Sri Lanka. As a part of this study, a questionnaire was developed using the latent variables of attitude, subjective norm, perceived behavioral control, and behavioral intention. The result of this analysis confirms that Male shows highest intention than female in most of the choices and Age group of 27-29 show highest level of intention than other age groups. Attitude, Subjective norm and perceived behavior control have positive effect on the migration intension and perceived behavior control have major influence on the behavior intension toward the migration. While perceived behavioral controls were not a significant predictor of final behavior and behavior intension have positive effect on the final migration decision making behavior.

*Key words:* Theory of planned behavior, Intention, Subjective norm, Perceived behavioral control, Attitude.