

III. Contents

I. Acknowledgement	i
II. Abstract	ii
IV. List of Figures	iv
III. List of Tables	v
Chapter 1: Introduction to the Research	1
Chapter 2: Literature Review	4
2.1 Events	5
2.2 Motivation	13
Chapter 3: Methodology	26
3.1 Types of Data	26
3.1.1 Secondary Data	27
3.1.2 Primary Data	28
3.2 Positivism versus Phenomenology	28
3.3 Research Paradigm for the Research	31
3.4 Selected Data Collection Method: Questionnaire	32
3.5 Used collection method	33
3.6 Data Collection BIAS	34
3.7 Questionnaire design (see Appendix 3. for a copy)	35
3.8 Sample	41
3.9 Questionnaire administration	43
3.10 Limitations	44
Chapter 4: Analysis and Discussion of Findings	45
Chapter 5: Conclusion and Recommendations	62
Bibliography	65
APPENDICES	73