



UNIVERSITI PUTRA MALAYSIA

***INFLUENCES OF FAMILY TRAVEL MOTIVATION AND FAMILIAL
NEEDS ON DESTINATION IMAGE AND THEIR IMPACT ON TOURIST
SATISFACTION***

FATIN NORAIN BINTI OSMAN

FEP 2016 13



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By

FATIN NORAIN BINTI OSMAN

**Thesis Submitted to the School of Graduated Studies, Universiti Putra Malaysia,
in Fulfillment of the Requirements for the Degree of Master of Science**

June 2016

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DEDICATION

A special thanks to my parents for supporting me throughout the process. I also dedicate this thesis to my supervisor who patiently assisting me with her words of assurance and advice.



Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfillment of the requirement for the Degree of Master of Science

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FATIN NORAIN OSMAN

June 2016

Chairman : Siti Rahayu Hussin
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The purpose of this study was to investigate the relationship of travel motivation and familial needs towards destination image and its effect on tourists' satisfaction with tourist behaviour as a moderator. This research intends to scrutinize the importance of travel motivation and familial needs in image of Malaysia and satisfy tourist who are travelling within a destination. This study extends the body of knowledge of family tourism as there was emerging tourism market. Expectancy disconfirmation theory and Maslow's hierarchy of needs were applied in supporting the proposed relationships and a total of six hypotheses was proposed.

Quantitative method is used in analysing the data collected through questionnaires. Multistage sampling method was applied in the selection of respondents. There were 384 respondents from eight locations in Peninsular Malaysia participated in the questionnaire survey. Data screening was carried out to eliminate missing values and outliers in the data collected. The reliability and validity tests, descriptive data analysis, cross tabulation, one-way Anova and multiple regression were conducted as well to analyse the data and test the hypotheses in this study.

The results of this study showed that four out of six hypotheses were supported and one hypothesis was partially supported. The findings showed that travel motivation has no significant relationships with affective image. Familial needs are found to be significant with destination image and tourists' satisfaction. On the other hand, the interaction between tourist behaviour (length of stay and travel arrangement) with destination image and tourist' satisfaction was not significant. There is no moderation effect of travel behaviour towards the relationship between destination image and tourists' satisfaction. Limitations of the study and directions for future research are suggested in the last chapter.

Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi keperluan untuk Ijazah Master Sains

**PENGARUH MOTIVASI PERJALANAN KELUARGA DAN KEPERLUAN
KELUARGA TERHADAP IMEJ DESTINASI DAN IMPAKNYA KEPADA
KEPUASAN PELANCONG**

Oleh

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Jun 2016

Pengerusi : Siti Rahayu Hussin
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Tujuan kajian ini adalah untuk menyiasat hubungan antara motivasi perjalanan keluarga dan keperluan keluarga terhadap imej destinasi dan impaknya terhadap kepuasan pelancong dengan tingkah laku pelancong sebagai moderator. Kajian ini bertujuan untuk meneliti kepentingan motivasi perjalanan dan keperluan keluarga kepada imej Malaysia dan memuaskan pelancong yang melancong di sesebuah destinasi. Kajian ini meluaskan pengetahuan pelancongan keluarga kerana wujudnya pasaran pelancongan baru. *Expectancy disconfirmation theory* dan *Maslow's hierarchy of needs* adalah teori yang telah digunakan dalam menyokong hubungan yang dicadangkan dan sejumlah enam hipotesis telah dicadangkan dalam penyelidikan ini.

Kaedah kuantitatif telah digunakan untuk menganalisis data yang dikumpul melalui soal selidik. kaedah persampelan pelbagai peringkat telah digunakan dalam pemilihan responden. Terdapat 384 responden dari lapan lokasi di Semenanjung Malaysia mengambil bahagian dalam kajian tersebut. Data yang dikumpul telah dijalankan pemeriksaan untuk menyingkirkan kes yang mempunyai nilai-nilai yang hilang dan data yang terpercail. Ujian realibiliti dan validiti, analisis data deskriptif, cross tabulation, Anova dan regresi telah dijalankan untuk menganalisis data dan menguji hipotesis dalam kajian ini.

Hasil kajian ini menunjukkan bahawa empat daripada enam hipotesis telah disokong dan satu hipotesis yang sebahagiannya disokong. Hasil kajian telah menunjukkan bahawa motivasi perjalanan tidak mempunyai hubungan yang signifikan dengan imej afektif. Keperluan keluarga didapati tidak signifikan dengan imej destinasi dan kepuasan pelancong. Selain itu, interaksi antara tingkah laku pelancong (tempoh penginapan dan perancangan perjalanan) dengan imej destinasi dan kepuasan tidak signifikan. Tiada kesan moderator kepada tingkah laku perjalanan terhadap hubungan antara imej destinasi dan kepuasan pelancong. Batasan kajian dan arah untuk kajian pada masa depan telah dicadangkan dalam bab terakhir.

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Being a postgraduate student does give me challenges. I have to strive it with a strong will and patience. There were times that I felt like giving up, but I believe in this saying; to get the best out of life, we must go through some of the worst; no one said it would be easy. Be strong.

After all, I would like to express my deepest gratitude and appreciation to my committee chair, Mdm. Siti Rahayu Hussin and committee member, Assoc. Prof. Dr. Yuhanis Abdul Aziz for always gives their support and compassionate guidance throughout these two years. The precious advice and suggestions given by the committee team facilitate the completion of this research.

Most of all, I would like to thank my parents for giving me their undying support and love along this journey. Not to forget, I would like to extend my thanks to my sister for always been great and understanding. I'm blessed to have this support from my family along the way to finish my thesis.

Last but not least, my sincere appreciation is dedicated to my friends who always there for me in giving their ideas and input when I'm having a blockage, thank you so much. Special thanks to my other postgrads' friends that also strive to finish up this master. I cherish each one of you.

I certify that a Thesis Examination Committee has met on 30 June 2016 to conduct the final examination of Fatin Norain binti Osman on her thesis entitled "Influences of Family Travel Motivation and Familial Needs on Destination Image and their Impact on Tourist Satisfaction" in accordance with the Universities and University Colleges Act 1971 and the Constitution of the Universiti Putra Malaysia [P.U.(A) 106] 15 March 1998. The Committee recommends that the student be awarded the Master of Science.

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LIST OF ABBREVIATIONS

CNN	Cable News Network
FLC	Family Life Cycles
GDP	Gross Domestic Product
GVATI	Gross Value Added of Tourism Industries
MAR	Missing at Random
MCAR	Missing Completely at Random
MNAR	Missing Not at Random
NSTP	New Straits Time Press
OED	Oxford English Dictionary
OIC	Organization of Islamic Cooperation
TDGDP	Tourism Direct Gross Domestic Product
UNWTO	United Nations World Tourism Organization
VMY	Visit Malaysia Year

CHAPTER 1

INTRODUCTION

This chapter provides an overview of the study regarding the influence of family needs and their travel decision making at different stages of Family Life Cycles (FLC). This chapter discusses the background of the study, problem statement, research objectives, research questions, research framework and significance of the study.

1.1 Background of the Study

Tourism is a world-wide socioeconomic phenomenon and has evolved from a developing sector of the world's economy in the past to an emerging sector in the 21st century. The growth of tourism is an outcome of many factors such as changing in lifestyles, gaining new interests, the growth of income and leisure time, improvement of accessibility and accommodation, and the new offerings in the tourism market (Coccosis & Contantoglou, 2006). According to the United Nations World Tourism Organisation, the arrival of international tourists abroad rose by 4.4% worldwide in 2015 and reached a record of 1.2 billion in receipts (United Nations World Tourism Organization, 2016). Moreover, from 2014 onwards, the international tourist arrivals grew by 5% in 2013 and reached a record of 1,087 million arrivals in that year. For 2014, 4% to 4.5% growth was forecasted above the long term projections while demand for international tourism for destinations in Asia and Pacific are strongest in regional prospect with a 5% to 6% growth, where the number of international tourists grew by 14 million to reach 248 million (UNWTO, 2014).

In the meantime, tourism industry in Malaysia was expected to contribute 12.5% to the GDP in 2014, a 12% increase from 2011 (The Star Online, 2014a). In decades, Malaysia has been a chosen destination for tourists to visit. According to Mintel report (2005), World Tourism Organization have ranked Malaysia as the third most popular destination in the Asia-Pacific region in 1999 and a third emerging world destinations in 2002. Mid nineties saw Malaysia embark on selling itself as a shopping destination after realizing that shopping is one of the main activities that generate real income for the economy (Tourism Malaysia, 2001). Later, in 2012, Malaysia gained another world recognition for four locations that have been registered under the United Nations Educational, Scientific, and Cultural Organization's (UNESCO) World Heritage. These sites are 1) Gunung Mulu National Park in Sarawak, 2) Kinabalu Park in Sabah, Melaka and George Town, 3) historic cities of the Straits of Malacca and 4) archaeological heritage of the Lenggong Valley in Ulu Perak (UNESCO, 2012). Tourism Malaysia is working hard and came out with different approaches to promote Malaysia. Today, Malaysia seems to be specific on the tourist' types by understand them better in group. At the same time, the arrival of family oriented tourists in Malaysia is expected to be high. The statistics are encouraging since there is a latest tourist attraction destination in the country. Meanwhile, the introduction of new tourism attractions such as Johor Premium Outlet, Legoland Theme Park, Puteri Harbour Theme Park, Sanrio Hello Kitty Town and Lat's Place is expected to increase family tourists' arrival (NSTP, 2013).

In order to successfully manage tourism sector, it is fundamental to understand tourist types as well as their behaviour. Tourists distinguish the services of the product as an essential part of the service process. Tourists' presence will affect what is delivered to them by tourism operators either in active or passive involvement (Baker & Crompton, 2000). Past researchers have grouped tourists, according to their common characteristics in responding to a certain situation to gain useful knowledge while trying to satisfy the tourists' needs (Wickens, 2002; Marwijk and Taczanowska, 2006). As asserted by Hvenegaard (2002), grouping tourist types have also been referred to segmentation, classifications and clustering distinct tourist types. Segmentation tourists are beneficial for planning, management and marketing of tourism products. The information on tourist types has by far allowed tourism practitioners to classify different tourists' motivations and experiences in matching the offers by tourism operators to the different types of tourists. This was done to help the industry players plan for utilization of resources and maintaining sustainability of the industry. As stated by Becken and Gnoth (2004), since tourists have different travel styles, it is useful to incorporate the description of tourist types because of type-specific demands and management issues may be able to separate according to their objectives, characteristics and behaviour. For example, a number of decisions regarding infrastructure and resource allocations can meet tourists' transport needs because planning the road, rail or airport networks will effect on what types of attraction tourists may be attracted and whether they will visit a region or not.

This study attempted to focus on family tourists' (i.e. tourists travelling with their family members). The motivation for studying family tourists is due to the trend of growing trips made each year on a family vacation. Nowadays, family tourism has become one of the most important sectors in the tourism industry around the world which account for about 30 per cent of the leisure travel market (Schänzel et al., 2012). Moreover, a finding of the inaugural Asia Pacific Family Travel 2012 survey shows that the family is willing to spend more on their vacation. Singapore, Malaysia, Thailand, Indonesia, Philippines and India are expected to remain as popular destinations for family travellers. The survey also found that around 74 % of respondents are travelling with family members aged 19 and below, whereas two-thirds of respondents are travelling with children aged 14 and below. More and more families in the Asia Pacific have considerable disposable income and shows that they are willing to spend for vacation (Asia Pacific Family Travel, 2012). Besides, there is a trend towards families seeking for adventurous, looking to be active together and having more authentic experiences on holiday (Schänzel & Yeoman, 2015).

Similarly, the demand by specific types of tourists such as family tourists can determine the establishment of tourism business types. It can be done by fulfilling their needs and requirements. The needs and requirements can become the influenced factor for tourists either to attract to a certain location and destination or not. Thus, it is important for family holidaymakers in the industry to take it into account as it had revealed the opportunities out there for travel brands. Based on statistics from U.S Travel Association (2009), those family tourists who are travelling with either children or grandchildren, make up 30% of U.S. adult leisure tourists whereby grandparents travelling with grandchildren represent 7% of U.S. adult leisure tourists. Family tourists had known to take an average of 4.5 trips each year. Some of them are also known to travel with the other family members such as their relatives. The idea of taking a holiday with relatives also appealed to help save money, to have helped each other with childcare, as well as enjoying quality time together.

Besides, the investigation of tourist behaviour is an important body of research. Socio-demographic characteristics are well known and broadly use of constructs and affect tourist behaviour. However, another factor related to the customer's subjective experience is a socio-psychological experience that can explain and determine individual behaviour in the field of tourism. According to Bansal and Eiselt (2004), tourist behaviour is the elements that deal with the motives and desires of tourists as well as their planning procedures. In this context, motivation and satisfaction regarding internal and emotional aspects can be considered as trigger factors for tourism behaviour (Devesa, Laguna, & Palacios, 2010).

Thus, the main purpose of this study is to explore and understand the travel behaviour of family tourists who are possible to be influenced by factors such as travel motives and values in family needs. Expectancy Disconfirmation Theory (1993) and Maslow's Motives Model (1970) were main theories applied in this study. The reasons behind choosing these two theories are because that they both explain the relationship between travel motivation and travel behaviour. Both theories have been commonly cited in studies of motives and behaviour in the tourism. Thus, these theories are the most appropriate theories for this study.

1.2 Problem Statement

The growth of family tourists travelling all over the world has spurred interest among academicians and industry players. As asserted by Yesawich (2007), family travel is predicted to grow rapidly compared to the other forms of leisure travel. Moreover, the findings of the inaugural Asia Pacific Family Travel 2012 survey show that there are 51 million trips made each year on a family vacation (Asia Pacific Family Travel, 2012). According to a survey conducted around key cities in seven Asia-Pacific markets, an estimated of 44 million people are traveling with their families every year which marking up an annual expenditure of US\$29bil. Therefore, as the family tourists travel together to tourists' destinations, the industry is receiving feedbacks and queries from tourists regarding their experience with the tourism products. Those are indicators of a potential gap between demand and supply of what the industry is providing.

As asserted by Obrador (2012), the invisibility of the family in tourism research not only reflects the gap in knowledge, but there is also a lack of research on family-centred holiday. The problem arises because of how tourism has traditionally been conceptualized in the Social Sciences. In order to comprehend the future of family tourism, it is important to understand how change is going on (Schänzel & Yeoman, 2014). To be dated, families are made of an array of individuals of different ages, genders and social positions, each of whom has different holiday experiences and aspirations (Obrador, 2012). As stated by Schänzel et al., (2012), the changes of life event and circumstances that happen in individuals and families such as marriage, childbirth, death of a spouse, retirement etc. are an important factors for tourism practitioner to look upon. These live events expected to change their behaviour and travel motives based on their altered family cycles. Hence, it reflects a need to understand this growing segment of customers in order to provide products and services that satisfying this group of tourist.

Apart from that, demand from customers change as customers go through different phases in their life. Literature showed that as consumers go to different stages in family life cycles, consumers make different kind of purchases. Likewise, different characteristics are required to attract tourists' attention at each stage. As asserted by Kang, (2003) each segment of family traveller should be investigated as each group have their unique characteristics. On the other hand, past literature has shown that consumers make different purchase decisions when they are buying as an individual compared to when they are buying as a family. Specifically, research showed some differences in terms of the types of purchase, factors influencing the purchase, types of products or services preferred by the customers when they are acting as individual customers versus as a family. Thus, there is a need for tourism practitioner to understand them in order to comprehend and serve each segment effectively. Therefore, this study will focus on the relationship between each stage in family life cycle and how it effect their travel behaviours.

In addition, the relationship between family needs and their choice of activities is also crucial for service provider to look upon. In order to reflect more room for family tourism, family-friendly services are an important service for industry businesses need, which emphasize on marketing and product development relative to family tourists. Family-friendly services play an important role in making family travel more fun as well as influence their decisions about travel arrangements. For instance, family-friendly services should consists of kids clubs, crèches (day care centre, babysitting services), travelling nannies (swimming instructor, sport coaches), family travel packages (bundle or combined family services), all-inclusive hotels/resorts (packages of food, dining, accommodation and activities), and five or more family hotels/ resorts (flexibility of adjoining rooms) (Bohrer, 2011).

However, many travel researchers, have yet to understand and divide groups of consumers into smaller segments based on the types of destinations they actually visited or the types of benefits they received (Shoemaker, 1994). In order to capture travel behaviour in the future, there is a need to reflect the rising diversity and fluidity of families. As asserted by Schänzel & Yeoman (2014), understanding the changing needs and diverse backgrounds of the future family tourist and tourism businesses can be sustained only through actively enticing the different voices in the whole family. The specific needs of tourists who travel with families frequently unmet because of this lack of studies. Thus, the finding result is limited. Since that, more research's need to be conducted in order to provide more information. This study is therefore conducted with an aim to narrow the current knowledge gap by extending the number of studies on family characteristics specifically on the factors influencing their behaviour such as needs and requirements while travel in Malaysia.

1.3 Research Objectives

The general objectives of this study are to investigate the relationship of travel motivation and familial needs towards destination image and its effect on tourists' satisfaction. The following specific research objectives are stated below:

1. To profile travel behaviour of tourists at different stages of family life cycle with length of stay, types of accommodation, and travel arrangements.
2. To examine tourists travel behaviour (length of stay, types of accommodation, and travel arrangements) with familial needs.
3. To examine the relationship between travel motivation and familial needs with tourists' satisfaction.
4. To examine the relationship between travel motivation and familial needs with destination image.
5. To evaluate the relationship between destination image and tourists' satisfaction
6. To investigate the moderating effect on the role of tourist behaviour (length of stay and travel arrangement) between destination image and tourists' satisfaction.

1.4 Research Questions

Research questions are developed in order to reach the purpose of this study. The following research questions are stated as below:

1. What is the travel behaviour of tourist at different levels of family life cycles with length of stay, types of accommodation, and travel arrangements?
2. Is there any difference between tourist travel behaviour (length of stay, types of accommodation, and travel arrangements) with familial needs?
3. Is there any relationship between travel motivation and familial needs with destination image and tourists' satisfaction?
4. Is there any relationship between travel motivation and familial needs with destination image?
5. Is there any relationship between destination image and tourists' satisfaction?
6. Is there a moderator effect on the role of tourist behaviour between destination image and tourist's satisfaction?

1.5 Significance of the Study

This study will contribute theoretically and practically in the area of motivation and influences of familial needs towards destination image and its effect on satisfaction. It was done by expanding the framework of past studies; 1) examining the outcomes of variables and 2) explore the moderating effect of travel behaviour. A vast amount of knowledge about motivation and specific needs of the family is expected to be generated by academicians in future research. This study will assist in shaping the construct, identifying boundary, and creating consistency in definition for future research.

1.5.1 Theoretical

This research carried out to increase the current literature on the influences of motivation and familial needs towards destination image and its effect on satisfaction. In spite of the

numerous studies of factors influence travel behaviour, there has been little research done to highlight the specific requirement that motivates family tourists to travel. This study intends to contribute to the body of knowledge on travel behaviour by expanding the current framework proposed for previous research and expedite the understanding of favourable outcomes of travel behaviour. Furthermore, the role of travel behaviour (length of stay, and travel arrangements) is proposed to act as a moderator of the relationship between destination image and satisfaction. On the other hand, this study intends to contribute to the body of knowledge of travel behaviour as this study proposes variable which has fewer been studied in past literature, namely familial needs. Familial needs are suggested as the variables that influence destination image and satisfaction, at the same time, the role of travel behaviour is predicted to have a relationship with destination image and satisfaction. While other studies establish a pleasant relationship throughout motivational factors, familial needs focus on family tourists from being concerned about their needs and requirements while travel with their family. Meanwhile, this study will be done in Malaysia context. Malaysia has been known as multi-racial country. As a multi-racial country, Malaysia is a good study field to prove the effectiveness of the proposed research framework. With the diverse socio-cultural, it influences Malaysian practices and customs. Therefore, familial needs are assumed to have a significant effect on Malaysian family circumstances. Moreover, this study will reveal whether familial needs can be equally prevalent in a multi-cultural context.

1.5.2 Practical

This research carried out in genre of academic used as a reference for community, academic, government, and related private company. The findings of this study will help to support the destination on how to integrate with their customers. In a nutshell, shed some light on who are their target customers by understanding their needs and provide important insights to destination authorities who are involved in providing activities to tourists. Moreover, this study will help to shape the tourists' preferences regarding issues that would reflect values, qualities, and emotional information that recall the values and standards of any product or service that comes from destination. Besides that, the result of this study helps tourism operator to understand the tourist's preferences and behaviour in creating a unique experience of a destination. Previous studies of travel behaviour show that it is useful for tourism practitioners in industries, which involve in various important issues regarding current tourism trends. In general, tourist behaviour involves a search for leisure experiences from interactions with features or characteristics of destinations that they choose to visit (Leiper, 1997). Thus, it can be confirmed that understanding tourist behaviour is not merely of academic interest only, but doing so would provide knowledge for effective tourism planning and marketing. Moreover, the research indirectly acts as reference while making what to offer to the tourists. In addition, the government will be able to use the information to make policy or improve the policy itself. Through the information given, government can boost the tourism development. This policy indirectly generates revenue for the country. Even though this study focused more on domestic tourists rather than international tourists, but somehow it helps tourism practitioner to comprehend family tourist in general. Therefore, the government will have more understanding of what tourism marketer needed to fulfil tourist needs and increase their satisfaction while visiting Malaysia.

1.6 Definition of Terms

The definitions of terms for five variables to be adopted in this study are as follows:

- | | |
|----------------------|--|
| Travel motivation | - Motivation has been referred to as psychological/biological needs and wants, including integral forces that arouse, direct, and integrate a person's behaviour and activity (Dann, 1981; Pearce, 1982; Uysal & Hagan, 1993; Yoon & Uysal, 2005). |
| Familial needs | - A need is an innate desire basic to human beings. When the need is activated, it becomes a motive or desire stimulating behaviour (Zikmund & D'Amico, 1984). As need is the basic force, it will motivate family members to do something to fulfil their needs and wants while travelling. |
| Destination image | - Image is a set of beliefs, ideas, and impressions that people have of a place or destination (Crompton, 1979; Baloglu & McCleary, 1999) |
| Tourist behaviour | - Tourist behaviour involves a search for leisure experiences from interactions with features or characteristics of the places they choose to visit (Leiper, 1997). |
| Tourist satisfaction | - Satisfaction referred to a tourists emotional state after exposure to the opportunity (Baker & Crompton, 2000) |

1.7 Organisation of Thesis

There are six chapters in this thesis which covers introduction, literature review, theoretical framework and hypotheses, methodology, results and analysis, discussion, and conclusion. The **first chapter** consists of the background of this study, problem statement, research objectives, research questions, significance of the study and organisation of thesis regarding the four variables in this study, namely travel motivation, familial needs, destination image (cognitive and affective) and satisfaction.

The **second chapter** articulates the tourism industry in Malaysia, tourism issues in the current world industry, the theory development of each variable and past research which supports the relationships between each variable.

The **third chapter** discussed the theoretical framework and hypotheses which studies the research gaps, the underlying theories used to support this study, research framework and hypotheses development.

The **fourth chapter** explains the methodology of this study. It explains the research design, data collection, sampling process, questionnaire design, and measurement of scales, pilot study and data analysis.

The **fifth chapter** reported the questionnaire response rate. Next, profile of respondents is analysed through descriptive analysis. The reliability analysis was tested and followed by descriptive analysis, cross tabulation, Anova and multiple regression to find the relationship and association between variables.

The **final chapter** of the thesis demonstrated how the objectives of the study are met through discussion, implications of the study, limitation and direction for future research. Lastly the conclusion of the study was presented and summarized.

1.8 Chapter Summary

This chapter started with an overview of this study by discussing the background of the study and discovered the problem statement. Then research objectives and research questions were developed to meet the purposed of this study. These were followed by the significance of this study that discussed why researcher doing this research. Lastly, organisation of the thesis was presented at the end of this chapter.

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