



TABLE OF CONTENT

Title	i
Table of Content	ii
Abstract	iii
I. Introduction	1
Background.....	1
II. Literature Review	5
Sector Overview	5
Consumer Decision Making	7
Consumer Motivation	9
III. Methodology	16
Data Collection Method.....	16
Outline of Topics to be Addressed in the Interview	17
IV. Findings and Conclusion	19
Findings	19
Conclusion	21
References	22