

without the effect of other categories in order to examine the first hypothesis and its sub-hypotheses.

Sekaran (2003) page 401 denotes:

“A significance of $p = 0.05$ is the generally accepted conventional level in social science research. This indicates that 95 times out of 100, we can be sure that there is a true or significant correlation between the two variables, and there is only a 5% chance that the relationship does not truly exist. If there is a correlation of .56 (denoted as $r = 0.56$) between two variables A and B, with $p < .01$, then we know that there is a positive relationship between the two variables and the probability of this not being true is 1% or less. That is, over 99% of the time we would expect this correlation to exist”.

Based on that, the research methodology of accepting or rejecting the first main hypothesis and sub-hypotheses is as following:

- a- Create fitted line plot between the independent variable and dependent variable and figure out the correlation coefficient (r) between the two variables.
- b- If (r) is equal or greater than 0.56, then assume significant relationship between the two variables. If (r) is less than 0.56 then assume no significant relationship (Sekaran, 2003) p. 401
- c- Then, validate this relationship by Regression Analysis of variance test, if p-value resulted from the test is less than 0.05, the relationship is valid to be significant, if p-value is greater than 0.05, the relationship is not valid and the hypothesis is rejected.