

**YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF COMMERCE
MASTER OF INSURANCE PROGRAMME**

**TRUST, CUSTOMER ENGAGEMENT AND CUSTOMER
LOYALTY TOWARDS AIA MYANMAR LIFE
INSURANCE CO., LTD**

**NITA
MI-II - 38
MI 1st BATCH**

FEBRUARY, 2025

**YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF COMMERCE
MASTER OF INSURANCE PROGRAMME**

**TRUST, CUSTOMER ENGAGEMENT AND
CUSTOMER LOYALTY TOWARDS AIA MYANMAR LIFE
INSURANCE CO., LTD**

A thesis is submitted as a partial fulfillment towards the requirements for the
degree of Master of Insurance (MI)

ACADEMIC YEAR (2023-2025)

Supervised by:

Dr. Aye Thanda Soe
Professor
Department of Commerce
Yangon University of Economics

Submitted by:

Nita
MI II – 38
MI 1st Batch
(2023-2025)

FEBRUARY, 2025

ACCEPTANCE

Accepted by the Board of Examiners of the Department of Commerce, Yangon University of Economics, in partial fulfillment for the requirements of the Master Degree, Master of Insurance (MI).

BOARD OF EXAMINERS

(Chairperson)

Prof. Dr. Tin Tin Htwe

Rector

Yangon University of Economics

(Supervisor)

Prof. Dr. Aye Thanda Soe

Professor

Department of Commerce

Yangon University of Economics

(Examiner)

Prof. Dr. Thynn Thynn Myint

Professor and Head

Department of Commerce

Yangon University of Economics

(Examiner)

Prof. Dr. May Su Myat Htway Aung

Professor

Department of Commerce

Yangon University of Economics

(Examiner)

Dr. Phu Pwint Nyo Win Aung

Associate Professor

Department of Commerce

Yangon University of Economics

FEBRUARY, 2025

ABSTRACT

This study focuses on the effect of trust, including trust in economy-based, information-based, service provider, and regulator trust, on customer engagement, which in turn affects customer loyalty towards AIA Myanmar Life Insurance Co., Ltd. The research utilises a sample of 224 respondents, derived from a total population of 510 policyholders during 2023-2024, using Taro Yamane's formula (1967). For primary data, structured questionnaires are prepared with a 5-point Likert scale and distributed online. This set of surveys was distributed using a simple random sampling method. A quantitative approach is used, incorporating descriptive statistics and multiple regression analysis. Secondary data is collected from past research papers, library reference books, reports from AIA Myanmar Life Insurance, and online sources. The results show that the most important factor influencing customer engagement is trust in the regulator, whereas trust based on economic factors does not appear to have a significant impact. The findings highlight that customer engagement plays a crucial role in fostering customer loyalty. The study highlights the need for AIA Myanmar Life Insurance to enhance transparency, improve regulatory confidence, and strengthen customer relationships through personalised engagement strategies.

ACKNOWLEDGEMENTS

I would like to extend my heartfelt gratitude to the Master of Insurance Programme Committee at Yangon University of Economics for granting me the opportunity to pursue this program and conduct this study.

I am deeply grateful to Dr Tin Tin Htwe, Rector of Yangon University of Economics, for her unwavering support and for providing the opportunity to undertake the Master of Insurance Programme. Her guidance and valuable insights have been instrumental in the successful completion of this study.

My sincere appreciation goes to Dr. Thynn Thynn Myint, Professor and Head of the Department of Commerce, Yangon University of Economics, for her invaluable encouragement, guidance, and insightful suggestions, which have significantly contributed to this research.

I am profoundly thankful to my supervisor, Dr. Aye Thanda Soe, Professor in the Department of Commerce, for her continuous support throughout my research. Her patience, motivation, enthusiasm, and vast knowledge have been invaluable in shaping this study. Her guidance has been a pillar of strength throughout my research and the writing of this thesis.

A special note of appreciation goes to Daw Chaw Ei Ei Htoo, Financial Portfolio Manager, Partnership Distribution Department at AIA Myanmar Life Insurance Company. Her cooperation and willingness to participate in the survey played a crucial role in collecting the necessary data for this research. This study would not have been possible without her valuable contributions.

I would like to show my greatest appreciation to my father, my elder brother and my best friend for their support and encouragement. I feel that my mother, who passed away, is looking at this work from Heaven.

Finally, I am indebted to all my teachers who have been understanding and supportive. Without their guidance, persistence and support, this thesis would not have been possible.

TABLE OF CONTENTS

	Page
ABSTRACT	i
ACKNOWLEDGEMENTS	ii
TABLE OF CONTENTS	iii
LIST OF TABLES	v
LIST OF FIGURES	vi
CHAPTER 1 INTRODUCTION	1
1.1 Rationale of the Study	2
1.2 Objectives of the Study	4
1.3 Scope and Method of the Study	4
1.4 Organization of the Study	4
CHAPTER 2 THEORETICAL BACKGROUND	5
2.1 Concept of Trust	5
2.2 Customer Engagement	7
2.3 Customer Loyalty	8
2.4 Related Theories of the Study	9
2.5 Previous Studies	10
2.6 Conceptual Framework of the Study	14
CHAPTER 3 PROFILES AND BUILDING TRUST OF AIA MYANMAR LIFE INSURANCE CO., LTD	16
3.1 Profile of AIA Myanmar	16
3.2 Life Insurance Products of AIA Myanmar	17
3.3 Building Trust of AIA Myanmar Life Insurance Co., Ltd.	18

CHAPTER 4	ANALYSIS OF TRUST, CUSTOMER ENGAGEMENT AND CUSTOMER LOYALTY	22
4.1	Research Design	22
4.2	Demographic Profile of Respondents	22
4.3	Reliability Test	24
4.4	Perception on Trust, Customer Engagement and Customer Loyalty	25
4.5	Analysis on the Effect of Trust on Customer Engagement	33
4.6	Analysis on the Effect of Customer Engagement on Customer Loyalty	35
CHAPTER 5	CONCLUSIONS	36
5.1	Findings and Discussions	36
5.2	Suggestions and Recommendations	38
5.3	Needs for Further Research	40

REFERENCES

APPENDIX

LIST OF TABLES

Table No.	Title	Page
4.1	Demographic Profile of Respondents	23
4.2	Reliability Test of the Variables	25
4.3	Mean Rating Scale	25
4.4	Mean Score of Trust in Service Provider	26
4.5	Mean Score of Trust in Regulator	27
4.6	Mean Score of Economy-Based Trust	28
4.7	Mean Score of Information-Based Trust	29
4.8	Overall Mean of Trust	30
4.9	Mean Scores of Customer Engagement	31
4.10	Mean Scores of Customer Loyalty	32
4.11	Regression Analysis of Trust on Customer Engagement	33
4.12	Regression Analysis of Customer Engagement on Customer Loyalty	35

LIST OF FIGURES

Figure No.	Title	Page
2.1	Customer Engagement in Private Sector Healthcare: How Does it Affect Customer Loyalty	11
2.2	The influence of customer trust and artificial intelligence on customer engagement and loyalty – The case of the home-sharing industry	12
2.3	Influence of Trust on Customer Engagement: Empirical Evidence from the Insurance Industry in Ghana	13
2.4	The Conceptual Framework of the Study	14

CHAPTER 1

INTRODUCTION

In today's global landscape, understanding customers is crucial for shaping future decisions and strategies. Insurance companies must engage customers across all possible touchpoints to align their strategies with customer expectations to thrive and expand in the rapidly evolving financial services sector. Customer engagement (CE) is a key strategic tool for gaining a competitive edge by enhancing loyalty and encouraging referrals through stronger customer relationships. CE plays a vital role in business strategy and can significantly influence customer loyalty, company reputation, overall performance, and firm value. (Agyei et al., 2020)

Trust plays a vital role in relational exchanges among stakeholders and is essential in buyer-seller interactions. It is a multidimensional concept. Therefore, this study aims to thoroughly explore trust from four key dimensions—trust in the service provider, trust in the regulator, economy-based trust, and information-based trust—and assess their impact on customer engagement (CE).

Policyholders rely on life insurance companies to uphold their commitments, including paying claims to beneficiaries, managing funds responsibly, and delivering quality customer service.

A strong reputation, transparent policies, and consistent service build this trust. Customers rely on regulatory authorities, such as the Insurance Regulatory Authority, to oversee life insurance companies, ensuring they operate fairly, comply with legal regulations, and maintain financial solvency. Trust in the regulator reassures policyholders that their rights are protected.

The financial stability of the economy affects trust in life insurance companies. If the economy is strong, people believe insurers can manage risks, invest wisely, and meet their obligations. Economic downturns or crises may reduce this trust.

Policyholders trust the company based on the availability of clear and accurate information about policies, premium costs, claim procedures, and terms. Transparency in communication, credible third-party reviews, and proper disclosure of policy details enhance this trust.

Trust helps reduce perceived risks, strengthening consumers' commitment to service providers. In turn, committed consumers actively engage with service organizations and demonstrate greater customer loyalty. (Agyei et al., 2020)

Customer loyalty is a crucial focus of this study because, in today's highly competitive market, businesses are becoming more aware of the vital role customers play in ensuring the sustainability of their operations. Without customers, a business risks being overshadowed by new competitors, particularly in the insurance industry. As a result, companies are recognizing the importance of prioritizing customers and striving to turn customer loyalty into a competitive advantage. (Kurniawaty et al., 2024)

In Myanmar, public confidence in the insurance sector is still evolving due to historical factors, limited awareness, and misconceptions about insurance. According to the Myanmar Insurance Market Report (2023), only 2.5% of the population is insured, highlighting the industry's underdevelopment compared to other Southeast Asian markets (Myanmar Insurance Association, 2023). A lack of financial literacy and trust in insurance providers has contributed to slow adoption rates (World Bank, 2022).

AIA Myanmar Life Insurance Co., Ltd., part of the AIA Group—one of the largest publicly listed life insurance groups in the Asia-Pacific region—has faced challenges in gaining customer trust. Studies show that trust plays a crucial role in the adoption of life insurance, particularly in emerging markets where regulatory frameworks are still developing (Agyei et al., 2020). In Myanmar, over 60% of consumers cite concerns about policy transparency and claim settlement reliability as barriers to purchasing insurance (Myanmar Financial Services Monitor, 2023).

Since its establishment, AIA Myanmar has aimed to enhance customer engagement and strengthen trust through financial education programs, transparent policy disclosures, and digital service innovations (AIA Myanmar, 2024). Thus, for AIA Myanmar, establishing long-term trust is integral to its success in a market where insurance penetration remains low and public confidence continues to develop.

1.1 Rationale of the Study

In the financial services sector, especially within the life insurance industry, customer trust, engagement, and loyalty are essential drivers of business success. These factors significantly influence a company's ability to build lasting relationships with clients and maintain a competitive edge. As competition intensifies, companies must prioritize building and maintaining strong customer relationships to differentiate

themselves and ensure long-term sustainability. Customer engagement, in particular, serves as a strategic tool for fostering loyalty and driving business growth through improved interactions and customer experiences.

Trust is a critical determinant affecting customer behavior and purchasing decisions within the insurance sector. Life insurance firms depend on trust to guarantee policyholders that their financial interests are safeguarded, claims will be fulfilled, and services will be provided ethically and transparently. Trust is a complex notion that includes multiple dimensions, such as trust in the service provider, trust in the regulator, economy-based trust, and information-based trust. Comprehending these characteristics and their influence on customer engagement and loyalty is crucial for insurance firms aiming to enhance client engagement and loyalty. (Kurniawaty et al., 2024).

Customer loyalty is another crucial factor that determines the long-term success of an insurance company. As markets become increasingly competitive, firms must recognize the importance of customer retention to sustain profitability. Loyal customers not only continue purchasing policies but also contribute to brand advocacy through positive word-of-mouth referrals. By enhancing customer trust and engagement, insurance providers can build lasting relationships and strengthen their market position.

In Myanmar, public confidence in the insurance sector remains relatively low due to historical factors, limited financial literacy, and misconceptions about insurance. AIA Myanmar Life Insurance Co., Ltd., as part of the AIA Group, faces challenges in gaining customer trust in an emerging market with evolving regulatory frameworks and limited consumer awareness. Studies indicate that trust plays a key role in insurance adoption, particularly in developing economies where policy transparency and claims settlement reliability are major concerns.

This study is significant as it aims to explore the effect of trust on customer engagement and its subsequent effect on customer loyalty in AIA Myanmar Life Insurance Co., Ltd. By examining these relationships, the study contributes to the broader understanding of how life insurance companies in Myanmar can enhance trust, improve customer engagement strategies, and foster long-term loyalty among policyholders.

1.2 Objectives of the Study

The main objectives of the study are as follows;

1. To examine the effect of trust on customer engagement in AIA Myanmar Life Insurance Co., Ltd.
2. To analyze the effect of customer engagement on customer loyalty towards AIA Myanmar Life Insurance Co., Ltd.

1.3 Scope and Method of the Study

This study investigates the impact of trust on customer engagement and its effect on customer loyalty within AIA Myanmar Life Insurance. The AIA Database indicates that 510 customers acquired AIA Myanmar Life Insurance in the 2023–2024 term. The Taro Yamane Formula (1967) was employed to determine a sample size of 224 respondents. Data collection is scheduled from December 2024 to January 2025.

Primary data is collected using structured questionnaires featuring a 5-point Likert scale, which are distributed online. Secondary data is obtained from previous research papers, reference books, reports from AIA Myanmar Life Insurance, and relevant internet sources. The study uses descriptive statistics and multiple regression analysis to analyze and interpret the data.

1.4 Organization of the Study

This research has five chapters. Chapter 1 presents the study by delineating its purpose, objectives, scope, methodology, and overall organization. Chapter 2 delineates the theoretical framework, examining essential concepts such as trust, customer involvement, and customer loyalty, in conjunction with pertinent theories and previous research.. Chapter 3 mentions the profile of AIA Myanmar Life Insurance Co., Ltd., its life insurance products and the building of trust. Chapter 4 focuses on regression analysis to assess the impact of trust on customer engagement at AIA Myanmar Life Insurance Co., Ltd., as well as the effect of customer engagement on customer loyalty towards the company. Finally, Chapter 5 reviews the key findings, discusses their implications, provides recommendations for future improvements, and suggests areas for further research.

CHAPTER 2

THEORETICAL BACKGROUND

Understanding how customers act and building long-term ties with them are now necessary for businesses to succeed in today's competitive business world. There are many frameworks and theories that look at relationships with customers and stress the importance of trust, involvement, and loyalty as key ways to improve customer experiences and boost business growth. This study looks at these important factors and how they affect customer involvement, giving us useful information about how they work together.

2.1 Concept of Trust

People trust a thing (like a brand) because they feel like they know and care about it. People leaned on the main thing and thought it would look out for their best interests. (Chen et al. 2022)

Trust is essential in stakeholder relationships, as customers frequently pay for services before to receiving or experiencing them. It demonstrates a readiness to depend on a trusted exchange partner. Trust is also linked to a firm's perceived credibility and benevolence. Credibility refers to a customer's belief that a service provider's words and commitments can be trusted, while benevolence reflects the belief that the firm's intentions and actions are beneficial to its customers. Similarly, trust is defined as the expectation that the other party will behave in a socially responsible manner, fulfilling expectations without exploiting vulnerabilities.

As a result, trust enables customers to share personal information with the confidence that it will remain confidential, make payments for products and services, and follow professional advice. Trust acts as a key driver of customer engagement (CE) by fostering cooperation and interactions, both of which are essential for maintaining long-term customer relationships.

A lot of studies have acknowledged that trust is a multidimensional construct. Trust may be divided into trust in the service provider, trust in the regulator, economy-based trust, and information-based trust. (Agyei et al., 2020).

(a) Trust in the Service Provider

Trust in a service provider reflects a customer's willingness to have confidence in the provider's ability to fulfill its intended function. This means that customers believe in and are prepared to depend on the service provider. As a result, they are more likely to engage in a relationship with the provider when it consistently meets its commitments. Trust strengthens when customers develop confidence in the service provider (Agyei et al., 2020). In the context of insurance, trust refers to a customer's anticipation of an insurer's future conduct, encompassing the fulfillment of claims, protection of personal data, and preservation of algorithmic integrity. In the insurance industry, trust is crucial as businesses offer commitments to provide payments, which are frequently deferred and ambiguous. Insurance contracts entail mutual confidence. Upon signing an insurance policy and remitting the payment in advance, an individual must rely on the insurance company to disburse funds promptly upon the occurrence of the insured event. Conversely, if the premium is remitted, the insurance company should reasonably expect that the insured will refrain from engaging in behaviors that increase the likelihood of financial loss through heightened risk-taking. This phenomenon is referred to as moral hazard. (Kai-Uwe Schanz, 2019)

(b) Trust in the Regulator

A third-party effect builds trust in the regulator when a government agency or other institution backs up the trustworthiness and dependability of a company. This kind of trust comes from customers feeling safe, which is supported by guarantees, legal protections, and rules and regulations in a certain market or business. (Agyei et al., 2020).

Strong consumer protection is essential for maintaining trust in insurance markets. Regulators have two key objectives in this regard. The first, though sometimes debated, is to enhance access to insurance. This is often achieved through regulations that influence market-based pricing mechanisms or impose restrictions on premium rating factors. From an economic standpoint, the necessity of such regulations is questioned, particularly in competitive insurance markets. The second objective is to safeguard insurers' financial stability and claims-paying ability, which includes proactive regulatory oversight to ensure solvency and prevent financial instability (Kai-Uwe Schanz, 2019).

(c) Economy-based Trust

Customers who trust that using life insurance goods and services will help them make money are said to have economy-based trust. Economy-based trust is what makes a member or buyer want to start a relationship. It is based on the desire to make money and the fear of being punished for breaking trust (Panteli & Sockalingam, 2005). It's also known as trust that is based on math. It focuses on comparing the values of cheating (for example, the net costs of firing someone) and cooperating by adding up their benefits and costs.(Agyei et al., 2020).

When it comes to the size and type of security gaps, trust can be both insurance demand and supply. Some examples of behavioral biases that are affected by trust are customers' tendencies to discount too much, or an irrationally high desire for money today over money tomorrow. Higher levels of trust also change the basic economics of insurance demand by making customers less sensitive to the cost of coverage. (Kai-Uwe Schanz, 2019)

(d) Information-based Trust

Information-based trust is based on knowing the other person well enough to predict what they will do, which lowers feelings of danger and uncertainty.

Unlike trust based on rewards or fear of consequences, it relies on the assurance provided by information. This form of trust develops among business partners through adherence to technical standards, security measures, and protective mechanisms.

In the insurance industry, customers provide extensive personal information to companies and expect a high level of engagement if they feel confident that their data will be safeguarded and not disclosed to unauthorized parties without their consent (Agyei et al., 2020). In a business environment where customer data serves as a competitive advantage, earning and maintaining trust is crucial. As connectivity expands, data ethics has become a key factor in commercial success. To build trust in the digital age, companies must educate customers about their data usage and establish credibility beyond standard data protection policies (Kai-Uwe Schanz, 2019).

2.2 Customer Engagement

Customer engagement (CE) is recognized as an emotional connection between a company and its customers, emphasizing customer interaction and participation. It extends the concept of relationship marketing and serves as a strategy for developing, strengthening, and enhancing customer relationships. CE plays a critical role in

fostering long-term bonds between businesses and their customers and is considered a strategic necessity for achieving a sustainable competitive advantage. It can contribute significantly to customer satisfaction, loyalty, and overall business performance.

CE represents a comprehensive process in which members encourage and support one another to actively participate, allowing each individual to achieve their objectives. It also defines the customer-to-business relationship, focusing on behavioral aspects. CE involves customer collaboration, where customers may choose to express their opinions or disengage from the relationship (Agyei et al., 2020).

Moreover, CE acts as a mediator between customer attachment and perceptions of authenticity, influencing trust, loyalty, and cooperation. It affects behavioral intentions by shaping customer experiences and interactions, ultimately impacting their likelihood of returning. The indirect influence of CE on behavioral intentions is driven by factors such as understanding and identification. CE is influenced by various elements, including satisfaction, positive emotions, and trust, which, in turn, strengthen commitment, trust, and loyalty (Chen et al., 2022).

2.3 Customer Loyalty

This study aims to investigate customer trust due to the increasing competitiveness of the market. Companies are increasingly recognizing the significance of customers for their sustainability. In the absence of clients, organizations will gradually cease operations as new competitors emerge, particularly within the insurance sector. Companies recognize this, thus prioritizing customers in their operations and striving to cultivate client loyalty as a competitive advantage (Hendri Herman, 2018). Windry Setyaning Warsito's (2018) research supports this assertion by defining loyalty as "non-random purchases made over time by the same decision-making unit." A devoted customer consistently makes purchases in a non-random manner, repeatedly driven by the same decision-maker. Indicators of consumer loyalty include recurring purchases, diversification of product and service acquisitions, word-of-mouth promotion, and resistance to competitor persuasion. Kurniawaty et al. (2024)

Customer loyalty impacts businesses both in the short term and long term, as it helps attract new consumers while also encouraging existing customers to repurchase or continue using a company's products and services (Chen et al., 2022).

Loyalty can be defined as a customer's intention or inclination to make repeat purchases from the same seller or brand, stemming from the perception that the value

they receive exceeds that of alternative options. As a result, customer loyalty is recognized as a critical factor in achieving long-term success and sustainability for a business.

Customer loyalty is generally classified into two types: behavioral and attitudinal loyalty. Behavioral loyalty refers to a customer's repeated purchasing behavior due to their satisfaction with a specific brand or service. In contrast, attitudinal loyalty reflects the emotional and psychological attachment that drives customers to repurchase and recommend the brand to others. This concept involves commitment and advocacy, where customers consistently choose a preferred product or service and are even willing to pay a premium for it. However, external factors such as marketing strategies and situational influences can lead to changes in purchasing behavior. Loyalty intentions are demonstrated through actions that strengthen the relationship with the service provider, such as repeat purchases and an increased financial investment in the brand (Agyei et al., 2020).

Customer engagement plays a key role in fostering loyalty. When customers actively interact with a brand or service provider, they develop positive attitudes, which, in turn, influence behaviors such as brand loyalty and word-of-mouth promotion (Chen et al., 2022).

2.4 Related Theories of the Study

This study includes the fundamental theoretical frameworks that guide this study, including Social exchange theory and Stim ulus-organism response theory.

(a) Social Exchange Theory

According to social exchange theory, connections are established by evaluating the advantages and disadvantages of one another. More specifically, it is a way to measure how much work someone puts into a one-on-one relationship. By keeping track of the good and bad things about a relationship, you might be able to tell if someone is putting too much effort into it. (Mgugenheim, 2024)

Through the lens of social exchange theory (SET), this study looks at how trust and involvement affect life insurance customers' loyalty. Even though it works as a normal social transaction, we need to look at it through the lens of psychological transactions to understand how it has changed over time and where it might go in the future. (Ahmad et al., 2023)

Since the early works of Homans (1961), Blau (1964), and Emerson (1962, 1972), exchange theory has been one of the most important ideas in social psychology. This way of thinking about things comes from psychological and philosophical ideas that came before, like utilitarianism and behaviorism. Numerous concepts from these two preceding systems are still evident in contemporary exchange theory. Recent sociological study on social exchange has put a lot of attention on the links between social exchange theory and other theories, such as those about social status, the effects of social networks, fairness, coalition formation, solidarity, trust, emotions, and affect. (Cook & Rice, 2006)

(b) Stimulus-Organism-Response Theory

The Stimulus-Organism-Response (SOR) theory offers a conceptual framework for understanding user behavior. According to this theory, external stimuli influence an individual's internal state, which subsequently leads to a behavioral response. In other words, the SOR mechanism operates when an external factor affects an individual's psychological processes, ultimately prompting a specific action.

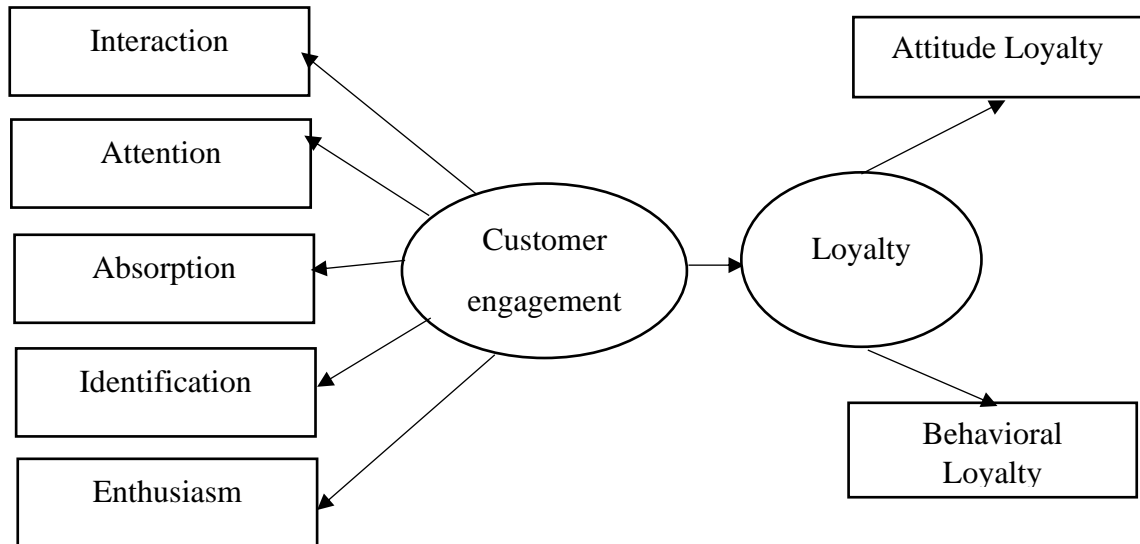
SOR theory is useful for analyzing how individuals anticipate, process, and react to stimuli from both their environment and internal cognition. This framework has been widely applied in various domains, including e-commerce, instant messaging, social platforms, online shopping, and studies on user adoption of mobile applications. For instance, Liu et al. (2023) utilized SOR theory to examine how external stimuli shape consumer sentiment in mobile social commerce and their impact on consumer behavior. Similarly, this study suggests that older adults' smartphone usage behavior is also shaped by external influences and their corresponding emotional reactions (Huang, 2023).

2.5 Previous Studies

Jayalath and Galdolage (2021) examined the significance of customer engagement in the private healthcare industry, highlighting its essential role in cultivating customer loyalty through the enhancement of trust, satisfaction, and enduring connections between patients and healthcare providers in Sri Lanka. This study primarily focuses on private hospitals within the healthcare sector due to their substantial client engagement. However, minimal study has been conducted to comprehensively comprehend customer engagement and its implications, particularly

within the Sri Lankan healthcare sector. The objective of this study is to examine the impact of consumer engagement on their trust in private hospitals. The conceptual framework is illustrated in Figure (2.1).

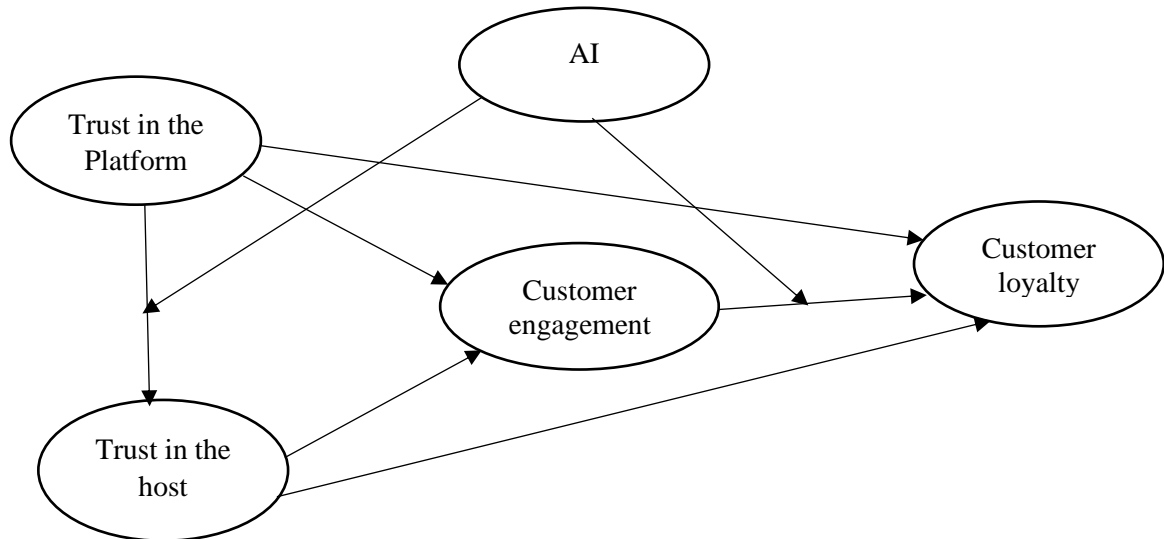
Figure (2.1) Customer Engagement in Private Sector Healthcare: How Does it Affect Customer Loyalty



Source: Jayalath and Galdolage (2021)

According to the study, consumer loyalty is strongly positively impacted by the high degree of customer engagement in the private healthcare industry. According to the study's conclusions, private healthcare handles client interactions by offering a satisfying experience in order to maintain a base of devoted clients.

Figure (2.2) The Influence of Customer Trust and Artificial Intelligence on Customer Engagement and Loyalty – The Case of the Home-Sharing Industry



Source: Chen et al. (2022)

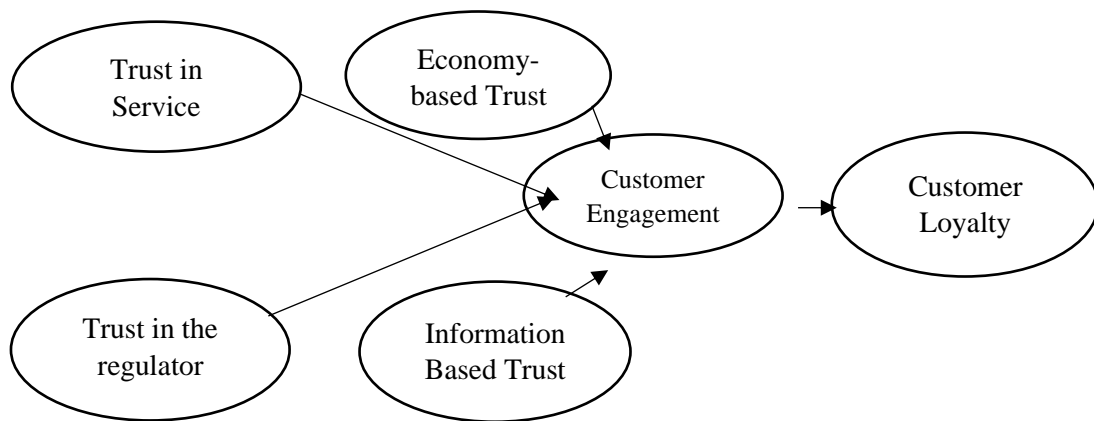
Chen, Y., Prentice, C., Weaven, S., & Hisao, A. (2022) examined the influence of consumer trust and artificial intelligence (AI) on customer engagement and loyalty within the home-sharing sector. Their study emphasized how home-sharing platforms can improve user experiences, enhance security, and personalize interactions to cultivate long-term customer relationships in China. The research aimed to explore the role of AI in shaping customer trust and its related outcomes.

The study, conducted in China, examined individuals who utilized home-sharing services. Results from structural equation modeling indicated that consumer trust significantly enhances both customer engagement and loyalty. Furthermore, customer engagement acted as a mediator between trust and loyalty, whereas AI had a potentially adverse moderating influence on the links between host trust and customer engagement, as well as between customer engagement and loyalty.

These findings underscore the determinants affecting client loyalty in home-sharing platforms, providing essential insights for marketers and hosts. Given that consumer trust is essential for fostering engagement and loyalty, which in turn enhances profitability and platform growth, improving trust inside these platforms would be advantageous. Marketers may concentrate on enhancing trust mechanisms, whilst hosts

can investigate methods to cultivate client confidence. Figure 2.2 illustrates the conceptual framework.

Figure (2.3) Influence of Trust on Customer Engagement: Empirical Evidence from the Insurance Industry in Ghana



Source: Agyei et al. (2020)

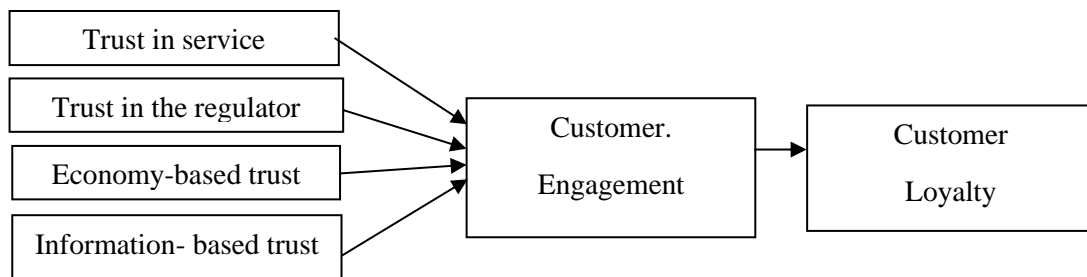
The study by James Agyei, Shaorong Sun, Eugene Abrokwah, Emmanuel Kofi Penney, and Richmond Ofori-Boafos (2020) makes a significant contribution by examining how trust affects Customer Engagement (CE) and how CE, in turn, influences customer loyalty within the context of life insurance in Ghana. The primary objectives of the research were to investigate the impact of trust on customer experience (CE), evaluate how CE influences customer loyalty, and ascertain if CE acts as a significant mediator between trust characteristics and customer loyalty. The study also examined the mediating function of customer engagement (CE) in the link between various measures of trust and customer loyalty.

The findings demonstrate that all four dimensions of trust—confidence in the service provider, trust in the regulator, economy-based trust, and information-based trust—positively and significantly impact customer engagement (CE). Trust in the service provider and trust in the regulator were identified as having a more significant impact on enhancing levels of customer engagement. The results highlight the importance of cultivating robust consumer trust to improve customer engagement and loyalty. Figure (2.3) illustrates the conceptual framework.

2.6 Conceptual Framework of the Study

Figure 2.4 illustrates the purpose framework for the investigation. The study's conceptual framework is based on the independent variables analyzed in the research by James Agyei, Shaorong Sun, Eugene Abrokwah, Emmanuel Kofi Penney, and Richmond Ofori-Boafos (2020), which investigated the impact of different facets of trust on customer engagement and the subsequent effect of customer engagement on customer loyalty in the life insurance industry. The aforementioned three research revealed that trust substantially impacts customer engagement and loyalty.

Figure (2.4) Conceptual Framework of the Study



Source: Agyei et al. (2020)

Working Definition of the Study

(a) **Trust in the Service Provider:** AIA Myanmar Life Insurance, as a service provider, builds trust with its customers through transparent communication, personalized insurance solutions, and a focus on customer needs. It ensures a smooth claims process, offers accessible customer support, and maintains financial stability to provide security.

(b) **Trust in the Regulator:** Trust in the regulator like the Insurance Business Regulatory Board (IBRB), refers to customers' confidence in the regulatory body overseeing the insurance industry, ensuring fairness, transparency, and policyholder protection. When customers believe the regulator enforces strong consumer protections, they are more likely to trust AIA Myanmar, leading to higher engagement and loyalty.

(c) **Economy-Based Trust:** Customers' trust in AIA is reinforced by their perception of economic benefits, including affordability, long-term financial security, and wealth accumulation. Transparent policies, timely payouts, and additional perks such as health benefits, bonuses, and tax advantages further enhance this trust.

(d) Information-Based Trust: AIA establishes information-based trust by providing clear, transparent communication, educational content, and consistent updates to customers about policy details and company offerings. The company ensures easy access to accurate information through online portals, customer support, and personalized consultation.

(e) Customer Engagement: AIA Myanmar fosters customer engagement through various practices that enhance the overall customer experience and strengthen relationships with policyholders. These practices include personalized services, effective communication, digital tools for easy policy tracking, and providing tailored solutions to meet customers' needs.

(f) Customer Loyalty: AIA Myanmar encourages customer loyalty by offering personalized insurance solutions, maintaining transparent communication, and providing high-quality customer service. The company builds trust through financial stability, efficient claims processing, and rewarding loyal customers with additional benefits.

CHAPTER 3

PROFILES AND BUILDING TRUST OF AIA MYANMAR LIFE INSURANCE CO., LTD

This chapter provides an overview of AIA Myanmar, particulars of the life insurance policies offered by the company, and presents building Trust, Enhancing Customer Engagement, and Customer Loyalty in AIA Myanmar Life.

3.1 Profile of AIA Myanmar

AIA, the largest life insurance company globally by market capitalization, recognizes that numerous individuals aspire to lead longer, healthier, and improved lives. AIA facilitates the achievement of these objectives by offering a diverse range of products and services that address long-term protection needs, including life and health insurance. Currently, AIA provides its life insurance products in Myanmar. AIA, established a century ago, has become the preeminent insurance company in the Asia-Pacific region, operating in 18 markets, including Myanmar. The Ministry of Planning and Finance of the Republic of the Union of Myanmar has issued a life insurance license to the company, permitting it to operate via a wholly owned subsidiary. This follows AIA's prior efforts in Myanmar, where it created a representative office and interacted with local people for six years. AIA has engaged in Myanmar's evolving insurance sector through training seminars on insurance operations, fostering robust ties with local private insurers, international representative offices, and regulatory bodies. (AIA Myanmar, "About Us," n.d.)

AIA Myanmar is committed to delivering innovative insurance and financial solutions tailored to the diverse needs of individuals and businesses across the country. With a vision to be the leading insurance provider in Myanmar, AIA strives to build customer trust, promote community well-being, and ensure long-term sustainability.

With a dedicated team of 400 employees spread across Myanmar, AIA Myanmar is committed to delivering personalized insurance advice and solutions. Our knowledgeable professionals are trained to understand and meet the unique needs of our clients, ensuring they receive the best possible insurance protection.

AIA Myanmar has contributed to increasing awareness and understanding of insurance products, positioning itself as a significant player in Myanmar's growing insurance market.

AIA prioritize our clients' needs and strives for excellence in customer service. AIA uphold the highest standards of honesty and transparency in all interactions. AIA commitment to innovation drives us to create new products and leverage technology for improved customer experiences. AIA Myanmar is actively involved in corporate social responsibility initiatives, working to uplift communities across the nation. The AIA leadership team consists of experienced professionals dedicated to guiding AIA Myanmar towards sustainable growth and success in the insurance industry.

3.2 Life Insurance Product of AIA Myanmar

AIA provides a variety of products and services, such as Universal Life Insurance, AIA Education Life, AIA Short-Term Endowment Life Insurance, and AIA One Health Solution Medical Insurance, offering complete financial security and healthcare coverage for individuals and families.

AIA's Universal life insurance offers comprehensive coverage, including a Death Benefit providing a lump sum payout upon the insured's death up to age 100. It also includes a Total Permanent Disability Benefit, offering a lump sum in case of TPD up to age 70, and an Accelerated Cancer Benefit, providing 25% of the benefit upon cancer diagnosis up to age 65. Non-smokers receive a 10% extra benefit at death, and there are Investment Benefits with compounding interest based on AIA Myanmar's performance, protected by a guaranteed minimum rate. A Loyalty Bonus rewards consistent premium payments, and a Maturity Benefit pays out the account value at age 100 if the insured survives.

AIA Universal Life Insurance is a whole life protection and savings plan with flexible features designed to adapt to your changing needs. It is available for individuals from 30 days old to 65 years old, with a policy term that provides coverage up to 100 years.

AIA Education Life (Savings Type) provides insurance coverage with a guaranteed Sum Assured. It is available for individuals aged 18 to 56 years old and offers flexible policy terms of 9 years, 11 years, or 14 years, catering to long-term education savings needs.

AIA Short-Term Endowment Life Insurance is a savings endowment plan designed to provide financial security and growth. It is available for individuals aged 10 to 60 years and offers flexible policy terms of 5, 7, or 10 years, ensuring a reliable savings and protection solution.

AIA One Health Solution Medical Insurance is a medical protection plan designed to provide comprehensive healthcare coverage. It is available for individuals aged 30 days to 60 years, with coverage extending up to 80 years. The policy term is one year, with a two-year warranty renewal option for added peace of mind.

AIA Health Insurance is a medical insurance plan designed to provide financial support for healthcare needs. It is available for individuals aged 6 to 75 years, with a one-year policy term that can be renewed annually.

Corporate Solutions focused on protecting employees considered the greatest asset of a company.

3.3 Building Trust of AIA Myanmar Life Insurance Co., Ltd.

Trust is a fundamental factor in the relationship between customers and service providers, especially in the insurance sector. AIA Myanmar Life Insurance Company fosters trust through transparency, reliability, and customer-centric services, ensuring policyholders feel secure in their financial planning. Building trust requires consistent communication, ethical business practices, and a strong commitment to customer needs.

(a) Trust in the Service Provider:

AIA Myanmar Life Insurance Company builds trust through several key initiatives. Transparency and clear communication play a crucial role in establishing confidence among customers. The company provides clear and detailed information about policies, terms, and conditions, ensuring that customers fully understand their insurance plans.

By eliminating ambiguity, AIA Myanmar enhances its credibility and strengthens customer relationships. Strong financial stability is another essential aspect of trust-building. AIA Myanmar maintains a solid financial standing, reassuring customers of its ability to meet long-term obligations. Customers feel more secure knowing that their insurance provider has the financial capability to honor claims and provide consistent support.

An efficient claims process is a key factor in customer engagement. AIA ensures a seamless and prompt claims process, reducing stress for policyholders during difficult times. By streamlining claims procedures and minimizing delays, AIA Myanmar demonstrates its commitment to customer welfare.

AIA Myanmar also leverages digital accessibility to provide convenient services to customers. By using online platforms, customers can easily manage policies, make payments, and access assistance at their convenience.

(b) Trust in the Regulator:

Trust in the regulator is a crucial component of a stable and reliable insurance industry. Customers of AIA Myanmar Life Insurance Company place their trust in the Insurance Business Regulatory Board (IBRB), which ensures that insurance providers operate with transparency, financial stability, and ethical business practices. By enforcing regulatory standards, the IBRB enhances customer confidence in AIA Myanmar.

AIA Myanmar Life Insurance Company strengthens its relationship with policyholders by adhering to the regulations set forth by the IBRB. Compliance with these regulatory frameworks ensures that AIA Myanmar provides accurate policy information, maintains financial stability, and processes claims efficiently.

The role of the IBRB extends to monitoring financial solvency, enforcing ethical conduct, and addressing consumer grievances. Customers rely on the regulator to intervene when disputes arise, ensuring that insurance companies, including AIA Myanmar, uphold their contractual obligations. The IBRB ability to provide oversight, investigate claims practices, and enforce compliance measures helps reinforce the credibility of the insurance industry.

(c) Economy-Based Trust:

Economic trust is a crucial factor in determining customer confidence in financial institutions, particularly in the insurance sector. Customers of AIA Myanmar Life Insurance Company benefit from the company's strong economic foundation, which ensures financial stability and long-term sustainability. AIA Myanmar provides customers with the assurance that their policies and investments are secure even during economic fluctuations.

One of the primary economic benefits that customers gain from AIA Myanmar is financial protection against unforeseen circumstances. Through various life and health insurance policies, customers can secure their financial future, ensuring that their families remain protected in times of crisis. Additionally, the company's investment-linked insurance plans allow policyholders to grow their wealth while enjoying insurance coverage. This dual benefit of financial security and investment growth reinforces customer trust in AIA Myanmar's economic resilience.

AIA Myanmar also offers flexible payment options and tailored financial solutions to accommodate different economic conditions. By providing instalment-based premium payments and inflation-adjusted insurance policies, the company ensures that customers can sustain their coverage regardless of economic downturns. Customer engagement and loyalty in the company's economic strength.

(d) Information-Based Trust

One of AIA's most valuable assets is the trust customers place in the company to handle their information responsibly. Both current and potential customers expect their data to be accurately maintained, protected from manipulation or errors, secured against theft, and safeguarded from unauthorized disclosure. AIA ensures the security of customer data by adhering to all applicable data protection laws and regulations, while also enforcing strict security and confidentiality standards among its staff (AIA Myanmar, n.d.).

Regarding the use of personal data for marketing and promotional purposes, customers are directed to the section titled "Use of Personal Data for Direct Marketing Purposes." Occasionally, AIA may acquire or sell businesses, or parts of businesses, and personal data may be shared or transferred as part of these transactions. In the event of a business acquisition, any personal data associated with that business will be handled according to this privacy statement, as long as it is feasible and allowed. (AIA Myanmar, n.d.)

AIA highly values the faith and confidence that customers invest in its capacity to manage information responsibly. Both existing and prospective consumers anticipate that their data will be precise, safeguarded against manipulation and inaccuracies, shielded from theft, and not disclosed without appropriate consent. For details on how personal data is shared for marketing and promotional purposes, please refer to the "Use of Personal Data for Direct Marketing Purposes" section. Additionally, in cases where

AIA acquires or sells a business, personal data may be transferred as part of the transaction. If AIA obtains personal data through an acquisition, it will be managed in line with this privacy policy statement whenever legally permitted. (AIA Myanmar, n.d.)

CHAPTER 4

TRUST, CUSTOMER ENGAGEMENT AND CUSTOMER LOYALTY TOWARDS AIA MYANMAR LIFE INSURANCE CO., LTD

This chapter includes the research design, demographic profile of respondents and analysis of the effect of trust on customer engagement and customer loyalty towards AIA Myanmar Life Insurance Co., Ltd. Overall, the study emphasizes the importance of building trust and engagement to enhance customer loyalty.

4.1 Research Design

This study aims to examine the impact of trust on customer involvement in AIA Myanmar Life Insurance. According to the AIA Database, 510 customers acquired AIA Myanmar Life Insurance during 2023-2024. The sample size for the study, determined using the Taro Yamane Formula (1967), is 224 respondents. The data gathering period extends from December 2024 to January 2025. Structured questionnaires on a 5-point Likert scale are developed and disseminated online for initial data collection. Secondary data is obtained from prior research articles, reference texts from the library, reports from AIA Myanmar Life Insurance, and web resources. The research employs descriptive statistics and multiple regression analysis for data interpretation. The computation with the Taro Yamane Formula (1967) is delineated as follows:

$$\begin{aligned}n &= N/(1+N(e)^2) \\ &= 510/(1+510*0.05*0.05) \\ &= 224\end{aligned}$$

Where;

n = sample size

N = population size

e = level of precision or sampling error

4.2 Demographic Profile of Respondents

This section examines the demographic attributes of the respondents. Table (4.1) provides a comprehensive analysis of these attributes, encompassing gender, age, educational attainment, employment, and monthly income.

Table (4.1) Demographic Profile of Respondents

Sr. No.	Particular	No. of Respondents	Percentage (%)
	Total	224	100.0
1.	Gender		
	Male	79	35.3
	Female	145	64.7
2.	Age (Years)		
	18 - 28	38	17.0
	29 - 38	96	42.9
	39 – 48	57	25.4
	49 – 58	33	14.7
3.	Education		
	High School	13	5.8
	Graduate	193	86.2
	Post Graduate	16	7.1
	Professional/Master	2	0.9
4.	Occupation		
	Company Staff	64	28.6
	Government Employee	33	14.7
	Self-Employee	86	38.4
	Unemployed	14	6.3
	Retired	25	11.2
5.	Monthly Income Level (Kyats)		
	Under 300,000	38	17.0
	300,001 – 1,000,000	46	20.5
	1,000,001 – 1,500,000	67	29.9
	Above 1,500,000	93	41.5

Source: Survey Data (2025)

The demographic characteristics of the respondents are classified according to gender, age, education level, occupation, and monthly income, as outlined in Table (4.1). The survey included 224 respondents, with a majority being female (64.7%), while males accounted for 35.3%. This suggests that women play a significant role in purchasing fire insurance policies. In terms of age distribution, the largest group falls

within the 29–38 age range (42.9%), followed by 39–48 years (25.4%). A smaller proportion consists of younger adults aged 18–28 (17.0%) and middle-aged individuals aged 49–58 (14.7%), while there were no respondents above 58 years. This indicates that life insurance policyholders are predominantly working-age individuals, with limited participation from older populations.

Based on Education, the vast majority of respondents (86.2%) hold a graduate degree, while 7.1% have a postgraduate qualification, and only 5.8% completed high school. A very small proportion (0.9%) has a professional or master's degree. This high level of education suggests that life insurance policyholders are generally well-informed and capable of making financial decisions regarding insurance. Regarding occupation, the largest segment comprises self-employed individuals (38.4%), followed by company staff (28.6%). Government employees account for 14.7%, while retirees (11.2%) and unemployed individuals (6.3%) represent a smaller portion. These figures indicate that life insurance policies are more commonly held by self-employed professionals and corporate employees.

In terms of income level, a significant proportion of respondents (41.5%) earn above 1,500,000 Kyats per month, while 29.9% earn between 1,000,001 – 1,500,000 Kyats. Meanwhile, 20.5% fall within the 300,001 – 1,000,000 Kyats range and only 17.0% earn below 300,000 Kyats. This suggests that higher-income individuals are more likely to invest in life insurance, potentially due to greater financial security and awareness of risk management. Overall, the demographic profile highlights that life insurance policyholders tend to be well-educated, financially stable, and predominantly in the working-age group, indicating a need for targeted marketing strategies that cater to this segment.

4.3 Reliability Test

Cronbach (1951) posits that the dependability of measuring scales is evaluated using a reliability test. The Cronbach's alpha reliability test is employed to assess the consistency of the scales. Alpha scores ranging from 0.60 to 0.80 are often deemed acceptable to good, although values approaching 1.0 indicate exceptional internal consistency. Values below 0.60 are considered inadequate. The reliabilities (alpha values) of the variables are displayed in Table (4.2).

Table (4.2) Reliability Test of the Variables

Sr. No.	Particulars	No. of Items	Cronbach's Alpha
1.	Trust in service provider	7	.879
2.	Trust in the regulator	7	.878
3.	Economy-based trust	7	.895
4.	Information-based trust.	7	.900
5.	Customer Engagement	7	.917
6.	Customer Loyalty	6	.888

Source: Survey Data (2025)

Table (4.2) demonstrates that the Cronbach's alpha values for all variables are 0.8 or higher, signifying that the internal consistency of the questionnaires is robust and satisfactory. This is enough for each variable, affirming that the scale items on the questionnaires are dependable for the investigation. Consequently, it can be deduced that the internal consistency of the measures employed in this study guarantees the results of the various constructs would remain stable across many situations, affirming the data's validity and reliability.

4.4 Perception on Trust, Customer Engagement and Customer Loyalty

The analysis is conducted by administering standardized questionnaires utilizing five-point Likert scales to 224 participants. The responses are analyzed according to Best (1977), as illustrated in Table (4.3).

Table (4.3) Mean Rating Scale

No.	Score Range Mean	Rating
1	1.00 -1.80	Very Low
2	1.81 -2.60	Low
3	2.61-3.40	Neutral
4	3.41- 4.20	High
5	4.21-5.00	Very High

Source: Best (1977)

4.4.1 Respondent Perception on Trust

This section measures trust in the service provider, trust in the regulator, economy-based trust, and information-based trust in relation to customer engagement and loyalty. Each of these factors contributes to the development of trust, customer engagement, and customer loyalty towards AIA Myanmar Life Insurance Co., Ltd.

(a) Respondent Perception on Trust in Service Provider

Structured surveys are used to find out Trust in service providers towards AIA Myanmar Life Insurance Co., Ltd. Table (4.4) presents the mean, overall mean and standard deviation for Trust in service provider towards AIA Myanmar Life Insurance Co., Ltd.

Table (4.4) Mean Score of Trust in Service Provider

No.	Description	Mean	Std. Deviation
1	Fulfilling its promises regarding claims payments.	3.68	.840
2	Providing timely compensation when the insured event occurs.	3.82	.720
3	Acting in my best interest when managing the insurance policy.	3.95	.800
4	Being transparent about policies and procedures.	3.86	.770
5	Acting ethically and with integrity.	3.93	.790
6	Having a reliable process in place to evaluate and settle claims.	3.99	.710
7	Not taking advantage of premiums	3.84	.770
	Overall Mean		3.87

Source: Survey Data (2025)

Based on Table (4.4), the analysis of trust in AIA Myanmar Life Insurance Co., Ltd. reveals an overall mean score of 3.87, indicating that respondents generally have a high level of trust in the service provider. Among the seven trust-related statements, the highest mean score of 3.99 is observed for the statement about having a reliable process in place to evaluate and settle claims. This suggests that policyholders perceive the company's claims assessment process as dependable.

Conversely, the lowest mean score of 3.68 is associated with the statement about fulfilling its promises regarding claims payments. This implies a comparatively lower level of confidence in the company's commitment to honoring claims. Despite this variation, the overall trust level remains favorable. The relatively low standard deviations indicate consistent responses among policyholders.

(b) Respondent Perception on Trust in Regulator

Structured surveys are used to find trust in government regulator towards AIA Myanmar Life Insurance Co., Ltd. Table (4.5) describes the mean, overall mean and standard deviation for trust in government regulator towards AIA Myanmar Life Insurance Co., Ltd.

Table (4.5) Mean Score of Trust in Regulator

No.	Description	Mean	Std. Deviation
1	Ensuring the fairness and transparency of the insurance market.	3.75	.760
2	Ensuring insurance companies fulfil their financial obligations, including timely claims payments.	3.91	.740
3	Taking action when an insurance company encounters solvency issues or fails to fulfil its obligations.	3.80	.740
4	Promoting access to insurance in the market.	3.86	.710
5	Ensuring that insurance companies handle customer complaints fairly	3.90	.770
6	Monitoring and enforcing the financial stability of insurance companies.	3.84	.820
7	Ensuring legal remedies protects if an insurance company fails to uphold its obligations.	3.87	.750
Overall Mean		3.85	

Source: Survey Data (2025)

Based on Table (4.5), the overall mean score for trust in the government regulator towards AIA Myanmar Life Insurance Co., Ltd. is 3.85, indicating a generally positive perception among respondents regarding the regulator's role in overseeing the insurance sector. Among the statements, the highest mean score of 3.91 is observed for

ensuring insurance companies fulfil their financial obligations, including timely claims payments, suggesting that policyholders trust the regulator’s role in safeguarding their financial interests.

Conversely, the lowest mean score of 3.75 is associated with ensuring the fairness and transparency of the insurance market, indicating a relatively lower level of confidence in the regulator’s effectiveness in maintaining a fair market environment. Despite this, the standard deviations remain relatively low, demonstrating consistency in respondents' views. Overall, the findings suggest that while trust in the government regulator is strong, there may be areas where policyholders seek greater transparency and assurance.

(c) Respondent Perception on Economy-Based Trust

Structured surveys are used to find out Economy-Based Trust towards AIA Myanmar Life Insurance Co., Ltd. Table (4.6) presents the mean, overall mean and standard deviation for Economy-Based Trust towards AIA Myanmar Life Insurance Co., Ltd.

Table (4.6) Mean Score of Economy-Based Trust

No.	Description	Mean	Std. Deviation
1	Providing good economic benefits for the future.	3.92	.720
2	Providing a reasonable return on my life insurance investment.	3.87	.710
3	Buying life insurance is a wise financial choice for securing the future.	3.97	.660
4	Increasing over time, making it a good long-term investment.	4.07	.720
5	Providing clear information about the costs and benefits of their policies, helping make informed decisions.	3.80	.720
6	Believing that the cost of the insurance premium is justified by the benefits received if a claim is needed	4.00	.740
7	Pricing structure being competitive and reflecting the quality of the services provided	3.95	.710
	Overall Mean		3.94

Source: Survey Data (2025)

Based on Table (4.6), the overall mean score for Economy-Based Trust towards AIA Myanmar Life Insurance Co., Ltd. is 3.94, indicating that policyholders generally have a strong level of trust in the financial benefits and economic value of their insurance policies. Among the statements, the highest mean score of 4.07 is for the belief that the value of insurance increases over time, making it a good long-term investment, suggesting that respondents have confidence in the financial growth and sustainability of their policies over time.

On the other hand, the lowest mean score of 3.80 is associated with providing clear information about the costs and benefits of policies, helping policyholders make informed decisions, and indicating a relatively lower level of satisfaction with the clarity of policy details. Despite this, the standard deviations are relatively low, showing consistency in responses. Overall, the findings suggest that while policyholders perceive AIA Myanmar Life Insurance as a valuable financial investment, there may be a need for enhanced transparency in communicating policy costs and benefits.

(d) Respondent Perception on Information-Based Trust

Structured surveys are used to find out Information-Based Trust towards AIA Myanmar Life Insurance Co., Ltd. Table (4.7) describes the mean, overall mean and standard deviation for Information-Based Trust towards AIA Myanmar Life Insurance Co., Ltd.

Table (4.7) Mean Score of Information-Based Trust

No.	Description	Mean	Std. Deviation
1	Handling personal information responsibly and ethically.	3.83	.770
2	Being transparent about how personal information is used.	3.87	.700
3	Informing customers promptly if there is a security breach involving personal information.	3.96	.740
4	Educating customers effectively about personal data policies and practices.	3.92	.680
5	Taking data ethics seriously in its operations.	3.96	.690
6	Using personal information only for the purposes consented to.	3.95	.700
7	Prioritizing the protection of customer information in business practices.	3.87	.720
	Overall Mean		3.91

Source: Survey Data (2025)

Based on Table 4.7, the overall mean score for Information-Based Trust towards AIA Myanmar Life Insurance Co., Ltd. is 3.91, indicating a generally strong level of trust among policyholders regarding the company's handling of personal information. The highest mean scores of 3.96 are observed for informing customers promptly if there is a security breach involving personal information, suggesting that respondents have confidence in the company's ethical approach to data management and its ability to address security concerns proactively.

Conversely, the lowest mean score of 3.83 is associated with handling personal information responsibly and ethically, indicating a slightly lower level of confidence in the company's overall responsibility in data handling. Despite this, the standard deviations remain relatively low, signifying consistency in the respondents' views. Overall, the findings suggest that while trust in AIA Myanmar Life Insurance's data management practices is strong, there may be an opportunity to further reinforce transparency and ethical assurance in handling customer information. The average value of **the** overall mean and standard deviation of variables are used to measure Trust towards AIA Myanmar Life Insurance Co., Ltd.

Table (4.8) Overall Mean of Trust

Factors	Overall Mean
Trust in service provider	3.87
Trust in the regulator	3.85
Economy-based trust	3.94
Information-based trust.	3.91

Source: SPSS Output Data (2025)

Based on Table (4.8), the overall average mean for the variables Trust, Customer Engagement, and Customer loyalty towards AIA Myanmar Life Insurance Co., Ltd are 3.89, indicating a generally high level of trust and confidence among respondents. Among the four measured factors, Economy-Based Trust has the highest overall mean (3.94), suggesting that customers place the most importance on the financial benefits and long-term value of their insurance investment. This implies that economic considerations, such as returns on investment and the affordability of premiums, play a key role in shaping purchase intentions.

On the other hand, Trust in the Regulator has the lowest mean (3.85), indicating that while respondents generally trust the regulatory body, they have slightly lower confidence in its role compared to other factors. This indicates that some customers may have concerns about the regulator’s effectiveness in ensuring fairness, transparency, and financial stability in the insurance market.

Overall, the findings highlight that trust—particularly in the service provider and the perceived economic value of the insurance—plays a crucial role in influencing customer purchase intention. However, enhancing regulatory confidence and transparency may further strengthen customer trust and engagement.

4.4.2 Respondent Perception on Customer Engagement

Structured surveys are used to find out Customer Engagement towards AIA Myanmar Life Insurance Co., Ltd. The study presents the mean, overall mean, and standard deviation for customer engagement with AIA Myanmar Life Insurance Co., Ltd., based on the findings.

Table (4.9) Mean Scores of Customer Engagement

No.	Description	Mean	Std. Deviation
1	Feeling emotionally connected to AIA Myanmar Life Insurance through interactions with the company.	3.90	.710
2	Making efforts to involve customers in its services and processes.	3.94	.760
3	Experiencing a sense of being appreciated as a customer during interactions with AIA.	3.88	.680
4	Encouraging the sharing of feedback and actively listening to suggestions.	3.94	.710
5	Prioritizing the building of strong relationships with customers.	4.01	.700
6	Being satisfied with the level of engagement AIA Myanmar Life Insurance has with its customers.	3.86	.670
7	Having interactions with AIA Myanmar Life Insurance increases commitment to staying with the company.	3.80	.670
	Overall Mean		3.90

Source: Survey Data (2025)

Based on Table (4.9), the overall mean score for Customer Engagement towards AIA Myanmar Life Insurance Co., Ltd. is 3.90, indicating a generally positive level of engagement between the company and its customers. Among the statements, the highest mean score of 4.01 is for prioritizing the building of strong relationships with customers, suggesting that policyholders perceive the company as committed to fostering long-term relationships.

Conversely, the lowest mean score of 3.80 is observed for having interactions with AIA Myanmar Life Insurance that increase commitment to staying with the company, indicating a relatively lower level of customer retention influence through engagement. Despite this, the standard deviations remain low, reflecting consistent responses among policyholders. Overall, the findings suggest that while AIA Myanmar Life Insurance is perceived as actively engaging with customers and valuing their input, there may be opportunities to enhance customer commitment and long-term loyalty through deeper and more meaningful interactions.

4.4.3 Respondent Perception on Customer Loyalty

Structured questionnaires are utilized to assess aspects of customer loyalty towards AIA Myanmar Life Insurance Co., Ltd. The findings present the mean, overall mean, and standard deviation for customer loyalty towards the company.

Table (4.10) Mean Scores of Customer Loyalty

No.	Description	Mean	Std. Deviation
1	Continuing to purchase life insurance products from AIA Myanmar Life Insurance.	3.87	.720
2	Frequently recommending AIA Myanmar Life Insurance to friends and family.	3.95	.770
3	Feeling loyal to AIA Myanmar Life Insurance because of the value received from their products and services.	3.90	.720
4	Trusting AIA Myanmar Life Insurance more than other insurance providers in the market.	3.86	.720
5	Preferring to stay with AIA Myanmar Life Insurance even if a competitor offers slightly lower prices.	3.88	.700
6	Feeling valued by AIA Myanmar Life Insurance and recognized as a repeat customer.	3.87	.750
	Overall Mean		3.89

Source: Survey Data (2025)

Based on Table (4.10), the overall mean for Customer Loyalty towards AIA Myanmar Life Insurance Co., Ltd. is 3.89, indicating a strong level of customer commitment and continued preference for the company's services. Among the statements, the highest mean score of 3.95 is for frequently recommending AIA Myanmar Life Insurance to friends and family, suggesting that word-of-mouth referrals play a key role in customer loyalty. This indicates that many policyholders are satisfied enough with their experience to actively promote the company to others.

The lowest mean score of 3.86 is observed for trusting AIA Myanmar Life Insurance more than other insurance providers in the market, which, while still relatively high, suggests that some customers may not view AIA Myanmar Life Insurance as significantly superior to competitors in terms of trust.

The standard deviations across all items remain relatively low, indicating consistency in respondents' opinions. Overall, the findings suggest that customer loyalty is driven by perceived value, trust, and customer recognition. However, further strengthening AIA Myanmar Life Insurance's unique value proposition compared to competitors could enhance long-term customer retention and loyalty.

4.5 Analysis on the Effect of Trust on Customer Engagement

Analysis on Customer Engagement towards AIA Myanmar Life Insurance Co., Ltd can be seen below in Table (4.11).

Table (4.11) Regression Analysis of Trust on Customer Engagement

Dependent Variable	Unstandardized Coefficient		Beta	t	Sig	VIF
	B	Standard Error				
Constant	.228	.129		1.768	.078	
Trust in service provider	.195***	.064	.201	3.032	.003	4.717
Trust in the regulator	.382***	.065	.384	5.878	.000	4.574
Economy-based trust	.100	.075	.097	1.324	.187	5.811
Information-based trust.	.271***	.066	.268	4.108	.000	4.573
R ²	.796					
Adjusted R ²	.792					
F Value	213.869***					
Durbin-Waston	2.194					

Source: Survey Data (2025)

Note: ***significance at 1% level

Table (4.11) provides an analysis of Customer Engagement towards AIA Myanmar Life Insurance Co., Ltd. using multiple regression analysis. The model accounts for a significant portion of the variance in customer engagement, with an R^2 value of 0.796 and an Adjusted R^2 of 0.792. This suggests that around 79.2% of the variation in customer engagement can be explained by the independent variables, which include trust in the service provider, trust in the regulator, economy-based trust, and information-based trust. Among these, trust in the regulator has the most substantial impact on customer engagement ($\beta = 0.384$, $p < 0.01$), implying that customers who have confidence in regulatory oversight are more likely to be engaged with AIA Myanmar Life Insurance. Information-based trust also has a significant positive effect ($\beta = 0.268$, $p < 0.01$), suggesting that transparency and responsible handling of personal information enhance customer engagement.

Trust in the service provider is statistically significant ($\beta = 0.201$, $p < 0.01$), showing that direct trust in AIA Myanmar Life Insurance influences customer engagement but to a lesser extent than regulatory and information-based trust.

Economy-based trust is not statistically significant ($\beta = 0.097$, $p = 0.187$), indicating that financial considerations alone do not strongly predict customer engagement in this model.

The F-value (213.869, $p < 0.01$) confirms the overall significance of the regression model, meaning that the independent variables collectively influence customer engagement. Additionally, the Durbin-Waston statistic (2.194) falls within the acceptable range, suggesting no significant autocorrelations issues.

4.6 Analysis on the Effect of Customer Engagement on Customer Loyalty

Analysis on Customer Loyalty towards AIA Myanmar Life Insurance Co., Ltd can be seen below in Table (4.12).

Table (4.12) Regression Analysis of Customer Engagement on Customer Loyalty

Dependent Variable	Unstandardized Coefficient		Beta	t	Sig
	B	Standard Error			
Constant	.311	.119		2.609	.010
Customer Engagement	.917***	.030	.898	30.418	.000
R ²	.806				
Adjusted R ²	.806				
F Value	925.273***				

Source: Survey Data (2025)

Note: ***significance at 1% level

Table (4.12) presents a regression analysis examining the relationship between Customer Engagement and Customer Loyalty towards AIA Myanmar Life Insurance Co., Ltd. The results indicate a strong and significant impact of customer engagement on loyalty.

Customer Engagement is a highly significant predictor of customer loyalty ($\beta = 0.898$, $p < 0.01$), suggesting that higher engagement levels strongly correlate with increased customer loyalty. The R² value (0.806) indicate that 80.6% of the variation in customer loyalty can be explained by customer engagement alone. This suggests that engagement is a dominant factor in fostering long-term customer commitment. The F-value (925.273, $p < 0.01$) confirms the overall significance of the model, meaning that customer engagement has a statistically significant effect on customer loyalty.

The findings indicate that client interaction is essential for fostering loyalty to AIA Myanmar Life Insurance. Customers that perceive themselves as appreciated, emotionally engaged, and actively associated with the firm are more inclined to exhibit loyalty and persist in purchasing its products.

CHAPTER 5

CONCLUSION

This chapter discusses the key findings of the study on trust, customer engagement and customer loyalty towards AIA Myanmar Life Insurance Co., Ltd. The chapter further outlines recommendations and suggestions based on these findings, along with implications for enhancing trust, customer engagement and customer loyalty towards AIA Myanmar Life Insurance Co., Ltd.

5.1 Findings and Discussions

The analysis conducted in the previous chapters revealed several important insights into trust customer engagement and customer loyalty towards AIA Myanmar Life Insurance Co., Ltd. These factors include trust in the service provider, trust in the regulator, economy-based trust and information-based trust.

The demographic analysis provides valuable insights into the characteristics of AIA customers. The majority of respondents were within the early middle-aged adults group, suggesting that life insurance products are more appealing to individuals who are financially stable and planning for long-term security. Gender distribution indicates that female customers actively engage with AIA services. Education levels were predominantly higher, with many respondents holding at least a bachelor's degree, suggesting that well-educated individuals are more inclined toward purchasing life insurance policies. Additionally, income distribution indicated that most respondents fall within the middle to upper-income categories, reinforcing that life insurance is more accessible to financially stable individuals.

The analysis of trust in AIA Myanmar Life Insurance Co., Ltd. reveals an overall mean score indicating that respondents generally have a high level of trust in the service provider. The highest mean score relate to having a reliable process for evaluating and settling claims, suggesting that policyholders perceive the company's claims handling as dependable. However, the lowest mean score of 3.68 is for fulfilling promises regarding claims payments, indicating comparatively lower confidence in the company's commitment to honoring claims. Despite this variation, the overall trust level remains favorable, with relatively low standard deviations demonstrating consistency in responses.

Regarding trust in the government regulator, the overall mean score reflects a generally strong perception of the regulator's role in overseeing the insurance sector. The highest trust is in the regulator's ability to ensure that insurance companies fulfil their financial obligations, particularly in making timely claims payments. In contrast, the lowest level of trust is in the regulator's effectiveness in maintaining fairness and transparency in the insurance market. While the findings indicate a strong trust in regulatory oversight, there remains a need for increased confidence in market fairness and transparency.

The economy-based trust holds an overall mean score, demonstrating that policyholders strongly believe in the financial benefits and economic value of AIA Myanmar Life Insurance policies. Confidence is highest in the long-term value of life insurance as an investment, suggesting that customers view their policies as a sustainable financial asset. However, the lowest trust level relates to the clarity of information provided about policy costs and benefits, indicating that improved transparency in financial communication could further strengthen customer trust. Despite this, the consistency in responses highlights a strong belief in the economic advantages of life insurance with AIA Myanmar.

Trust in the company's handling of personal information is reflected in an overall mean score, indicating a strong level of confidence among policyholders. The highest trust is in the company's ethical approach to data security, particularly its prompt notification of security breaches. However, slightly lower trust is observed in how responsibly and ethically personal data is handled. While overall confidence in information-based trust remains high, there is an opportunity to further strengthen transparency and ethical assurances in data management.

Customer engagement with AIA Myanmar Life Insurance is generally strong, with an overall mean score. Policyholders express the highest engagement in the company's efforts to build strong relationships, suggesting a recognition of customer-focused initiatives. However, the lowest engagement is in interactions that encourage long-term commitment, indicating that more efforts may be needed to strengthen customer retention through engagement strategies. Overall, while the company effectively involves its customers and values their input, there is room for deeper and more meaningful interactions to enhance engagement further.

Customer loyalty towards AIA Myanmar Life Insurance is evident from the overall mean score, which shows a high level of customer commitment. The strongest

indication of loyalty is seen in word-of-mouth recommendations, where satisfied customers are eager to refer the company to their friends and family. On the other hand, the lowest loyalty score is observed in comparison to competitors, suggesting that while trust remains strong, there is an opportunity further to differentiate AIA Myanmar Life Insurance from other providers.

The regression analysis indicates that trust significantly influences customer engagement, with trust in the regulator playing the most important role in driving engagement. Information-based trust and trust in the service provider also contribute strongly, reinforcing the importance of transparency and ethical business practices in fostering engagement. Economy-based trust, however, does not show a significant effect on engagement, suggesting that financial considerations alone do not strongly influence customers' level of involvement with the company.

5.2 Suggestions and Recommendations

AIA Myanmar Life Insurance Co., Ltd. has established a strong level of trust as a service provider, though there is always a need for improvement. AIA should focus on enhancing trust, customer engagement and customer loyalty.

To enhance customer engagement and loyalty, AIA Myanmar Life Insurance should consider incorporating demographic factors such as age, income, education, and occupation into their customer segmentation strategies. Understanding how these variables influence customer preferences and trust can help tailor marketing campaigns, products, and services to better meet the specific needs of different customer groups. For instance, younger customers may prioritise digital interactions and innovative insurance products, while older customers might value traditional, face-to-face customer service and long-term financial stability.

To strengthen trust, AIA should enhance transparency in claims processing, provide clear communication on claim timelines, and ensure faster claim settlements. Establishing a dedicated claims support team and utilising digital tracking systems for claims status updates can improve policyholder confidence.

Although Trust in the government regulator is fair and transparent in the insurance market, regulators need to take proactive measures to increase public confidence by regularly publishing reports on industry oversight, conducting consumer awareness campaigns, and ensuring strict enforcement of regulations. Collaboration

between AIA Myanmar Life Insurance and regulatory bodies to promote industry best practices can further reassure policyholders.

While policyholders recognise the long-term economic benefits of life insurance, there is a need for clearer communication regarding policy costs and benefits. AIA Myanmar Life Insurance should focus on simplifying policy documents, using visual aids for better understanding, and offering personalised financial consultations. Providing an online tool where customers can compare different policy benefits and premium structures can also improve decision-making.

Although trust in AIA information-handling practices is strong, some customers express slight concerns about the ethical management of personal data. To reinforce trust, AIA should strengthen data security protocols, enhance customer education on data privacy policies, and implement a transparent mechanism for handling data breaches. Regular security audits and certifications can further assure policyholders of their data protection.

Customer engagement is perceived strongly in relationship-building efforts. However, engagement strategies should focus on increasing long-term commitment. AIA can implement customer loyalty programs, offer exclusive benefits for long-term policyholders, and create interactive customer events to deepen relationships.

Customer loyalty is strong but needs to enhance differentiation, AIA should highlight unique value propositions such as superior customer service, innovative insurance products, and flexible policy customization. Strategic partnerships with financial institutions and wellness service providers can also create added value for customers.

Since customer engagement strongly influences loyalty, AIA Myanmar Life Insurance should focus on interactive and customer-centered initiatives. Implementing customer feedback loops, rewarding loyal customers with incentives, and actively responding to customer concerns on social media platforms can foster a deeper emotional connection.

To maintain a competitive edge, AIA Myanmar Life Insurance should invest in digital innovations that enhance customer experience. Enhancing online education resources to help customers better understand insurance policies will further build trust and engagement.

5.3 Need for Further Studies

This study provides valuable insights into trust, customer engagement and customer loyalty towards AIA Myanmar Life Insurance Co., Ltd. However, further studies could explore additional factors influencing customer engagement and loyalty within the insurance industry, particularly in emerging markets like Myanmar. Future research could examine the role of digital transformation and online platforms in enhancing customer interactions and trust, as well as the impact of social media engagement and digital communication channels. Additionally, investigating the relationship between customer demographics (such as age, income, and education) and their trust or loyalty to insurance companies would provide deeper insights into how these factors shape customer behaviour.

REFERENCES

- Agyei, J., Sun, S., Abrokwah, E., Penney, E. K., & Ofori-Boafos, R. (2020). Influence of trust on customer engagement: Empirical evidence from the insurance industry in Ghana. *International Journal of Business and Management*, 15(4), 45-60.
- Ahmad, R., Nawaz, M. R., Ishaq, M. I., Khan, M. M., & Ashraf, H. A. (2023). Social exchange theory: Systematic review and future directions. *Frontiers in Psychology*, 13, 1015921.
- AIA Group limited. (2023). Leading our Industry. AIA Annual report 2023
- AIA Myanmar. (2024). *Annual report on customer trust and engagement strategies*. AIA Myanmar Life Insurance Co., Ltd.
- Chen, Y., Prentice, C., Weaven, S., & Hisao, A. (2022). *The influence of customer trust and artificial intelligence on customer engagement and loyalty – The case of the home-sharing industry*. *Frontiers in Psychology*, 13
- Cook, K. S., & Rice, E. (2006). *Social exchange theory*. In Springer eBooks (pp. 53–76).
- Kai-Uwe Schanz, 2019. The Role of Trust in Narrowing Protection Gaps, The Geneva Association.
- Kurniawaty, E., Krisna, N. L., & Purba, J. H. V. (2024). Analysis of customer loyalty in view of company commitment and customer trust in traditional life insurance products in South Tangerang. *International Journal of Integrated Science and Technology*, 2(11), 955-966
- Kurniawaty, E., Limakrisna, N., & Purba, J. H. V. (2024). Analysis of Customer Engagement towards Customer Loyalty through Customer Trust in Traditional Life Insurance Products in South Tangerang City. *Formosa Journal of Multidisciplinary Research*, 3(10), 3833–3842.
- Mgugenheim. (2024, August 27). *What is social exchange Theory?* Tulane School of Social Work. Tulane School of Social Work.

- Myanmar Financial Services Monitor. (2023). *Insurance sector analysis: Consumer confidence and market trends in Myanmar*. Myanmar Economic Research Institute.
- Myanmar Insurance Association. (2023). *Insurance market report 2023*. Myanmar Insurance Association.
- Nwe Oo, & Thean-ngarm, Y. (2018). *Insurance and reinsurance in Myanmar: Overview*. Tilleke & Gibbins.
- Panteli, N., & Sockalingam, S. (2005). Trust and conflict within virtual inter-organizational alliances: *A framework for facilitating knowledge sharing*. *Decision Support Systems*, 39(4), 599–617.
- World Bank. (2022). *Financial literacy and insurance adoption in Southeast Asia: A regional study*. The World Bank Group.

Website

<https://www.aia.com.mm>

APPENDICES

APPENDIX A: Survey Questionnaire

Part I

Introduction to the Respondents

Dear Sir/ Madam,

I am Nita, a student who is studying the Master of Insurance at Yangon University of Economics, I am now conducting my thesis in order to complete MI programme

My study is about “Trust, Customer Engagement and Customer Loyalty towards AIA Myanmar Life Insurance Co., Ltd”.

These questionnaires are developed to gather information for the purpose of the study. It will take an average 5 to 10 minutes to fill it out. Your valuable answers will be handled strictly confidential and will be used only for the academic purposes.

This survey is an integral part of a comprehensive research initiative aligned with requirements for a master thesis at Yangon University of Economics. The questions focus on Trust, Customer Engagement and Customer Loyalty towards AIA Myanmar Life Insurance Co., Ltd. Therefore, I do request to answer the questions in order to contribute to the success of this study.

I would be sincerely thankful for your cooperation in filling out the questionnaires.

Yours Sincerely,

Nita

Below is profile of respondents.

Respondent's profile:

I. Gender

- Male
- Female
- Other

II Age.

III Educational

- Undergraduate
- Graduate
- Master
- PhD

IV Occupation

- Government Servant
- Company Officer/Staff
- Own Business
- Retired
- Dependent
- Other

V Monthly Income

- Below 300,000
- 300,001- 500,000
- 500,001-800,000
- 800,001-1,000,000
- 1,000,001-1,500,000
- Above 1,500,000

Part II

This part of the questionnaire is to describe the

1= strongly disagree

2= disagree

3= Neutral

4=agree

5=strongly agree

No.	Trust in Service Provider	Scale				
		1	2	3	4	5
1.	I trust AIA Myanmar Life Insurance to fulfill its promises regarding claims payments.					
2.	I have confidence that AIA Myanmar Life Insurance will provide timely compensation when the insured event occurs.					
3.	I trust AIA Myanmar Life Insurance to act in my best interest when managing my insurance policy.					
4.	I believe AIA Myanmar Life Insurance is transparent about its policies and procedures.					
5.	I trust AIA Myanmar Life Insurance to act ethically and with integrity.					
6.	I believe AIA Myanmar Life Insurance has a reliable process in place to evaluate and settle claims.					
7.	I feel secure knowing that AIA Myanmar Life Insurance will not take advantage of my premiums.					

No.	Trust in Regulator	Scale				
		1	2	3	4	5
1.	I trust that the government regulator ensures the fairness and transparency of the insurance market.					
2.	I have confidence that the regulator ensures insurance companies fulfil their financial obligations, including timely claims payments.					
3.	I trust the regulator will take action when an insurance company encounters solvency issues or fails to fulfil its obligations.					
4.	I believe that the regulator effectively promotes access to insurance in the market.					
5.	I trust that the regulator effectively ensures that insurance companies handle customer complaints fairly					
6.	I trust that the government regulator monitors and enforces the financial stability of insurance companies.					
7.	I trust that the regulator ensuring of legal remedies provides protection if an insurance company fails to uphold its obligations.					

No.	Economy-Based Trust	Scale				
		1	2	3	4	5
1.	I trust that purchasing life insurance from AIA Myanmar Life Insurance provides good economic benefits for my future.					
2.	I trust that AIA Myanmar Life Insurance offers a fair return on my investment in life insurance.					
3.	I believe that by purchasing life insurance, I am making a wise financial decision for my future.					
4.	I trust that the economic value of my life insurance policy will increase over time, making it a good long-term investment.					
5.	I feel that AIA Myanmar Life Insurance provides clear information about the costs and benefits of their policies, helping me make informed decisions.					
6.	I believe that the cost of my insurance premium is justified by the benefits I will receive if I need to make a claim.					
7.	I trust that AIA Myanmar Life Insurance's pricing structure is competitive and reflects the quality of the services provided.					

No.	Information-Based Trust	Scale				
		1	2	3	4	5
1.	I trust AIA Myanmar Life Insurance to handle my personal information responsibly and ethically.					
2.	I trust that AIA Myanmar Life Insurance is transparent about how my personal information is used.					
3.	I trust AIA Myanmar Life Insurance to inform me promptly if there is a security breach involving my personal information.					
4.	I feel that AIA Myanmar Life Insurance educates customers effectively about their personal data policies and practices					
5.	I believe that AIA Myanmar Life Insurance takes data ethics seriously in its operations.					
6.	I trust AIA Myanmar Life Insurance to use my personal information only for the purposes I have consented to.					
7.	I feel secure knowing that AIA Myanmar Life Insurance prioritizes the protection of customer information in its business practices.					

No.	Customer Engagement	Scale				
		1	2	3	4	5
1.	I feel emotionally connected to AIA Myanmar Life Insurance through my interactions with the company.					
2.	AIA Myanmar Life Insurance makes efforts to involve me in their services and processes.					
3.	I feel valued as a customer when interacting with AIA Myanmar Life Insurance.					
4.	AIA Myanmar Life Insurance encourages me to share feedback and actively listens to my suggestions.					
5.	I trust that AIA Myanmar Life Insurance prioritizes building strong relationships with its customers.					
6.	I am satisfied with the level of engagement AIA Myanmar Life Insurance has with its customers.					
7.	The interactions I have with AIA Myanmar Life Insurance make me more committed to staying with the company.					

No.	Customer Loyalty	Scale				
		1	2	3	4	5
1.	I am likely to continue purchasing life insurance products from AIA Myanmar Life Insurance.					
2.	I frequently recommend AIA Myanmar Life Insurance to friends and family.					
3.	I feel loyal to AIA Myanmar Life Insurance because of the value I receive from their products and services.					
4.	I trust AIA Myanmar Life Insurance more than other insurance providers in the market.					
5.	I would prefer staying with AIA Myanmar Life Insurance even if a competitor offered slightly lower prices.					
6.	I feel that AIA Myanmar Life Insurance values my loyalty and recognizes me as a repeat customer.					

APPENDIX B: SPSS OUTPUT

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
CE	3.9088	.57746	224
TSP	3.8712	.59449	224
TRG	3.8527	.58007	224
TEB	3.9458	.56342	224
TIT	3.9165	.57130	224

Correlations

		CE	TSP	TRG	TEB	TIT
Pearson Correlation	CE	1.000	.820	.856	.822	.833
	TSP	.820	1.000	.834	.863	.803
	TRG	.856	.834	1.000	.838	.834
	TEB	.822	.863	.838	1.000	.857
	TIT	.833	.803	.834	.857	1.000
Sig. (1-tailed)	CE	.	.000	.000	.000	.000
	TSP	.000	.	.000	.000	.000
	TRG	.000	.000	.	.000	.000
	TEB	.000	.000	.000	.	.000
	TIT	.000	.000	.000	.000	.
N	CE	224	224	224	224	224
	TSP	224	224	224	224	224
	TRG	224	224	224	224	224
	TEB	224	224	224	224	224
	TIT	224	224	224	224	224

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	TIT, TSP, TRG, TEB ^b	.	Enter

a. All requested variables entered.

b. Dependent Variable: CE

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.892 ^a	.796	.792	.26307	.796	213.869	4	219	.000	2.194

a. Predictors: (Constant), TIT, TSP, TRG, TEB

b. Dependent Variable: CE

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	59.205	4	14.801	213.869	.000 ^b
	Residual	15.156	219	.069		
	Total	74.361	223			

a. Dependent Variable: CE

b. Predictors: (Constant), TIT, TSP, TRG, TEB

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
TSP	.195	.064	.201	3.032	.003	.068	.322	.820	.201	.092	.212	4.717
TRG	.382	.065	.384	5.878	.000	.254	.510	.856	.369	.179	.219	4.574
TEB	.100	.075	.097	1.324	.187	-.049	.248	.822	.089	.040	.172	5.811
TIT	.271	.066	.268	4.108	.000	.141	.401	.833	.267	.125	.219	4.573

a. Dependent Variable: CE

Coefficient Correlations^a

Model		TIT	TSP	TRG	TEB	
1	Correlations	TIT	1.000	-.095	-.354	-.423
		TSP	-.095	1.000	-.342	-.452
		TRG	-.354	-.342	1.000	-.208
		TEB	-.423	-.452	-.208	1.000
	Covariances	TIT	.004	.000	-.002	-.002
		TSP	.000	.004	-.001	-.002
		TRG	-.002	-.001	.004	-.001
		TEB	-.002	-.002	-.001	.006

a. Dependent Variable: CE

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	TSP	TRG	TEB	TIT
1	1	4.974	1.000	.00	.00	.00	.00	.00
	2	.015	18.106	.98	.02	.02	.01	.01
	3	.004	34.015	.01	.60	.03	.00	.46
	4	.004	36.871	.01	.02	.92	.15	.16
	5	.002	45.005	.01	.36	.03	.84	.37

a. Dependent Variable: CE

Case wise Diagnostics^a

Case Number	Std. Residual	CE	Predicted Value	Residual
49	-3.063	3.00	3.8058	-.80584
80	3.137	3.86	3.0319	.82520
160	-3.063	3.00	3.8058	-.80584
191	3.137	3.86	3.0319	.82520

a. Dependent Variable: CE

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.1230	4.9658	3.9088	.51526	224
Residual	-.80584	.82520	.00000	.26070	224
Std. Predicted Value	-3.466	2.051	.000	1.000	224
Std. Residual	-3.063	3.137	.000	.991	224

a. Dependent Variable: CE

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
CL	3.8943	.58952	224
CE	3.9088	.57746	224

Correlations

		CL	CE
Pearson Correlation	CL	1.000	.898
	CE	.898	1.000
Sig. (1-tailed)	CL	.	.000
	CE	.000	.
N	CL	224	224
	CE	224	224

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	CE ^b	.	Enter

a. Dependent Variable: CL

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.898 ^a	.806	.806	.25991	.806	925.273	1	222	.000	1.835

a. Predictors: (Constant), CE

b. Dependent Variable: CL

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	62.503	1	62.503	925.273	.000 ^b
	Residual	14.996	222	.068		
	Total	77.500	223			

a. Dependent Variable: CL

b. Predictors: (Constant), CE

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
	1 (Constant)	.311	.119				2.609	.010	.076	.545		
CE	.917	.030	.898	30.418	.000	.857	.976	.898	.898	.898	1.000	1.000

a. Dependent Variable: CL

Coefficient Correlations^a

Model		CE
1	Correlations	1.000
	Covariances	.001

a. Dependent Variable: CL

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	CE
1	1	1.989	1.000	.01	.01
	2	.011	13.642	.99	.99

a. Dependent Variable: CL

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.1443	4.8948	3.8943	.52942	224
Residual	-.71601	.72440	.00000	.25932	224
Std. Predicted Value	-3.306	1.890	.000	1.000	224
Std. Residual	-2.755	2.787	.000	.998	224

a. Dependent Variable: CL