

The Myanmar JOURNAL

Demographic, Socio-economic and Cultural Factors
Affecting Fertility Differential in
Myanmar

Maw Maw Khin · Sanda Thein

Hypebeast" Culture in Myanmar as a Part of Global
Phenomenon

Min Thant Tin

Marketing Mix of Golden Jewelry Shops in Yangon
- A case study on Bog yoke Market -

Banyar Aung

School Health Education in Myanmar

- Learning contents and characteristics of life skills -

Gwon Osung

Adoption of M-Marketing in Tourism Industry of
Myanmar

Khin Thet Htwe

Export Market-Based Resources, Capabilities, Export
Competitive Advantage and Export

Performance of Myanmar Rice Exporting Companies

Myint Myint Kyi

Current Status of Korean Academic Discontinuation
Adolescents and Crisis Plan

Lee Shin Sook

Effect of Experience, Value and Satisfaction on Visitors'
Response to Shopping Malls in Myanmar

Myint Myint Kyi

Trend and Estimation of the Production and Export of
Pulses and Beans in Myanmar

Khin Thida Nyein

The Analysis of Vietnam's Inward Foreign Direct
Investment Policy and Measures

Jae-Woong Byun

Entrepreneurial Intention among Undergraduates of
Yangon University of Economics

Than Soe Oo

A Study on the effect of job stress on the turnover
Intentions of child-care women

Lee Shin Sook

Exploring The Cultural Impacts of Tourism Development
in Myanmar

Mya Thandar · Hlaing Hlaing Moe

Cambodian Social Development and the Role of Higher
Education

Shinwon Kang

Letter from the Editor-in-Chief

The Korea Myanmar Research Institute (KOMYRA) has supported the ongoing projects on the mutual development of Myanmar and Korea in the entire field of society, economy, culture, education, science, and related industry. As a part of our efforts to provide convenient access to understand Myanmar and Korea worldwide, KOMYRA has co-published the Myanmar Journal with Yangon University of Economics (YUE) since August 2014, and now we release the Myanmar Journal Vol. 6, No. 2.

This issue features various topics that may be of international interest, such as academic and industrial researches mainly concerning economic and social changes, FDI, education, welfare, culture, renewable energy, mobile finance, etc.

We hope this journal continues to promote understanding about the present status and the potential capacities of Myanmar and Korea, and facilitate in-depth international exchange and cooperation.

I would like to express my deep gratitude to the Editorial Board and the Staff of KOMYRA who have contributed their valuable supports towards the publication of this issue of the Myanmar Journal.

August 31, 2019

Youngjun Choi *yj choi*

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INFORMATION ABOUT The Myanmar Journal

The Myanmar Journal (ISSN 2383-6563) is the official international journal co-published by Yangon University of Economics (YUE) and Korea Myanmar Research Institute (KOMYRA).

This journal aims to promote the mutual cooperation and development of Myanmar and Korea through intensive researches in the entire field of society, economy, culture, and industry.

It will cover all general academic and industrial issues, and share ideas, problems and solution for development of Myanmar.

Articles for publication will be on-line released twice a year at the end of February and August every year on the Myanmar Journal webpage.

CONTENTS

Articles

1. Demographic, Socio-economic and Cultural Factors Affecting Fertility Differential in Myanmar
Maw Maw Khin · Sanda Thein
2. "Hypebeast" Culture in Myanmar as a Part of Global Phenomenon
Min Thant Tin
3. Marketing Mix of Golden Jewelry Shops in Yangon
- A case study on Bog yoke Market -
Banyar Aung
4. School Health Education in Myanmar
- Learning contents and characteristics of life skills -
Gwon Osung
5. Adoption of M-Marketing in Tourism Industry of Myanmar
Khin Thet Htwe
6. Export Market-Based Resources, Capabilities, Export Competitive Advantage and Export Performance of Myanmar Rice Exporting Companies
Myint Myint Kyi
7. Current Status of Korean Academic Discontinuation Adolescents and Crisis Plan
Lee Shin Sook
8. Effect of Experience, Value and Satisfaction on Visitors' Response to Shopping Malls in Myanmar
Myint Myint Kyi
9. Trend and Estimation of the Production and Export of Pulses and Beans in Myanmar
Khin Thida Nyein
10. The Analysis of Vietnam's Inward Foreign Direct Investment Policy and Measures
Jae-Woong Byun
11. Entrepreneurial Intention among Undergraduates of Yangon University of Economics
Than Soe Oo
12. A Study on the effect of job stress on the turnover Intentions of child-care women
Lee Shin Sook
13. Exploring The Cultural Impacts of Tourism Development in Myanmar
Mya Thandar · Hlaing Hlaing Moe
14. Cambodian Social Development and the Role of Higher Education
Shinwon Kang

Demographic, Socio-economic and Cultural Factors Affecting Fertility Differential in Myanmar

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Yangon University of Economics

ABSTRACT: Considerable differences in number of children ever born according to women's age, age at marriage, husband age, women and husband education, perceived ideal number of children, household headship, migration, wealth status, child-death experience by mothers, mass media exposure (family planning), and place of residence (urban, rural and regions) were found in the study. This paper has been shown that women's age at married, ideal number of children, women's education level, employment, wealth status, child-death experience, contraceptive knowledge, and women's head of household status are found to be the most important variables affecting the number of children ever born in Myanmar. Moreover, this study has been shown that women who have higher level of education, women who are working, women who are head of household, women who have migration experience, women who are rich are less likely to have high fertility. On the other hand, women who lived in rural area, and women who have experiences of child death are more likely to have high fertility.

Key words : Fertility differential, children ever born, reproductive age, ever married women,

I. Introduction

Fertility is the major component of population dynamics and plays a large role in

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changes in size and structure of population of a given area. Fertility may be defined as the actual reproductive performance of a woman. "Fertility rate" is the number of children born per couple, person or population. Fertility level is both directly and indirectly affected by many socioeconomic factors. Level of fertility can be measured by the number of live births occurring per 1,000 women between the ages of 15 and 49 in a particular year.

In addition fertility rate is the importance factor in planning for the current and future needs of generations. The high fertility rate brings about the large populations of young dependents. Since 19th century, fertility has fallen in many developing countries but some developing countries still have high fertility (high fertility defined as total fertility rate (TFR) is 5 or over). The high fertility is one of the challenges for the economic development. Many nations have policies to reduce the fertility rate because they think that high fertility rate is an obstruction for economic and nation development.

According to the results of the 2015 Revision of World Population Prospects, total fertility is now 2.5 children per woman globally. Today, 46 per cent of the world's population lives in countries with low levels of fertility, where women have fewer than 2.1 children on average. The total fertility rate in most of developing countries stands higher than the developed countries. In developing countries, fertility rate are higher due to the lack of access to contraceptives and generally lower levels of female education. The social structure, religious beliefs, economic prosperity and urbanization within each country are likely to affect fertility rates. Developed countries tend to have a lower fertility rate due to lifestyle choices associated with economic affluence where mortality rate are low, birth control is easily accessible.

There has been a significant decline in Myanmar's fertility, from a rate of 4.73 children per woman in 1983, down to 2.3 in 2014, despite the absence of any national population policy. Fertility decline in Myanmar is likely to be influenced by the factors such as residence, education, employment, increase in contraceptive use, increase in age at first marriage and increase in the proportion of women never married. Several factors have been associated with this decline in fertility in Myanmar society. For this reason, this study is an attempt to examine the fertility differentials among ever married women in Myanmar. More precisely, it aims to explore whether demographic, socio-economic and cultural factors have an impact on fertility.

II. Materials & Methods

This study used the secondary data from the Myanmar Demographic and Health

Survey (MDHS) 2015-2016. The analysis presented in this study is based on only 2623 ever married women age 15 to 49 year. The specific measure of fertility used in this study is children ever born (CEB). CEB comprises information on the number of all children born alive (lifetime fertility) up to the survey date. CEB is the consequence of numerous demographic and socio-economic factors. It is strongly related to demographic and socio-economic factors such as place of residence, age, education, employment status, head of household, migration experience and experience of child death (UNFPA-India, 2012). CEB is also associated with the intermediate variable such as proportion of married, contraceptive use and fecundity etc. However, this study focuses on only demographic and socio-economic and cultural factors due to the limitation of the data.

In order to meet the objectives, the descriptive statistics such as percentage and mean were applied to describe the demographic, socio-economic and cultural factors of ever married women age 15-49 year. One-way Analysis of Variance (ANOVA) technique and Z test were used to measure the fertility differentials between number of children ever born and demographic, socio-economic and cultural variables. Moreover, a multiple linear regression model was developed to find out the net effect of each independent variable on the dependent variable.

II. Results & Discussion

1. Fertility Differential by Demographic, Socio-economics and Cultural Characteristics

Table (1) displays the average numbers of children ever born (CEB) were significant difference by women's demographic, socio-economic and cultural factors (except employment status and FP on radio). The mean number of children ever born among married women of reproductive age (15-49) was 2.52 children and the standard deviation was 1.92 children respectively.

The one way ANOVA results showed that the mean numbers of children ever born of ever married women were different among age groups. This means that, the women at different age groups had different number of children ever born. The highest mean number of children ever born was found in the oldest age group (45-49) and the lowest mean number of children ever born was found in the youngest age group (15-19).

Regarding the education status, uneducated women had higher mean number of children ever born (3.81) than the other categories. As the education level of women increased, the number of children ever born also decreased. Furthermore, the poorest

women had significant higher number of children ever born than their comparison groups. Concerning the women's employment status and number of children ever born, the average numbers of children ever born of ever married women were not much different by working status of these women in this study.

Women who were not head of household had higher numbers children ever born than those who were head of household. This finding showed that women who were non-migrant had higher numbers children ever born than those women who were migrants.

Regarding the contraceptive knowledge and use of contraceptive, the mean number of children ever born of women who had knowledge and use of contraceptive had lower than their counterparts. It can be said that if the knowledge of contraception increases, the number of children ever born will be decreased. The similar results were found in family planning. The mean number of children ever born of women who had knowledge concerning family planning from media had lower than the mean number of children ever born of women who had no knowledge about family planning from media. Moreover, rural women had higher numbers children ever born than urban women. The result showed that the significant difference between women's place of residence and number of children ever born.

2. Demographic Factors of the Respondents

In order to find out the net effect of each factor, the multiple linear regression analysis was applied in this study. The model in multiple linear regression consists of women's characteristics such as age of women, age at first marriage, age of husband, education level, ideal number of children, employment status, household headship, migration, wealth status, experience of child mortality, contraceptive knowledge and used, knowledge about family planning on media, place of residence (urban/rural), and region as independent variables, and number of children ever born as the dependent variable. The results are shown in Table (2).

It was found that the value of R² was 0.632 which means the independent variables in the model could explain about 63 percent of variation in the number of children ever born. The F value was 110.8027 which was highly significant at 1% level ($p = 0.000 < 0.01$).

Starting from the women's age, when other variables hold as constants, age of women had positive relationship with the number of children ever born ($b = 0.454$, $p = 0.000 < 0.01$). It means that when age of women increases one year, then the number of children ever born will significantly increase about 0.454 children. For the women age at first marriage, age at first marriage had negative relationship with the number of children ever born ($b = -0.492$, $p = 0.000 < 0.01$). This means that when age at first

marriage increases one year, then the number of children ever born will significantly decrease about 0.49 children while other variables hold constants. Furthermore, the study found that women who perceived more children as ideal were likely to have more children ever born than those who perceived a low number of children as ideal. It could be that the ideal number of children is one of the most important predictors in determining women's desire to stop childbearing and one that affects women in terms of their accepting contraceptives and fertility planning.

The education levels of the women were also significantly associated with the number of children ever born. Women with primary education had significantly reduced about 0.39 number of children ever born ($b = -0.390, 0.000 < 0.01$), women with secondary education had almost 0.5 lower number of children ever born ($b = -0.494, 0.000 < 0.01$), and women with higher education had nearly 0.45 lower number of children ever born ($b = -0.433, 0.001 < 0.01$) than those who had no education after controlling for other variables. Same results were found in husband level of education.

Besides, the employment status of respondent was also significantly associated with the number of children ever born. The respondent who were working had 0.24 lower number of children ever born ($b = -0.237, 0.000 < 0.01$) than those who were not working after controlling for other variables. Women's employment status is also strongly influencing fertility level in Myanmar.

Regarding the women's household headship, when compared between the women who were head of household and those who were not head of household, it was found that women head of household had 0.115 lower number of children ever born ($b = -0.115, 0.10$) than those who were non women head of household but not significance in the model.

The same result was found in women migration, the migration of women had less likely to reduce number of children ever born than it comparison group. For the migration experience, women's experience of migration was found to have negative relationship with the number of children ever born ($b = -0.078, 0.10$).

The result pointed out that the poorest women would have higher fertility than the richest women. The relation of wealth and fertility can be clearly seen in the study. An inverse relationship was observed between wealth status and fertility, with significantly lower fertility among the richest women compared to fertility among the poorest.

For the experience of child mortality, the result indicated that the women who had experience of child mortality had 1.38 more number of children ever born ($b = 1.38, 0.000 < 0.01$) than those who did not have child mortality while others variables hold constants. In contrast to other research, the result showed that the number of children ever born of women who used contraceptive was more than its counterpart.

Generally, women in rural areas were found to have higher number of children than those who lived in urban areas. This result is similar to many other studies. One reason

could be that urban women are more likely to use contraceptives than the rural women; therefore, the fertility levels in urban and rural areas tend to be different.

This study makes several recommendations, and implications for relevant policy.

For women's education, it was found that the slightly more than half of ever-married women have low educational level (no education and primary level of education). On this issue the government should take a direct policy in order to improve the status of women by increasing opportunity of women to get higher education. Besides, government should improve education infrastructure and should appoint more number of teachers, especially in rural areas.

Women's employment status was found as a negative determining factor of number of children ever born, therefore women's employment promotion is also important if government want to decrease the growth of population.

The result showed that women who had experiences of child death had higher fertility than those who had not experience of child death. Therefore, government should try to expand immunization programs to cover all children, to get the births delivered in health facility, to promote access to quality ante-natal care because it can reduce not only child mortality but also fertility level.

Regarding to women's place of residence, this finding showed that women who lived in rural area had more number of children ever born, government should consider the education and health programs for those people; especially the remote area where access to education and health service are very limited. In addition, road infrastructure should also be developed in rural areas to enable women to have more access to information and family planning services.

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Appendix

Table 1. Fertility Differential among the Ever Marriage Women

Independent Variables		Mean Number of CEB	Standard Deviation	F	P-value
age of women	15-19	0.51	0.599	144.840	0.000
	20-24	1.05	0.892		
	25-29	1.65	1.139		
	30-34	2.42	1.543		
	35-39	3.01	1.840		
	40-44	3.60	2.050		
	45-49	3.79	2.378		
	Overall age	2.52	1.92		
age at first marriage	10-14	2.99	1.909	30.464	0.000
	15-19	2.94	2.016		
	20-24	2.40	1.882		
	25-29	1.79	1.398		
	30-34	1.46	1.243		
	35-39	0.80	0.866		
	40-44	1.00	1.095		
age of husband	15-19	0.36	0.490	24.413	0.000
	20-24	0.77	0.852		
	25-29	1.45	1.141		
	30-34	1.95	1.238		
	35-39	2.76	1.711		
	40-44	3.33	2.125		
	45-49	3.80	2.091		
	50+	3.67	1.414		
women education	No-education	3.81	2.454	143.330	0.000
	Primary	2.75	1.854		
	Secondary	1.84	1.393		
	Higher	1.32	0.970		
husband education	No-education	3.47	2.271	47.312	0.000
	Primary	2.81	1.961		
	Secondary	1.98	1.575		
	Higher	1.67	1.239		
ideal children	0	2.66	2.173	138.689	0.000
	1	1.29	1.168		
	2	1.57	1.259		
	3	2.24	1.447		
	4	3.30	1.761		
	5	3.49	1.918		
	6+	5.22	2.347		
employment status	Working	2.57	2.003	Z=1.165	0.215
	Not Working	2.48	1.867		
women household headship	No	2.61	1.946	Z=10.649	0.000
Yes	1.60	1.344			
migration	No	2.54	1.924	Z=5.573	0.000

	Yes	1.53	1.461		
wealth status	Poorest	3.11	2.295	43.384	0.000
	Poorer	2.90	1.932		
	Middle	2.45	1.913		
	Richer	2.06	1.570		
	Richest	1.83	1.233		
experiences of child death	No	2.08	1.570	Z= -24.659	0.000
	Yes	4.60	2.060		
knowledge of contraceptive	No	3.96	2.843	Z=3.604	0.000
	Yes	2.49	1.888		
use of contraception	No	2.67	2.264	Z=3.216	0.000
	Yes	2.39	1.571		
fp on radio	No	2.50	1.899	Z= -1.194	0.185
	Yes	2.63	2.031		
fp on tv	No	2.61	1.979	Z=4.954	0.000
	Yes	2.21	1.680		
fp on newspaper	No	2.62	1.985	Z=5.847	0.000
	Yes	2.15	1.620		
fp on internet	No	2.60	1.948	Z=13.662	0.000
	Yes	1.44	1.044		
fp on billboard	No	2.72	2.019	Z=10.184	0.000
	Yes	1.98	1.513		
place of residence	Urban	2.01	1.537	Z= -9.059	0.000
	Rural	2.69	2.004		

Data Source: Myanmar Demographic and Health Survey (2015-16)

Table 2. Coefficients and their Standard Errors of Multiple Linear Regression Model

Variables	Coefficient	Standard Error	t	P> t	95% Confident	Interval
age of women	0.454	0.027	16.90	0.000	0.401	0.507
age of husband	0.142	0.026	5.48	0.000	0.091	0.193
age at marriage	-0.492	0.027	-17.96	0.000	-0.545	-0.438
ideal number of children	0.269	0.017	16.05	0.000	0.236	0.302
women education level (ref: no education)						
higher	-0.433	0.132	-3.27	0.001	-0.692	-0.173
secondary	-0.494	0.089	-5.56	0.000	-0.668	-0.320
primary	-0.390	0.075	-5.17	0.000	-0.538	-0.242
husband education level (ref: no education)						
higher	-0.178	0.128	-1.39	0.163	-0.429	0.072
secondary	-0.173	0.084	-2.06	0.039	-0.338	-0.009
primary	-0.087	0.076	-1.14	0.253	-0.236	0.062
employment status (ref: not working)						
working	-0.237	0.049	-4.80	0.000	-0.334	-0.140
women head of household (ref: not head of household)						
head of household	-0.115	0.081	-1.42	0.155	-0.044	0.274
migration experiences (ref: non migrant)						
migration	-0.078	0.147	-0.530	0.593	-0.366	0.209
wealth status (ref: poorest)						
richest	-0.590	0.107	-5.81	0.000	-0.790	-0.391

richer	-0.519	0.084	-6.21	0.000	-0.682	-0.355
middle	-0.421	0.076	-5.57	0.000	-0.570	-0.273
poorer	-0.235	0.071	-3.29	0.001	-0.375	-0.095
experience of child death (ref: no child death)						
child death	1.380	0.066	21.00	0.000	1.252	1.509
knowledge of contraceptive (ref: no)						
contraceptive	-0.008	0.180	-0.040	0.965	-0.361	0.345
use of contraceptive (ref: no)						
use	0.388	0.049	7.960	0.000	0.293	0.484
mass media exposure(ref: no exposure)						
billboard	-0.144	0.059	-2.430	0.015	-0.260	-0.028
place of residence (ref: urban)						
rural	0.047	0.066	0.720	0.473	-0.082	0.177
constant	0.409	0.247	1.66	0.097	-0.074	0.893
n =2620, RMSE= 1.1735, R ² =0.6322, F= 110.803, p-value= 0.0000						

Data Source: Based on calculation

“Hypebeast” Culture in Myanmar as a Part of Global Phenomenon

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ABSTRACT : Hypebeasts are young people who are addicted to certain latest high-ended street fashion brands popular among youths community. Those fine clothing brands are way much more expensive than other ordinary outfits and such youngster take the way dress as their identity which they believe would be superior to others. With the equipment of internet, hypebeast culture is also assimilated into young people from Myanmar. Bourdieu’s taste and distinction theory is used to analyze the identity those hypebeasts have created.

Key words : Hypebeasts, street wear, trend, identity, youngsters, superior, Burmese Hype,

I. Introduction

As a result of Globalization, the world has become a village and everyone around the globe is easily connected to each other. We can know what is happening in the world right now, explore whatever we want and keep in touch with things which are becoming popular these days. Among them, trends such as Fashion, music, lifestyles etc. are also propagated to different parts of the world with the help of global media platforms better than before.

With the speed of internet, new and new inventions are instantly coming into youngsters’ communities by storm and every one of us should take a careful look at each of their phenomenon, how those new things have affected youths’ lifestyles, what

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kind of things are popular among youths, and how we can use them as a tool in educating them so that there would not be gaps among different generations. To have a mutual understanding between the young and the old, elder people should not view them as being merely vulgar, revolutionary or to be more frankly, as a taboo.

As global phenomena, nothing can make youths stop obsessing with pop culture as it is what they consume and part of their identity. Nowadays, in this contemporary youth culture, an urban living style called "Hypebeast" is popular among youths; outfits and accessories they dress, slangs they speak in their community, music they listen to, ways they pose in Instagram photos, gadgets they apply are stunning and unique among common people in the society. Not only that, we must look upon the values they have set, philosophy they have hold, or paradigms they have built in their mind.

Young generations, celebrities, Instagrammers, and fashion adorers from Myanmar are also no exceptions in adopting such youth cultures. There are dimes a dozen of so called "Hypebeasts" in Myanmar whom can be spotted out in recreation areas of urban cities such as Yangon and Mandalay's downtown, or on "Hypebeast" related Instagram pages such as @ootd_myanmar or @burmesebae or on Facebook sharing street fashion tips or stories behind street hyped products.

II. Bourdieu's Taste and Distinction Theory

To analyze the identity of Hypebeasts, Bourdieu's "Taste and Distinction" (1968) theory is applied. Bourdieu's work can be divided into two parts.

- ideas about distinction, with the theoretical and empirical investigation of how commodities become markers of taste or distinction between groups
- the notion of habitus and how that helps shape and determine lifestyle and patterns of consumption (Bourdieu P. , 1968)

Bourdieu makes three class distinctions by distinguishing between two forms of capital: economical capital and cultural capital. He assumes that cultural capital, while often related to economic capital is cultivated within lifestyle of a class. According to him, lifestyle, the choice of products and the desire for certain goods, is not simply related to the amount of income but generated from habitus the way the perception of social world is structured. Social distinction is the result of socialization into a way of life, the habitus.

Bourdieu's observations on distinction, taste and lifestyle are not limited to class-based observations concerning consumptions but incorporate the larger perceptions of and interactions within the social world. Taste, a class culture turned into nature, that is embodied, helps to shape the class body (Bourdieu 192:1996), original

emphasis. It is a materialism of class taste, the literal incorporation of attitudes to caring for and treating the body, the attitude to healthy or unhealthy lifestyles, the accumulated acceptance of some bodily postures and movements over others.

The implication of Bourdieu's notion of taste and lifestyle can be summarized into three main points. By analyzing taste as pursuit of distinction from other social groups, the field of consumption is not as open to us as some would claim. Our social class and groupings already structure how we consume and the knowledge we bring to it. Cultural hierarchies and subordination are perpetrated as a result. (Paterson, 2006)

III. Who are Hypebeasts?

"Hypebeast" is a slang which has become a trend among youngsters who are crazy of street wear fashion trends these days. Some people may say this word to make fun of kids who are obsessed with high ended products while some are proud of being labeled this term. "The term was first popularized in 2012 by rapper Trinidad James in his song "All Gold Everything" (Beltran, 2018). However its history can be traced back to 2005 in which "Hypebeast magazine which mainly describes urban lifestyle, fashion, music, and gadgets which mainly shapes ideas of many youths. Many people assume the meaning of this word in different ways according to their perspectives. Although there is no exact definition, the generally accepted definition may be that "it is slang for someone who is a "beast" (obsessed) about hype-up fashion brands, and will thus undertake whatever means achieve that type". (Beltran, 2018)

There are also some definitions on "hypebeast" which were described in Urban Dictionary. One of them describes Hypebeast as "a kid that collect(s) clothing, shoes and accessories for the sole purpose of impressing others. Although the individual may not like to be labeled this name, they like to front like they are making far more than everybody else. "Equipped with mommies' credit card the Hype Beast will try his hardest to make sure he has every pair of Nike's he saw J-Z wearing on 1068 Park".

Like postwar British youths an example given by Mark Paterson in his book "Consumption of Everyday life" (2000), hypebeasts formed their identities expressed of their own distinct cultures through the public display of affluence and hedonism.

Many popular brands those youths are obsessed with in different times include Supreme, Ape, Offwhite, Yeezy, Billionaire Boys Club, Anti-Social Social Club, Vans, Dickies, Gucci, Prada or Fendi. Many of those brands are limited editions which everyone cannot get and prices are much higher than other normal brands which are available in malls and fashion shops at any time. Most of them are also hard core fans of new school Hip Hop, Mumble (a new sub-genre of Hip hop) or Electronic Dance Music and most of them can be seen in full outfits in VIP lounges of those concerts or

EDM festivals or clubs. Although Hip Hop was once a symbol of struggle and evolution, it is now rather a display how those youths are rich, how they spend money, or how they are obsessed with those high end products and luxurious cars. While showing their financial status, they take those high products, luxurious cars, mumble music, or as their identity as some people who are superior to average people. "By choosing certain products over others they are exercising our judgment of taste, through which they articulate our sense of class, background and cultural identity." (Paterson, 2006) Therefore, in extension of a great philosopher, Rene Descartes' famous quote "They hype therefore they are".

Eula Basa, who is a hypebeast himself, has described the identity of hypebeasts in his article "9 Signs you are definitely a hypebeast" in a website called Narcity. (Basa, 2016) His explanation about their identity is going to be expressed in accordance to what is happening nowadays in youths' popularculture. The following lists show somethings how a hypebeast would usually do. However, we must not generalize every street wear fashion fans who wear those brands because of their favorite rather than those who wear them for people's attention.

(1) A hypebeast thinks of himself fashionable only if he wears any and all high-end brands together simultaneously. He may never look back whatever those popular outfits suit him or not. All he wants to show is he is superior to others by wearing his branded clothes.

(2) A hypebeast focuses on spending all the latest gear rather than on basic necessities. It means he may spend all of his allowances on his latest street wears which are expensive while living on instant noodles the whole month.

(3) He is proud of his extensive sneaker or snap collection. It does not matter if he likes those pairs of shoes or snapbacks, he usually buys those which cost an arm and a leg and collect them in a wardrobe like he has a really good taste in consuming the best products.

(4) That so called rich kid believes that a brand is whack if he has never heard of it before. Although he may spend much money on famous brands such as Supreme, Fear of God, Yeezy, Nike or Off white, he will not buy those clothing brands which are not trending among so called "Hype-beast" community.

(5) He buy those high-end products just because of brand names even though he may not personally know those products background stories, why they are worth much money, which designers have sketched those products, or which companies made collaboration in which year or which those products have become iconic. Sometimes, he even doesn't know himself whether he like them or not.

(6) As a young person, he is much more heavily influenced by celebrity street wear than an average consumer. Because of the exposure of contemporary entertainment through media platforms, he may take some famous artists who are popular among

youths as his role model and may want to imitate whatever they do and also including the way they dress. For example, there were many youths wearing colorful "Supreme baseball jerseys" in everywhere last year after the release of a music video which DJ Khaled, Quavo, Snoop Dog and Justin Bieber have collaborated "I'm the one".

(7) A hypebeast will camp out for hours on end just to cop a limited-edition item because he wants to make sure that he gets that item before many others wear and hype in the streets. In queuing in line to buy such an item, he usually wears branded products which he has spent much money on them in order that he would be able to compete with his peers or other hypebeasts who are in a competition with him to get that item from in an official showroom.

(8) He measures his self-worth on the amount of "Likes" and reactions on social media. By wearing branded products or outfits which are trending from head to toe, sometimes luxury cars on his background, he may asks his close friends to take him photos in streets or places with fine backgrounds like bars, malls or nature-inspiring sceneries like flowers, winding mountain roads, on the top of hills or beaches, edit vividly with Instagram fillers and post those photos by using hash tags like #ootd (outfit of the day) #hypebeast #hype #litt with certain inspiring captions. His success is measured not in his achievements in real world but in praises in his virtual world which he cannot access by his hand.

(9) Finally, that hypebeast makes sure that he gears up every time he goes out. He may not relate which outfit should they put on in what situation but rather wear every clothes which he believes make him look cool.

IV. Hypebeast Culture in Myanmar

Because street wear fashion trends are spread globally, hypebeast culture is also assimilated into young people from Myanmar. Through easy internet access because of mobile phones, they can now easily know what is happening in the world just by scrolling and tapping their smart phone screen. Because Hollywood and K Pop trends have high influences in Myanmar, many youths embrace their fashion, lifestyle, or music taste as their own. Local celebrities whom youngsters would take as role models, who get mass attention such as film stars, pop stars, bloggers or influencers also consume those high-ended products and different people from different backgrounds may imitate them. The young usually embrace international celebrities such as Justin Biber, Tyga, Jaden Smith, Kendall and Kylie Jenner, Gi Gi, Bella and Anwar Hadid, or K pop stars such as Exo, BTS, G dragon, CL from 2NE1 or Black Pink or local artists and bloggers such as Hlawan Paing, Bobby Soxer, Shwe Mhone Yati or Nay Chi Oo. Yeezy long

tees, shoes, and bomber jackets, 424 Jean jackets and Timberland boots around 2016, Supreme slippers, baseball Jerseys, T Shirts, and Fear of God Jackets in 2017 were really popular among Myanmar youngsters. Fila shoes, T shirt, Jackets, trainers and hoodies have been trending in Myanmar street wear fashion industry since 2018. However, as being one of the third world nations, Myanmar's street wear context is way more different from those many developed countries.

Unlike first world nations, there is no official showroom of such high-ended brands in Myanmar. Many young people who have a taste of wearing high ended fashion trends have to import them from America, Singapore, or Japan. However, being a developing nation, the majority people in Myanmar get lower incomes and most teenagers do not get enough money from their parents. Therefore, they have to buy at local fashion stores which they can access latest fashion trends in lower prices. There are many fashion stores in Myanmar that sell street wear outfits and accessories which are popular among young generations. However, they are not authentic or limited edition ones like other developed countries. Those fashion retailers also have to import them from China, the nearest neighboring country which produces fake products of famous brands and sell them in lower prices. For many youngsters in Myanmar, because of their financial status or they do not have much knowledge about hypebeast brands, they usually wear outlets or fake brands which are imitations of high-end products which are available in a considerable prices.

However, in recent years, a page named "Burmese Hype" which shares common knowledge about street wear Fashion ran by a fashion enthusiast or in other name "a hypebeast" has taken on Myanmar youths' Facebook world by storm. He is a Myanmar student studying in Singapore and those branded products are available there in where he lives. He shares his own experiences about Hypebeast fashion trends and gives reviews on some products. He has a bad impression on clones, imitations, or fake products. He has an opinion that even though certain products were produced in the same factory where high-end products are made, they are considered as fake ones if they were not officially launched by authorized dealers. He mostly promotes to buy authentic brands only to show our appreciation towards its designers who have created them.

His posts are really powerful among youths who fascinate street fashion wears. After appearance of "Burmese Hype", many groups in which members buy and sell only Authentic products and youths who resell limited edition products can be seen in Facebook world. They form themselves a community which are judged by their peers themselves and make distinction according to what type of products they consume. Because of opinions by "Burmese Hype", there usually occur clashes or cyber wars between those who can afford authentic clothing and who cannot. While youths who cannot buy authentic branded clothes accuse of his posts and followers (so called rich

kids) as worthless people who only know how to waste their parents' money, while those hypebeasts make fun of them as hyping with fake brands.

Anyway, now we can see many Myanmar hypebeasts in clubs, festivals, malls, streets or everywhere hyping in their latest outfits displaying their identity. They have found themselves a subculture group who consume high-end products. They have many followers on Instagram and their stylish photos got many likes and comments on social media. Many of them have become influencers and inspirations to those wannabe hypebeasts who only are afford outlets or fake ones. Now, many instagram pages from Myanmar such as @burmesebae, @ootdmyanmar, @myanmarstreetstyle, or @myanmarstreetwear which are trending among Myanmar youths and now there is no deference between fashion concepts of Myanmar youths and those from developed countries.

V. Analyzing Hypebeast Identity

Celia Lury's positional consumption suggests that "commodities are purchased and used as a marker of social position by consumers who are defining their relative position in regard to their customers." (Lury, 1996) By looking at hypebeasts, we can remark that those youngsters belief that they are superior to other people when they are in those popular fashion trends which are much expensive. They have built their identity through what they consume. The display of eccentricities and extravagances through clothing and behavior is a form of being different- of making oneself noticeable. (Simmel, 1997)

On questioning about the reason they do not choose similar brands which are not limited editions or authentic or collect certain kinds of high-ended products although they are not essential needs, we can claim that the way they think are shaped by mass media and they have become immersed consumers of capitalism. They were given false needs by mass media which let them choose certain products over others, and in another way to exercise their judgment of taste, in which they articulate their sense of class, background and cultural identity. They believe that possessing certain commodities will make them special. Material possessions become indicators of particular lifestyle, and this communicates meaning and therefore social identities to others. In this way, they buy and collect branded sneakers or snapbacks which are worth piles of dollars even though they like those products personally or not, those ones are not their basic needs or it does not matter they have to live from hand to mouth as they have spent much money on them. According to Stuart Hall's "Cultural Marxism approach", "media is ideologically encoded to maximize the willing of consents of the consumer and

"have-nots" to keep the program and perpetuate the status of quo power and wealth distribution." (Davies, 1991) Infact, although real value of those high-end products may not cost a lot in their production processes, they are happily purchasing negotiate values suggested by mass media.

On their competition of how much money they have spent on their outfits, accessories and gadgets, we can view them as a symptom of metropolis. "The increased tempo of the overstimulation of colors and sounds of metropolis alters the way we perceive things in more recent place in our perceptual ecology." (Gibson, 1966)

Finally, they have made themselves groups with people who only consume authentic products which are only consumed by real hypebeasts who have a good taste of fashion products. Although on the other hand, they can be viewed as kids who are wasting money all their parents have earned in vain, their community have already constructed their own way of life style which make them different from other groups. Lifestyle is a set of positional markers that define a social group and that mark difference from other groups through the use and display of consumer goods and cultural goods.(Paterson,2006) According to Bourdieu, Lifestyle, the choice of products and the desire for certain goods, is not simply a function of high or low income. It is generated from habitus the way the perception of social world is structured. Taste, a class culture turned in to nature, that is embodied, helps to shape the class body (1996, 192, original emphasis). Therefore, the taste of hypebeasts which shape their lifestyles will only make sense from the way their community thinks.

VI. Conclusion

After the analyzing through Bourdieu's taste and distinction, we must understand that different communities have set their lifestyles in different ways according to their personal preferences. We cannot judge hypebeasts from our perspectives as we may also have been shaped by the community that we have formed according the choices we have taken. Although one community may consider certain acts as a form of madness, they are meaning acts to the others. However, we also must note that those trends have a limit of time as new products and lifestyles may substitute them in any time. They will be with people just temporarily. In anyway, the feeling of a real identity being especially pertinent in the case of ethnicity, origin and the sense of belonging to deeply held cultural group. In conclusion, mutual understanding and mutual respect among different social groups will help us to appreciate the diversity among different people.

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Marketing Mix of Golden Jewelry Shops in Yangon - A case study on Bog yoke Market -³⁾

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ABSTRACT : This paper aims to analyze marketing mix of golden jewelry shops in Bog yoke market in Yangon. Descriptive method is used in this study. In order to examine the golden jewelry shops in Bog yoke market in Yangon both primary and secondary data are used. 50 golden jewelry shops in Bog yoke market in Yangon are randomly selected and well-designed questionnaires will be used in this study. In this study, marketers use many advertising media to communicate the product information to customers such as TV, Magazines, Newspaper, Facebook and Billboard. They take many promotional activities to increase their sale volume to potential customers. It is observed that 22.5 Karat (15 pel) is the best selling golden jewelry because most of the Myanmar people like to wear golden jewelry made with 22.5 Karat. 24 Karat is mostly use to save money and investment. The study found that ring is the best selling as it got 60% because Myanmar people traditionally use ring in wedding ceremony and it is suitable not only for men but also for ladies

Key words : Marketing Mix, golden jewelry shops, Bog Yoke Market, Gold Price, Facebook Marketing,

I. Introduction

In Myanmar, people buy golden jewelry for ornamental purpose and for saving. People like to wear gold ornaments and buy it for beauty and hedging against

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inflation. For thousands of many years, the golden jewelry business has been contributed to serves variety of functions. The valuation of gold is based on the facts that it can be used an object of beauty, symbol, status and commodity. According to Myanmar tradition, Myanmar people usually buy golden jewelry if they have extra money, hence the saying "Goldenjewelry mean food when you haven't money and ornaments when you have plenty of money". So, golden jewelry is not only for ornaments but also food. According to Wiper, 2009 defines "Gold is a unique component for the security and military use as it has been used in making weapons.

Golden jewelry saving of Myanmar people are increasing more and more because Myanmar gold prices are increasing. Gold are the best investment for people because it prices increase overtime. Gold ornament and golden jewelry can easy to resell at any time. Investing golden jewelry business are better than other assets such as land and building investment. Gold is important commodity for people and government in Myanmar. Historically, Myanmar king had used golden jewelry for necklaces, rings, bracelets, hair-pins and other matters. Golden jewelry had been used to make religious beliefs.

There are many golden jewelry shops in Yangon Region. Among them, Bog yoke market is the best popular location for buying and selling golden jewelry. Golden shops try to attract customers by using many promotional activities. They also try to compete each other by showing product design and physical evidence. As the nation's economy grow, so buying and selling volume of golden jewelry in Myanmar. By studying gold market in Bog yoke market, it can assess consumer buying behavior, disposable income of people and how to improve their marketing mix activities. This paper is useful for marketing mix planning of the state of gold market in Bog yoke market.

II. Objectives of the Study

The main objectives of the study are

- (1) To identify marketing mix of gold shops in Bog yoke market in Yangon.
- (2) To analyze the critical factors that impact the marketing of gold shops in Bog yoke market in Yangon.

III. Scope and Methods of the Study

The study is only focus on marketing mix of 50 golden jewelry shops in Bog yoke market in Yangon. The marketing mix elements such as product, price, place and

promotion of golden jewelry are emphasized in this study. The sample size is focused only 50 gold shops in Bog yoke market.

In this study, descriptive research method is used. In order to examine the golden jewelry shops in Yangon, primary data were collected by using structured questionnaire and face to face interview. Respondents are chosen by using simple random sampling methods. Secondary data was collected from academic magazines, journals and education websites.

IV. Analysis of the marketing mix of golden jewelry shops in Bog Yoke Market

The key marketing strategy is the effective implementation of marketing mix 4ps, product, price, place and promotion. These 4Ps are self-reinforcing and when coordinated increase the sale appeal of product of a service. Marketers must use these elements to gain the impact of product or service on consumers.

1. Product

The golden jewelry produced from 24 Karat (16 pel in Myanmar term) gold bar (Academy brand, Ba Than brand, Aung Thamardi and others) in the gold smiths. There are many diverse products such as finger-ring, bracelet, necklace, ear-plug, ear- drop, foot-chain, hand-chain and others. The demand for customers in Yangon depend on fashionable design. In Mandalay, customer demand depends on traditional design. If the golden jewelry size and quality is large gold shops use big boxes and if golden jewelry size and quantity is small, the golden jewelry shops use small boxes.

Difference between Myanmar and International gold weight is as follows

1 Kyat Thar (Myanmar term) =16.6 gram

1 pel (Myanmar term)= 8 ywe

1 pel (Myanmar term)= 1.5 Karat

Table 1. Type of gold

No	Description	No. of gold shops	Percentage
1	14 Pel	7	14
2	15 Pel	35	70
3	16 Pel	8	16
	Total	50	100

Source : Survey data 2019

*Marketing Mix of Golden Jewelry Shops in Yangon
- A case study on Bog yoke Market -*

According to the table (1) most of the jewelry shops use to sell 15 pel in Myanmar term. By seeing data results 70% of jewelry shops are selling 15 pel while 8% answer that they sell 16 pel and 7% answer that 14 pel. It is because 15 pel is used for making ornaments with other precious metals and 14 pel is used to make ornaments. 16 pel is mostly used to save money, trade and investment.

Table 2. Type of golden jewelry

No	Description	No. of gold shops	Percentage
1	Earning	3	6
2	Necklace	12	24
3	Rings	30	60
4	Bracelet	5	10
	Total	50	100

Source : Survey data 2019

According to the table (2) the bestselling product is ring as it got 60% in survey because most of Myanmar men and ladies like to wear ring because this product is suitable for ladies and men, which is followed by necklace 24% because Myanmar men and ladies like to wear necklace. Bracelet is 5% and earning is 6% because these products are only suitable for ladies so these are the lowest preferred items.

Table 3. Type of Earrings

No	Description	No of gold shops	Percentage
1	Shwe Fu Set Pyat	10	20
2	Earning Drop	5	10
3	Earning Circle	5	10
4	New model earning	30	60
		50	100

Source : Survey data 2019

According to the Table (3) shows that New model earning would got most for best selling earning with 60% because today's people like fashionable and modernized design. Shwe Fu Set Pyat with 20% because it is simply so the most of the ladies like this jewelry. Earning drops and earning circle the least selling percentage 10% because they are only suitable for ladies.

Table 4. Type of Necklace

No	Description	No of gold shops	Percentage
1	Chain	2	4
2	Coconut Cord	2	4
3	Machine Necklace	35	70
4	Nay Toe necklace	5	10
5	New model	6	12
	Total	50	100

Source : Survey data 2019

Table (4) show that machine necklace is the bestselling which has got 70% because the product is modernized and it is unique product. Subsequently, New model got 12% and Nay Toe necklace got 10% because these are today's popular necklace. The least are Chain and Coconut cord which got 4% correspondingly because most of the people seem they are not popular today.

Table 5. Type of Rings

No	Description	No of gold shops	Percentag
1	Shan	1	2
2	Hong Kong	3	6
3	Maung Ring	40	80
4	Machine Maung Ring	6	12
	Total	50	100

Source: Survey data 2019

Table (5) show that Maung Ring is very simple and common wear that it still become the best-selling design which got 80%. Other machine ring got 12% because these product has also modernized design, Hong Kong got 6 % and Shan ring got 2% because these products are simply compared other products.

Table 6. Type of Bracelet

No	Description	No of gold shops	Percentage
1	Khan Sit	3	6
2	Pipe	7	14
3	Batt	2	4
4	Flower	2	4
5	Nan Lone Byaung	36	72
	Total	50	100

Source: Survey data 2019

*Marketing Mix of Golden Jewelry Shops in Yangon
- A case study on Bog yoke Market -*

Table (6) shows that Nan Lone Byung has become the best-selling design with 72% this product is modernized grandly, followed by Pie,14% and Khan Sit 6% because these products also grandly. Batt and flower design are 4% respectively because these are not fashionable design.

Table 7. Type of Golden Jewelry

Description	No of gold shops	Percentage
Machine-product	35	70
Manual product	15	30
Total	50	100

Source: Survey data 2019

Table (7) shows that compare to the two products, machine products is 70% because machine products are pretty and fashionable. Manual products are 30% because small product can get made by manual.

Promotion

Golden jewelry shops advertise in Facebook, magazine, journal, billboard. They also attract customers by offering lucky draws and presents as promotion.

Table 8. Techniques of Advertisement of Golden Jewelry Shops

No	Description	No of shops	Percentage
1	TV	5	10
2	Magazines	1	2
3	Newspapers	1	2
4	Facebook	40	80
5	Billboard	3	6
	Total	50	100

Source: Survey data 2019

Table (8) shows that 80% of shops cost on Facebook because most people in Yangon use face book and watch TV daily 5% or shops advertise Billboard 6%, Magazine and newspaper are less than people who use face book and watch TV.

Table 9. Type of Gift presented by Golden Jewelry Shops

No	Descriptions	No. of shops	Percentage
1	Umbrella	5	10
2	Stationery	33	66

3	Cup	2	4
4	Shirt	10	20
	Total	50	100

Source: Survey data 2019

Table (9) shows that most of the shops 66% prefer to give presents as stationary for who buy golden jewelry. 20% of shops have preference to give shirt as present for those who buy golden jewelry because shirt is not only useful for both men and ladies. Moreover, 10% for umbrella and 4% for cup prefer to give present.

Place

The distribution channels of golden jewelry shops in Yangon is starting to produce from 24 carat gold bar (Academy brand, Ba Than brand, Aung Thamardi and others) in the gold smiths. People believe that Academy gold bar assure for the best quality. After producing the golden jewelry from the gold smith, when the golden jewelry shops contribute to customers. In Yangon, most of the popular, famous and large gold shops are situated at Bog yokemarket. People from Yangon and countryside whose mostly to buy golden jewelry shops. Bog yoke market are the best location to choose golden jewelry shops. The decoration of the shops, design and style also affect the sale.

Table 10. Brands of 24 Karat Gold

No	Description	No of shops	Percentage
1	Academy	35	70
2	Ba Than	5	10
3	Aung Thamardi	10	20
	Total	50	100

Source: Survey data 2019

Table (10) shows that 75% of golden jewelry shops in Yangon buy 24 karat gold and produce in gold smith for golden jewelry distribute to customers because people believes that Academy is the best quality, they still buy it 70%, Aung Thamadi brand got 2-5 and Ba Than brand got 10%.

Table 11. Ownership of Goldsmith

No	Description	No of gold shops	Percentage
1	Have own gold smith	15	30
2	Have not own gold smith	35	70
	Total	50	100

Source: Survey data 2019

Table (11) shows that 30% of shops have own gold smith because the business of golden jewelry are mostly generation of their business and they have quite experience to establish gold smith and to produce golden jewelry for distribute to customers. 70% of shops have not own goldsmith because the business of golden jewelry are not mostly generation of their business and they have not experience to establish gold smith and to produce golden jewelry for distribution to customers. Besides, depend upon to find employees difficulties that they have not own goldsmith.

Table 12. Preferable Shops Situation

No	Description	No. of gold shops	Percentage
1	Grand	25	50
2	Decorative	8	16
3	Clean	17	34
	Total	50	100

Source: Survey data 2019

Table (12) shows that 50% of shops owner choose grand style is attractive situation for consumers because golden jewelry shops assume that grand style are more attractive, 34% of shops owner believe that take care to clean and 16% of shops owners assume decorative.

Gold Price in Yangon

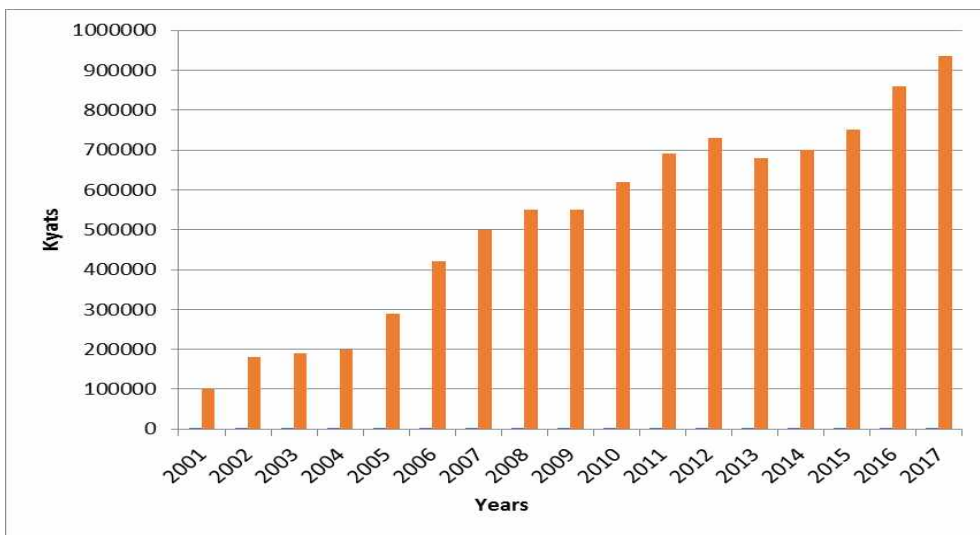


Figure 1. Yangon Gold Price (Kyats) between 2001 and 2017

Source: Survey Data

In Yangon, the opening of gold price is mostly start in Yangon Gold Entrepreneur Association. Gold price increased from 103,305 Kyat in 2001/2002 to 216,660 Kyat in 2005-2006 and it was increased to 747,650 Kyat in 2012-2013 and also increased to 9350,000 Kyat in 2017. The gold price depends upon the world price but sometime gold price is not depending upon the world price and depends upon the demand and supply of Yangon gold market.

According to figure, gold ornaments saving of Myanmar people are increasing today because gold price mostly continue to increase in Yangon. Gold ornaments are good investment for people in golden jewellery business because it increases its value over the time and does not decay.

Table 12. Current Price of 24 Karat (16 pel in Myanmar term)

No	Description (Kyats)	No of gold shops	Percentage
1	1044000-1046000	5	10
2	1046000-1049000	45	90
	Total	50	100

Source: Survey data 2019

According to the table (12) most golden jewelry shops set price of 24 karat golden jewelry as kyat 1046000-1049000 with 90% shops. There are only 10% which set 1044000-1046000 price with 10%.

Table 13. Current Price of 22.5 Karat (15pel in Myanmar term)

No	Description (Kyats)	No of gold shops	Percentage
1	970500	38	76
2	970000	12	24
	Total	50	100

Source: Survey data 2019

According to the table(13) most golden jewelry shops set price of 22.5 karat golden jewelry as 970500 with 76 % shops. There are only 12% which set 970000 prices with 24%.

Table 14. Peak season of Golden Jewelry shops

No	Description	No of gold shops	Percentage
1	Summer	40	80
2	Rainy	3	6
3	Winter	7	14
	Total	50	100

Source: Survey data 2019

Table (14) shows that during three seasons of Myanmar, summer season which 80% of shops got the large amount selling because in summer season there is no raining and transportation is good for customers. In Winter only 14% of shops got demand in rainy season because in rainy season there is raining and transportation is difficulties, not disposable income and not comfortable for consumers.

V. Findings

By studying the marketing mix of golden jewelry shops in Bog yoke market in Yangon have come to be known the situation and marketing mix of golden jewelry shops in Yangon. Native gold and mineral gold are found in all over Myanmar. It supports to produce gold ornaments. Gold investment is the best because it prices increase over the time. This is the good effect of golden jewelry shops in Yangon. In Bog yoke market has various kinds of jewelry shops. The golden jewelry shops sell well after the rainy seasons as prepare for their ceremonies. People also buy golden jewelry for their born babies

Gold jewelry shops in Bog yoke market in Yangon try to attract customers by offering lucky draws and many promotional activities. They also compete each other by using Facebook marketing. As the Myanmar nation grows, so trade volume of golden jewelry in Myanmar. By studying golden jewelry shops in Bog yoke market, it can reveal the pattern of the people habit of employing golden jewelry as ornament and investment. The study assesses wealth and disposable money of people. This data are useful for marketing strategies of golden jewelry shops in Yangon.

VI. Suggestions and Recommendations

According to the survey data, they suggest and recommend 22.5 karat (15pel Myanmar term) is the bestselling because most of the Myanmar people like to wear golden jewelry made 22.5 karat. 24 Karat (16 pel Myanmar term) is used to saving money and investment. Many people believe that Academy gold has the best quality so most people and business still buy. Most golden jewelry shops in Bog yoke market suggest that the best-selling product is the Ring because Myanmar ladies and gentleman traditionally to wear ring. So, it can be defined that people choose definite product to invest or save money to buy golden jewelry.

In Yangon, the opening of gold price is mostly start in Yangon Gold Entrepreneur Association in Shwebonthar street gold market. Its price depends upon the world price

but sometimes the price is not depending on demand and supply of gold market. Golden jewelry sells best in Summer and cold season because people have extra money, more disposable income and transportation is good and comfortable for consumers. According to the golden jewelry shops in Yangon, 66% of shops give presents as Shirt, 10% of shops gives umbrella and 4% as give cup as present. They also attract consumers by using discount, lucky draws and presents as promotion. Depending on the number of customers buy, presents are offered. Most of the golden jewelry shops suggest that grand style is the best situation of the shops because they believe that customer satisfaction depend on the grand of golden jewelry shops. Some shops suggest that clean and decorative are the best situation.

Marketing mix is very important for improve customer demand and satisfaction and to implement marketing strategies. This study is useful for knowledge of marketing mix and give insight details information of golden jewelry shops in Yangon.

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School Health Education in Myanmar - Learning contents and characteristics of life skills -

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ABSTRACT: Developing countries should be concerned about poverty and at the same time think about economic development. Students are the future protagonists. Therefore, the issue of education has always been addressed in the development plan. This study is based on Miura's point of view. How are school education and health care, a product of Western modernism, related, transformed, and settled with the traditional norms of values of each country that grew up in history and climate? The purpose of this study was to investigate the contents and characteristics of Myanmar life skills education based on Buddhist ideas. And we looked at how Myanmar people perceive life skills education.

Key words : Learning Contents, Characteristics of Life Skills, School Education, WHO, UNICEF,

I. Introduction

Through previous research, examined how life skills education is introduced as a part of health education in Myanmar. Myanmar has a strong norm of values based on Buddhism. Such characteristics will remain in school health education. It is part of an aid program for school health education conducted by international organizations. The issue of how to build an environment for children to grow healthy is a common theme among countries around the world. It is the biggest challenge of school health education.

Developing countries should be concerned about poverty and at the same time think about economic development. Students are the protagonists of the future.

Therefore, educational problems have always been handled together in development plans. Since the 1990s, life skills education has been actively developed around the world, centering on international organizations and NGOs. Prevention of AIDS and drug abuse is educational purpose. In Myanmar, AIDS and drug problems have become serious social problems due to the following problems. Transition from socialist economy to market economy, introduction of money economy and socio-economic situation, such as the transition to an open-ended policy. The Myanmar Ministry of Education has introduced a new school health education called "life skill" in keeping with these social conditions. In 1999, the teaching guidance was greatly revised. It is a big educational reform. Myanmar was established in 1987 as the least developed country. The economic level is low, but the education level is relatively high. The literacy rate of adults in Myanmar is about 90%. It is much higher than Cambodia or Bangladesh with similar economic levels. Myanmar has an average life expectancy of about 55 years. Infant mortality rate is 79 per 1000 live births (UNDP, 2000). The level of health is almost the same or lower than those of these countries. Thus, the educational environment in Myanmar is relatively better. School health education is expected to play a major role in improving health. However, life skill education is a school health education based on Western modern ideas. Myanmar is fundamentally different from the West in terms of social norms and cultural factors. However, little was mentioned about these issues. This issue should consider three themes: health, education and development. This has been the subject of a number of prior studies, centered on the World Bank. However, it tends to exclude cultural elements. Few examples have examined school health education in relation to these cultural factors. Indeed, school health education in developing countries has been the focus of infectious disease management. This school health education focuses on the results rather than the implementation process. It should be quantifiable whether it is effective in disease prevention. So that it is evaluated as an effective means.

This study was based on the perspective of Miura. How does school education and health care, which are products of Western modernism, are related and transformed and settled with the traditional values norms of each country which grew up in history and climate. The purpose of this study was to examine the contents and characteristics of Myanmar life skill education based on Buddhist thought. And looked at how Myanmar people perceive life skills education.

II. Main subject

1. Learning contents and characteristics of life skills

1) Characteristics of learning contents of life skill

The learning items of SHAPE, which was the original of the installation of Myanmar life skills, closely coincide with the contents of life skill education proposed by WHO. In the life skill education proposed by WHO and UNICEF, practical training is not included. The basic concept of life skill education is based on the social psychological approach called improvement of human relations. It is not education for job training. Life skills follow a psychological approach. At the same time, it emphasizes practical or practical approach based on home economics and sociology.

It is doubtful whether the ideologies devised by international organizations such as WHO and UNICEF are universally applicable to Myanmar. How will the contents related to the social structures and human relationships deeply connected with the cultural factors such as the society and values of each country be processed in Myanmar style? Or will it just be left untouched?

Myanmar's life skills are composed of the following four elements in both elementary and junior high schools.

- (1) Healthy Living and Body Understanding
- (2) Health and Disease
- (3) Social Skills for Healthy Living
- (4) Integration

Under the topic "Understanding Healthy Living and Body", learn about cleanliness and nutrition. "Health and Disease" deals with the prevention of diseases such as AIDS and malaria. These contents are taught in subjects such as "Health and Physical Education" in most countries as well as Myanmar.

Among the learning contents of Myanmar life skills, the items that can not be seen by WHO and UNICEF are as follows. Traffic safety, crisis management such as not being bugged etc., environmental education such as garbage disposal, home and technology such as handcraft, cloth, nutrition etc.

Myanmar Life Skills and UNICEF 's SHAPE Learning Contents are as follows. Myanmar life skills education has two characteristics. First, the following two lessons are added to the health section. Handicrafts, Nutrition, Clothing, etc. Adapting to a new social environment such as crisis management and environmental education. Second, moral education is added. Buddhist thoughts are reflected indirectly. The "Social Skills for Healthy Living" section contains content such as compassionate relationships, mutual

assistance, courtesy, and discipline. It reflects human relations based on Myanmar's unique values such as Buddhist thought and traditional customs. These items are different from the cooperation, mutual understanding, and give-and-take relationship proposed by WHO or UNICEF, which developed life skills education. This difference can not be explained by Buddhist thought alone. In Myanmar, the value norm based on Buddhist thought can be said to have created its own life skills education. What is the Buddhist thought associated with the life skills of Myanmar? What is the influence of Buddhist thought in Myanmar school education?

2) Buddhist thought and school education in Myanmar

About 80% of Myanmar's population is Buddhists. Buddhist thought has greatly influenced people's values and social norms. Myanmar has a relatively high level of education compared to other developing countries. At the end of the 19 century, modern school education was introduced into the British colonial era. However, even before that, basic education was spread widely in temples and so on. Today, of course, Buddhist thought is closely related to school education. There are many Buddhist school events in Myanmar. In addition, as part of civic or moral education, learning about the value norms based on Buddhist thought has been conducted (Yoshinaka, 1998).

U Pe Tin Thein (1992) defines the way of life and education based on Buddhist thought as follows. It quotes the words of Dammata, a customary law in Myanmar. The purpose of education is to learn about the job of living and to take a desirable position in society. To do this, develop the child's potential skills and make a meaningful contribution as a member of society. Buddhism educates children by encouraging them to place their names and actions. It is helping to be socially recognized, enjoying culture, and morally correct life. Children also learn how to raise awareness and control their mind. If mind is impatient, can not go the right way. A wise man considers what is right and wrong. Respond to disagreements in a true and nonviolent way. Such a person is kept by the truth, and is the one who keeps the truth. And such a man is just and wise. Buddhist thought emphasizes that it is not inconsistent with science. For example, children living in temples require cleanliness. The room is filled with fresh air and sunlight. It is the rule to always keep the environment clean, such as toilets. As mentioned above, Myanmar education is based on Buddhist thought. And the development of judgment based on justice. Buddhist thought is also recognized as a scientific concept.

2. Myanmar's perception of life skills education

Yoshinaka conducted an awareness survey on the life skill subjects for 3 weeks in

July 2001. The subjects were as follows. Two teacher training schools, 11 elementary schools and middle schools which are located in Yangon and Mandalay. And also interviewed UNICEF experts, Myanmar administrators and educational researchers on the introduction and implementation of Myanmar life skills education.

The subjects of the consciousness survey were instructors and students of teacher training universities, life skills teachers, students in grades 2-4, and students in grades 6-8. The survey method led to the selection of the learning items of interest in the life skill teacher's guidebook. The questionnaires were made according to the stage of development of the subjects and translated into Myanmarese. The students of the temple school looked at how they were aware of the contents of the social norms based on Buddhist thought.

The average characteristics of all the schools surveyed were as follows. First of all, there was a lot of interest in contents about health such as food cooking, disease prevention and coping, reason, drug, AIDS. Among them, most of the subjects were interested in health and hygiene such as food preparation, disease prevention, and coping. On the other hand, the percentage of subjects selected for sexuality such as sex, drug, and AIDS was low. Next, they were interested in practical skills such as broom making, social skills such as communication and meditation. In other words, there was a high level of interest in Myanmar's unique learning contents introduced into life skills.

Next, there was no difference in interest in health and practicality between students in the Buddhist school and the total subjects. However, regarding the contents related to social skills, the interest of Buddhist school students was slightly higher. The following factors can be considered as the cause. First of all, there was a meditation item on social skills. Second, there is a high interest in mental health as well as physical health. The concept of health can be divided into two categories: physical health and mental health. The former is the content of learning related to health such as cooking of food and prevention of disease. The latter is about social skills such as communication and meditation. The investigated temple school is authorized as an ordinary school according to the official curriculum. In other words, it was a school where a lot of ordinary children, not monks, were attending. However, most of the teachers, including the principal, are monks. It is an environment where Buddhism is more familiar to children than ordinary schools. Therefore, it seems that the students of the temple school were more interested in mental health than physical ones.

There is a wave of globalization in Myanmar. Economic activities of countries and companies are increasing, and exchanges with foreign countries are becoming active through development aid. As a result, the traditional culture and values of Myanmar are changing. The introduction of life skill education also shows the change in Myanmar society. The life skills education introduced in Myanmar is somewhat different in terms of goals and contents from that proposed by international organizations. In Myanmar,

knowledge of basic health and hygiene necessary for everyday life such as hygienic water and nutritious meals is urgent. It is also necessary to have skills for find jobs, knowledge and functions to help in daily life, and environmental education. An integrated and practical life skills education aiming at so-called living improvement is necessary. It reflects differences of opinion with international organizations in practical training such as vocational training and life skills. Life skills in Myanmar include handicrafts and practical educational activities necessary for everyday life. However, life skills education suggested by international organizations does not include the skills and practical skills necessary for living. Life skills have been influenced by UNICEF, especially among international organizations working in Myanmar. However, opinions were divided on whether to include practical skills in life skill courses. There is also a distinctive difference in social skill items. It is based on traditional values based on Buddhism, such as compassion, mutual cooperation, courtesy, and discipline. It is very different from the contents of life skills education proposed by international organizations.

The factors that gave rise to Myanmar's unique life skills education can be seen in two ways. Practical practical skill added and learning about social skills with traditional values of Myanmar based on Buddhist thought.

III. Conclusion

The learning items of SHAPE, which was the original of the installation of Myanmar life skills, closely coincide with the contents of life skill education proposed by WHO. Practical training is not included in there. The basic concept is based on the social psychological approach called improvement of human relations.

And it emphasizes practical or practical approach based on home economics and sociology. It is doubtful whether the ideologies devised by international organizations such as WHO and UNICEF are universally applicable to Myanmar.

Myanmar's life skills are composed of four elements. Healthy Living and Body Understanding, Health and Disease, Social Skills for Healthy Living and Integration. It has two characteristics. First, the following two lessons are added to the health section. Handicrafts, Nutrition, Clothing, etc. and adapting to a new social environment such as crisis management and environmental education. Second, moral education is added. Buddhist thoughts are reflected indirectly. It reflects human relations based on Myanmar's unique values such as Buddhist thought and traditional customs. These items are different from the cooperation, mutual understanding, and give-and-take relationship proposed by WHO or UNICEF, which developed life skills education. In Myanmar, the value norm based on Buddhist thought can be said to have created its own life skills

education.

About 80% of Myanmar's population is Buddhists. Buddhist thought has greatly influenced people's values and social norms. Myanmar has a relatively high level of education compared to other developing countries. The basic education was spread widely in temples. Buddhist thought is closely related to school education. Buddhism educates children by encouraging them to place their names and actions. Buddhist thought emphasizes that it is not inconsistent with science. It is the rule to always keep the environment clean.

There was a lot of interest in contents about health such as food cooking, disease prevention and coping, reason, drug, AIDS. Among them, most of the subjects were interested in health and hygiene such as food preparation, disease prevention, and coping. On the other hand, the percentage of subjects selected for sexuality such as sex, drug, and AIDS was low. They were interested in practical skills such as broom making, social skills such as communication and meditation. In other words, there was a high level of interest in Myanmar's unique learning contents introduced into life skills.

Next, there was no difference in interest in health and practicality between students in the Buddhist school and the total subjects. However, regarding the contents related to social skills, the interest of Buddhist school students was slightly higher. They have high interest in mental health. The temple school is authorized as an ordinary school according to the official curriculum. That's a school where a lot of ordinary children, not monks, were attending. It is an environment where Buddhism is more familiar to children than ordinary schools.

There is a wave of globalization in Myanmar. Economic activities of countries and companies are increasing, and exchanges with foreign countries are becoming active through development aid. As a result, the traditional culture and values of Myanmar are changing. The introduction of life skill education also shows the change in Myanmar society. The life skills education introduced in Myanmar is somewhat different in terms of goals and contents from that proposed by international organizations. An integrated and practical life skills education aiming at so-called living improvement is necessary. It includes handicrafts and practical educational activities necessary for everyday life.

Life skills have been influenced by UNICEF especially. There is also a distinctive difference in social skill items. It is based on traditional values based on Buddhism, such as compassion, mutual cooperation, courtesy, and discipline. It is very different from the contents of life skills education proposed by international organizations.

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Adoption of M-Marketing in Tourism Industry of Myanmar

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ABSTRACT : Mobile devices have become increasingly used in marketing channel in recent years for all kinds of organization. The study examines consumers' adoption of m-marketing in the context of Myanmar travel industry. The key objectives are to identify the factors affecting on m-marketing adoption by customers in tourism industry and to determine the relationship between each of the antecedents and the adoption of m-marketing in tourism industry. The study applies a model for the prediction of m-marketing adoption, drawing upon Technology Acceptance Model (TAM) with the inclusion of individual characteristics, perceived risk and trust. The model identifies the structural relationships among the eight constructs, namely, perceived usefulness, perceived ease of use, innovativeness, involvement, opinion leadership, perceived risk perceived trust and adoption), which were examined through multiple linear regression and path analysis. The final survey was conducted with a sample of 384 customers who had adopted m-marketing in tourism industry. The descriptive results present a profile of m-marketing customer in tourism industry in terms of demographic. The results explicitly provided several key contributions to marketing theory and for the tourism industry. Path analysis revealed that the mediating effects of trust, usefulness of risk between ease of use and adoption, the mediating effects of trust and risk between involvement and adoption, the mediating effects of risk between trust and adoption and the mediating effects of usefulness between risk and adoption. The analysis was carried out by regressing the propensity to adopt a dependent variable with seven independent variables. The results of his study contributes to understanding of how internet facilities can be embraced by tourism industries, and also how these facilities contributes to the development of online tourism for customer in Myanmar.

Key words : Antecedents of m-marketing, Adoption, Tourism Industry,

I. Introduction

In the recent past, information and communications technology (ICT) has evolved dramatically and has become a part of everyday life for most people in modern society. The development of ICT has had a major impact on most industries, especially the tourism industry, one of the largest and fastest growing industries in the world. The tourism industry, along with the financial industry, has been one of the largest internet users in terms of marketing and distributing its services (Lexhagen & Nysveen, 2000).

Tourism industries have widely adopted information technology (IT) to enhance operational efficiency, and most importantly to improve service quality and customer experience. The intense competition in today's business environment means that tourism and hospitality businesses have to work hard to maintain and develop their competitiveness. The success of a business, to certain extent, depends on its ability to acquire and utilize updated information to assist its management and marketing processes. Hence, Information technology (IT) helps to meet the demands for timely and accurate information by customers and the IT diffusion in the tourism and hospitality industries has recently increased at an unprecedented rate (Connolly & Lee, 2006, Connolly, D. J. & Lee, S. 2006).

On the internet, travel services such as flight tickets, accommodation and holidays have becoming the most popular online purchases compared to other types of products. This is a growing trend and many companies want to invest in this kind of service. The tourism industry in Myanmar has grown rapidly since reforms began in 2011, with Ministry of Hotels and Tourism figures showing that the total number of foreign arrivals has soared from 1.6 million in 2012 to 4.68 million last year. Travel agents used to be the main providers of booking systems, but with the development of ICT, this trend has shifted and booking systems are now directly accessible to the consumers themselves.

1. Objectives of the Study

This study is conducted with the following objectives;

- (1) To examine the factors affecting on m-marketing adoption of customers in tourism industry.
- (2) To determine the relationship between each of the antecedents and the adoption of m-marketing in tourism industry.
- (3) To analyze the mediating effects of trust, usefulness and risk between ease of use and adoption.
- (4) To analyze the mediating effects of trust and risk between involvement and

adoption

- (5) To analyze the mediating effects of risk between trust and adoption.
- (6) To analyze the mediating effects of usefulness between risk and adoption.

2. Scope and Method of the Study

Regarding the research method, analytical and descriptive methods were used. Path analysis model was applied to measure the direct and indirect effect of mediating variables between four independent variables: innovativeness, ease of use, opinion leadership and m-marketing adoption and descriptive method was used to describe demographic background of m-marketing customers, consumer behavior in adopting m-marketing in tourism industry and analyze the nature of relationship between each of the antecedents and the adoption of m-marketing in tourism industry. Through SPSS version 23.0, multiple linear regression analysis and path analysis were employed to further analyze the data. The simple random sampling method was used to collect the primary data of domestic customers who conduct inbound and outbound tours of tourism industry, to conduct literature review and obtain the adoption of m-marketing, the secondary data were used by collecting data from previous research journals. The study focuses on the adoption of m-marketing of Myanmar customers in tourism industry. In Myanmar, tourism industry and its customers who adopt m-marketing spread over the whole Myanmar, this study focuses only on 384 customers in Yangon region. The overall population of m-marketing customers user or smart phone users takes part in this study.

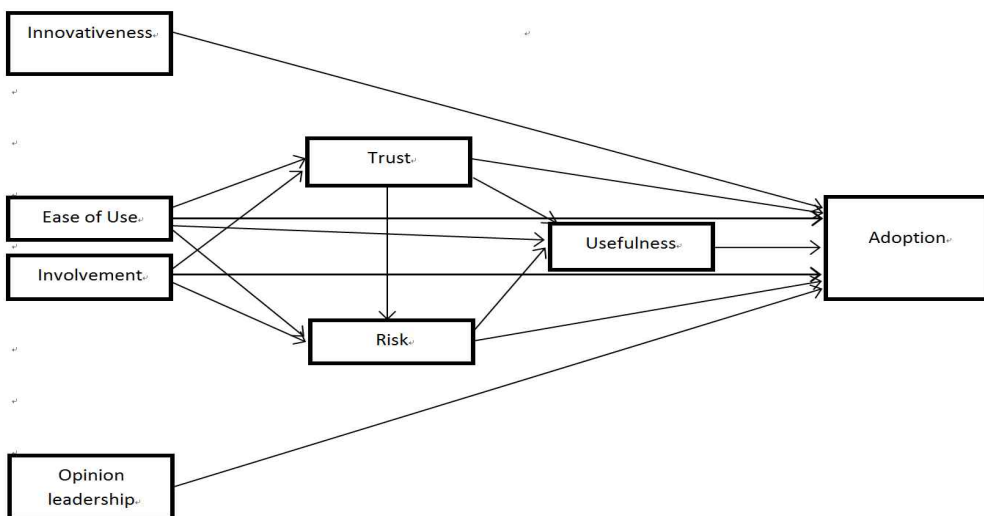


Figure1. Conceptual Framework for the Study

Source : Own Complication

II. Analysis on Adoption of M-Marketing in Tourism Industry

1. Research Design

The study follows exploratory method to analyze on adoption of m-marketing in tourism industry. Research design is the framework used in marketing research project that states the methods and processes for collecting and analyzing data needed (Burns & Bush, 2010). There are two main categories for the methods of collecting data, such as quantitative and qualitative. Besides that, research design can be classified into three types which are exploratory, descriptive and causal.

Descriptive research is being suitable for the study of identifies the cause of phenomena and describes the variability in different phenomena during the study. It is also appropriate for the larger population of the study's finding (Burns & Bush, 2010). In addition, descriptive research is adopted to determine the variables of the study, such as perceived usefulness, perceived ease of use, perceived trust, perceived risk, consumer involvement, consumer innovativeness, opinion leadership and adoption. Therefore, the researcher is able to clearly define and know what should be measured on this research paper through the descriptive data.

2. Results from Reliability and Validity Test

The results of Cronbach's Alpha coefficient was shown in Table 1. The result of Cornbrash's alpha coefficient in survey study was shown in Table1. Computed alpha values exceed 0.8 for all variables which are higher than acceptable score of 0.7. It could be observed that the six factors of usefulness, Ease of Use, Perceived Risk, Involvement, Personal Innovativeness and adoption of m-marketing are more than 0.7. It could be observed that alpha value of perceived trust and opinion leadership are less than 0.7. Based on the Table1, consumer involvement is the highest among the factors at 0.901.

Table 1. Results from Reliability and Validity Test

Factors	No. of items	Items Retained	Reliability Cronbach's Alpha	Validity	
				KMO	Bartlett's Test
Usefulness	9	8	.872	.892	.000
Ease of use	8	7	.854	.894	.000
Risk	7	7	.894	.872	.000
Trust	8	7	.594	.872	.000
Involvement	9	9	.901	.903	.000
Innovativeness	5	5	.756	.721	.000
Opinion Leadership	4	4	.599	.651	.000
Adoption	7	7	.840	.840	.000

Source: Survey data

3. Respondents' Demographic Profile

Demographic characteristics of the respondents are analyzed by gender, age, education, marital status, income and occupation level. Table 2 describes the gender of the respondents.

1) Gender of Respondents

Table 2. Gender of Respondents

Gender	Number of Respondents	Percent
Female	286	74.4
Male	98	25.6
Total	384	100

Source: Survey data

According to Table2, there are 384 respondents. Out of 384 total respondents, 286 are female and 98 are male. The total sample is made up of 74.4% of female respondents and 25.6 % of male respondents. Most of respondents are female. As a reason, females are more interested in travelling than males.

2) Age of the Respondents

In this study, age are divided into four groups, consists of under 18 years, 19-25 years, 26-40 years, 41-60 years.

Table 3. Age of Respondents

Age(Years)	Number of Respondents	Percent
Under 18	3	0.8
19-25	158	41.1
26-40	192	50.0
41-60	31	8.1
Total	384	100

Source: Survey data

Table 3 shows age of the respondents are being classified into four categories which are under 18, 19-25, 26-40, 41-60. Majority of the respondents are between the ages of 26-40 which is made up of 50.0% (192 people) of total respondents. Followed by this category is age between 19-25 at 41.1% (158 people). Age under 18 is only at 0.8 % (3 people). Majority of the respondents fall in age group 26 to 40 years. According to the data, people whose ages 26-40 years are found to tend to travel too much.

3) Education Level of Respondents

In this study, education level of respondents are classified into four categories, High school or below, diploma, bachelor, and master.

Table4. Education Level of Respondents

Education level	Number of Respondents	Percent
High school or below	6	1.6
Diploma	25	6.5
Bachelor	351	91.4
Master	2	0.5
Total	384	100

Source: Survey data

Table 4 shows the education level of respondents. According to Table, majority of respondents are graduated amounting to 91.4 % or (351persons), followed by diploma holder with 6.5% (25 persons) of the total and high school with only 1.6% and master degree holders are only 2 persons.

4) Marital Status of Respondents

Marital status of respondents are classified into two groups, single and married.

Table5. Marital Status of Respondents

Marital Status	Number of Respondents	Percent
Single	309	80.4
Married	75	19.6
Total	384	100

Source: Survey data

Both married and single are included in the sample. Marital status of the respondents of the sample is illustrated in table. Table indicates that out of 384 respondents, 309 (80.4%) are single and the rest (19.6%) are married.

5) Income of Respondents

In this study, income of respondents are classified into five groups, no income, less than Ks 150,000, Ks 150,001-300,000, Ks 300,001-450,000, more than Ks450,000.

Table 6. Income of Respondents

Income	Number of Respondents	Percent
No income	24	6.2
Less than Ks 150,000	3	0.9
Ks 150,001-300,000	107	27.8
Ks 300,001-450,000	141	36.7
More than Ks 450,000	109	28.4
Total	384	100

Source: Survey data

Table 6 shows income level of respondents. According to the Table, people with income level of Ks 300,001- 450,000 are found to be most interested in traveling, representing 36.7 % (141 persons). The most significant feature of the table is that the income of more than Ks 450,001 earners are at the second position with 27.8%. The third interested group is between Ks 150,001 and Ks 300,000 accounting for 27.8% (107 people). No income customers seem to travel sometimes using mobile and another group less than Ks 150,000 is the least interested one (6.2% and 0.9% respectively). Overall, it can generally be seen from the table that every income group is optimistic about travelling using mobile although there are some differences in the percentage.

6) Occupation of Respondents

Occupation of respondents are divided into six groups, civil servant, private worker, retired, housewife, student, and self-employed.

Table7. Occupation of Respondents

Occupation	Number of Respondents	Percent
Civil Servant	12	3.1
Private Worker	317	82.6
Retired	7	1.8
Housewife	5	2.1
Student	24	6.3
Self- employed	19	4.9
Total	384	100

Source: Survey data

Occupations of m-marketing customers in tourism industry are broadly grouped into seven. Table 7 shows occupation of respondents. According to table, private workers are the largest number (317 persons) representing 82.6%. It seems that private workers adopt m-marketing than others. The second largest m-marketing customers are students (24 persons) representing 6.3%. Self-employed customers adopt m-marketing at the third position (19 persons) representing 4.9%. Civil servants, housewife and retired customers adopt less m-marketing adoption. From this finding, it can be concluded that private workers adopt m-marketing more than others

4. Factors Effecting Adoption of M-Marketing

The study uses multiple regression when there is more than one independent variables to explain the variance in the dependent variable.

1) Influencing Factors on Usefulness

Regression analysis is conducted with perceived usefulness as the dependent variable and ease of use, trust and risk are used as independent variables. The results of SPSS output analyzing effect of ease of use, trust and risk on perceived usefulness are shown in Table 8.

Table 8. Influencing Factors on Usefulness

Dependent variable (Usefulness)	Unstandardized Coefficients		t	Sig	VIF
	B	Standard error			
Constant	11.192	1.515	7.387	.000	
Ease of Use	.591***	.055	10.677	.000	1.287
Trust	.062	.042	1.478	.140	1.195
Risk	-.144***	.034	4.219	.000	1.084
R Square	.289				

Adjusted R Square	.283			
F- value	51.481***		.000	
Durbin-Watson	1.797			

Source: SPSS Outputs

Statistical significance Indicate *** at the 1% level ** 5% level and * 10% level

Table 8 displays the multiple regression results, which can be interpreted as follows: R square is .289, explain that 28.9 % of the variance in usefulness is accounted by three independent variables: ease of use, trust and risk. Adjusted R square is .283. According to the results shown in Table ,that taking all other independent variables at zero, a unit increase in ease of use will lead to .591 unit increase in effect on usefulness and a unit increase in risk will lead to .144 unit decrease in effect on usefulness. The regression coefficient of ease of use is .591 at 1 % significance level. This shows that there is direct relationship between ease of use and usefulness. The regression coefficient of risk is -.1444 at 1 % significance level. This shows that there is indirect relationship between risk and usefulness. The value of F test, overall significance of the model, is 51.481 and its significant level is at 1% (p-value = 0.000). The multicollinearity statistics by using variance inflation factors (VIF) are also checked and the value of (VIF) is less than 10. The Durbin-Watson statistics are used to check autocorrelation in the table. For 384 observations and 7 independent variables dl is 1.734 and du is 1.796 at the 1 % significant level. The Durbin-Watson value (d) 1.797 is greater than 1.796. It indicates that it appears to be no autocorrelation. Therefore it can confirm that there are no autocorrelation problems in this table.

2) Influencing Factors on Trust

Table 9. Influencing Factors on Trust

Dependent variable (Trust)	Unstandardized Coefficients		t	Sig	VIF
	B	Standard error			
Constant	8.702	1.779	4.891	.000	
Ease of Use	.466***	.062	7.520	.000	1.093
Involvement	.108*	.056	2,415	.016	1.093
R Square	.085				
Adjusted R Square	.078				
F-value	39.917***			.000	
Durbin-Watson	1.881				

Source: SPSS Outputs

Statistical significance Indicate *** at the 1% level ** 5% level and * 10% level

Table 9 displays the multiple regression results, which can be interpreted as follows: R square is .085, which indicates 8.5 percent of the variance in usefulness that is predicted by two independent variables, ease of use and involvement. Adjusted R square is .078. According to the results shown in Table 9 that taking all other independent variables at zero, a unit increase in ease of use will lead to .466 unit increase in effect on trust and a unit increase in involvement will lead to .108 unit increase in effect on trust. This shows that there is direct relationship between ease of use and trust. The regression coefficient of involvement is .108 at 1 % significance level. This shows that there is also direct relationship between involvement and usefulness. The value of F test, overall significance of the model, is 39.917 and its significant level is at 1% (p-value = 0.000). The multicollinearity statistics by using variance inflation factors (VIF) are also checked and the value of (VIF) is less than 10. The Durbin-Watson statistics are used to check autocorrelation in the table. For 384 observations and 7 independent variables dl is 1.734 and du is 1.796 at the 1 % significant level. The Durbin-Watson value (d) 1.881 is greater than 1.796. It indicates that it appears to be no autocorrelation. Therefore it can confirm that there are no autocorrelation problems in this Table. The results suggested that customer involvement has direct relationship with perceived trust. This means that the higher the level of involvement, the more trust customers in the adoption of m-marketing.

3) Influencing Factors on Risk

Table 10. Influencing Factors on Risk

Dependent variable (Risk)	Unstandardized Coefficients		t	Sig	VIF
	B	Standard error			
Constant	20.671	2.263	9.136	.000	
Trust	.057	.063	.898	.370	1.210
Involvement	-.102*	.055	1.833	.068	1.110
Ease of Use	-.475***	.082	-5.811	.000	1.255
R Square	.085				
Adjusted R Square	.078				
F-value	11.706***			.000	
Durbin-Watson	1.844				

Source: SPSS Outputs

Statistical significance Indicate *** at the 1% level * 5% level and * 10% level

Table 10 displays the multiple regression results, which can be interpreted as follows: R square is .085, which indicates 8.5 percent of the variance in perceived risk that is predicted by three independent variables. Adjusted R square is .078. According to the results shown in Table that taking all other independent variables at zero, a unit increase in involvement will lead to .102 unit decrease in effect on risk and a unit increase in ease of use will lead to .475 unit decrease in effect on risk. This shows that there is indirect relationship between involvement and risk. The regression coefficient of ease of use is .475 at 1 % significance level. This shows that there is also indirect relationship between ease of use and risk. The value of F test, overall significance of the model, is 11.706 and its significant level is at 1% (p-value = 0.000). The multicollinearity statistics by using variance inflation factors (VIF) are also checked and the value of (VIF) is less than 10. The Durbin-Watson statistics are used to check autocorrelation in the table. For 384 observations and 7 independent variables dl is 1.734 and du is 1.796 at the 1 % significant level. The Durbin-Watson value (d) 1.844 is greater than 1.796. It indicates that it appears to be no autocorrelation. Therefore it can confirm that there are no autocorrelation problems in this table.

According to results, the adjusted R square .078 explains that 7.8% of total variance in perceived risk is explained by three factors: trust, involvement, and ease of use. Results suggest that the regression coefficient between trust and risk is 0.475 at 1% significance level and personal involvement and perceived risk is 0.102 at 10% level. The regression coefficient between involvement and risk is 0.102 at 10% significance level. This shows that there is direct relationship between involvement and risk.

4) Influencing Factors on Adoption

Table 11 displays the multiple regression results, which can be interpreted as follows: R square is .336, which indicates 3.36 percent of the variance in adoption that is predicted by seven independent variables. Adjusted R square is .324. According to the results shown in Table that taking all other independent variables at zero, a unit increase in trust will lead to .099 unit increase in effect on adoption and a unit increase in innovativeness will lead to .430 unit increase in effect on adoption. A unit increase in risk will lead to .094 unit decrease in effect on adoption and a unit increase in opinion leadership will lead to .165 unit increase in adoption. The value of F test, overall significance of the model, is 26.936 and its significant level is at 1% (p-value = 0.000). The multicollinearity statistics by using variance inflation factors (VIF) are also checked and the value of (VIF) is less than 10. The Durbin-Watson statistics are used to check autocorrelation in the Table. For 384 observations and 7 independent variables dl is 1.734 and du is 1.796 at the 1 % significant level. The Durbin-Watson value (d) 1.821 is greater than 1.796. It indicates that it appears to be no autocorrelation. Therefore, it can confirm that there are no autocorrelation problems in this Table.

Table 11. Influencing Factors on Adoption

Dependent variable (Risk)	Unstandardized Coefficients		t	Sig	VIF
	B	Standard error			
Constant	12.972	1.562	8.304	.000	
Ease of Use	.088	.055	-3.168	.109	1.951
Usefulness	-.070	.044	-1.602	.110	1.570
Trust	.099***	.035	2.795	.005	1.295
Risk	-.094***	.030	1.951	.002	1.258
Innovativeness	.430***	.067	6.411	.000	1.559
Involvement	.049	.032	1.521	.129	1.305
Opinion Leadership	.165**	.085	1.605	.052	1.345
R Square	.336				
Adjusted R Square	.324				
F-value	26.936***			.000	
Durbin-Watson	1.821				

Source: SPSS Outputs

Statistical significance Indicate *** at the 1% level,** 5% level and * 10% level

5. Path Analysis

This study uses path analysis to examine the effect of adoption of m-marketing and mediating effects between independent and dependent variables. Path analysis is used to test whether direct, indirect and total effect between independent and dependent variables.

1) Total Effects of Trust, Usefulness and Risk on Adoption

Path analysis is used to assess the extent to which an association between two variables is mediated by a third variable. The coefficient of the independent variables can be decomposed into its direct effect and indirect effect on the dependent variable. The sum of indirect and direct effect is called the total effect. In Table 12, a description of total, direct, and indirect effects are presented.

Table 12. Total Effects of Trust, Usefulness and Risk on Adoption

	Direct effect	Trust		Usefulness		Risk	
		Indirect effect	Total effect	Indirect effect	Total effect	Indirect effect	Total effect
Ease of Use	.383	.1330	.516	.0651	.4481	.0829	.4659
Involvement	.223	.0748	.2978	-	-	-.0039	.2269
Trust	.331	-	-	-	-	.0179	.3489
Risk	-.305	-	-	.0055	-.2995	-	-

Source: Survey data

In Table 12, path coefficients are used to examine the total effects of antecedents of m-marketing on adoption and then, compared them with the direct effect of antecedents of m-marketing on adoption. The indirect effect is calculated by multiplying contributing path coefficients. For instance, the indirect effect of ease of use on adoption through trust.1330 is obtained by multiplying the coefficient from ease of use to trust.402 by the coefficient from trust to adoption .331. The total effect .516 is the sum of the direct .383 and indirect effects .1330. As shown in Table 12 , the total effects of four independent variables: ease of use, involvement, trust, and risk on a dependent variable: adoption. The total effect of ease of use on adoption through trust .516 is greater than direct effect of .383. It indicates that trust mediate the relationship between ease of use and adoption.

In the first row of Table, the indirect effect of ease of use on adoption through usefulness.0651 is obtained by multiplying the coefficient from ease of use to usefulness.501 by the coefficient from trust to adoption.130. The total effect .4481 is the sum of the direct .383 and indirect effects .0651. The total effect of ease of use on adoption through usefulness .4481 is greater than direct effect of .383. It indicates that usefulness mediate the relationship between ease of use and adoption.

In the first row of Table, the indirect effect of ease of use on adoption through risk.0829 is obtained by multiplying the coefficient from ease of use to risk -.272 by the coefficient from risk to adoption -.305. The total effect .0829 is the sum of the direct .383 and indirect effects .4659. The total effect of ease of use on adoption through risk .4659 is greater than direct effect of .383. It indicates that risk mediate the relationship between ease of use and adoption.

In the second row of Table, the indirect effect of involvement on adoption through trust .0748 is obtained by multiplying the coefficient from involvement to trust .226 by the coefficient from trust to adoption .331. The total effect .2978 is the sum of the direct .223 and indirect effects .0748. The total effect of involvement on adoption through trust .2978 is greater than direct effect of .223. It indicates that trust mediate the relationship between involvement and adoption.

In the second row of Table, the indirect effect of involvement on adoption through risk.0039 is obtained by multiplying the coefficient from involvement to risk .013 by the coefficient from risk to adoption -.305. The total effect .2269 is the sum of the direct .223 and indirect effects .0039. The total effect of involvement on adoption through risk .2269 is greater than direct effect of .223. It indicates that risk mediate the relationship between involvement and adoption.

In the third row of Table, the indirect effect of trust on adoption through risk.0179 is obtained by multiplying the coefficient from trust to risk -.059 by the coefficient from risk to adoption -.305. The total effect .3489 is the sum of the direct .331 and indirect effects .0179. The total effect of trust on adoption through risk .3489 is greater than

direct effect of .331. It indicates that risk mediate the relationship between trust and adoption.

In the fourth row of Table, the indirect effect of risk on adoption through usefulness.0055 is obtained by multiplying the coefficient from risk to usefulness.043 by the coefficient from usefulness to adoption. 130. The total effect -.2995 is the sum of the direct .305 and indirect effects .0055. The total effect of risk on adoption through usefulness -.2995 is greater than direct effect of -.305. It indicates that usefulness mediates the relationship between risk and adoption.

These results offer further insights into the relationship between independent variables: ease of use, involvement, trust, and risk and a dependent variable: adoption by exploring the mediating role of trust, usefulness, and risk. Consistent with the literatures, this study finds an indirect effect between independent variables: ease of use, involvement, trust, and risk and a dependent variable: adoption (Spencer et al, 2009; Joiner et al, 2009).

III. Findings and Discussions

This study identifies the factors affecting on m-marketing adoption of customers in tourism industry and determine the relationship between each of the antecedents and the adoption of m-marketing in tourism industry. In order to implement these objectives, both secondary and primary data are used for analysis. To answer specified research questions, primary data are collected using simple random sampling method. After choosing a sample of 384 customers, data are collected with structured questionnaires.

Demographic characteristics of consumers are described by asking six main parts of questions: gender, age, education, marital status, income, and occupation. By the analysis of those data, it is found that female customers are more interested than male customers. The ages of m-marketing customers range from 7 years to over60 years. Among these age group, the age group between 26 and 40 years is the largest, accounting for about 50% of the sample. Marital status is simply divided

Into single and married, it is found that single customers are about four times larger than married customers. The reason might be that single customers are more likely to travel than married and thus they have higher to travel compared to married consumers who are often engaged with household work at home. In terms of education level, graduate consumers lager than non-graduate in the sample. The results of occupation data show that the sample includes more employed consumers than dependents. Regarding the results of income level, most m-marketing customers'

income level is between fewer than kyats 450,000 and more than kyats 300,000. Income level has influenced on the adoption of m-marketing.

In addition to exploring characteristics of sample with descriptive information, inferential statistical techniques were used in order to ascertain the impact and relationship between and among variables. For this purpose, Statistical Package for Social Science (SPSS) version 23 was employed. The collected data were checked for reliability and validity and correlations. It shows that all variables include perceived usefulness, perceived ease of use, perceived trust, perceived risk, innovativeness involvement, opinion leadership and adoption.

In line with the first objective, the relationship between the factors affecting on m-marketing adoption in tourism industry are identified. The research instrument consisted of the original TAM constructs (PU and PEU), external variables (consumer innovativeness, consumer involvement, opinion leadership, trust and perceived risk) and an adoption of technology measure. Perceived ease of use did not influence the adoption of m-marketing it indicates that unless user perceived m-marketing as being useful, ease of use has no effect on the adoption decision. This implies that the ease of use of m-marketing, which relates to individual skills, website navigation, online support and perceived complexity of m-marketing, has more significant effects on the perceived usefulness rather than on the adoption of m-marketing. In the regression models, perceived ease of use seems to have exhibited no effect on the adoption of m-marketing in tourism industry. Likewise, perceived usefulness appears not to influence the decision to adopt m-marketing. Perceived trust appears not to influence on perceived risk and perceived usefulness. Consumer involvement seems to have exhibited no effect on the adoption of m-marketing in tourism industry. From these results, it was determined that among seven variables, only three variables: perceived ease of use, perceived usefulness and consumer involvement may not be the antecedents of the adoption of m-marketing in tourism industry. It could be removed from the model to improve model parsimony, as it is insignificant in explaining the proposed model.

In order to fulfill the second objective, perceived ease of use and risk have positive and negative relationship with perceived usefulness respectively. The statistically non-significant coefficient for perceived trust suggests that this variable could possibly be dropped. Perceived ease of use and involvement have positive relationship with perceived trust. The statistically non-significant coefficient for perceived trust suggests that this variable could possibly be dropped. Consumer involvement and ease of use have negative relationship with perceived risk. Perceived trust, perceived risk, personal innovativeness and opinion leadership have positive relationship with adoption of m-marketing. In order to fulfill the third objective, ease of use has significant effect on adoption. The result shows that customers perceive ease of use as a factor which influences their adoption to use m-marketing during their travel. Thus, the result of the

study proves that customers think that using m-marketing would be free of effort.

Consumers can access thousands of online sites and purchase anything without travelling to a retail site and spending time at the retail store. Furthermore, m-marketing customers can view catalogues of different products/services and read extensive information detailing their features and performance, whereas information acquisition was time consuming and difficult prior to the outset of the internet. Therefore, this study proves ease of information searching, ease of booking, ease of using customer service. Thus, this study posits perceived ease of use as the antecedents of m-marketing adoption.

In order to fulfill the fourth objective, involvement has significant effect on adoption. Compared to traditional media, the processing of message content on the web is largely determined by consumer's level of involvement or predisposed intention to become exposed. The consumers seeking information regarding travel services are likely to visit travel-related websites or flight booking websites. In addition, with thousands of sites that offer information on accommodation, online consumers must choose which ones to visit. This can be accomplished based on their previous experience with certain sites or engines both of which require that consumer know how to search for the sites that are most likely to satisfy their needs at the time.

Despite the insignificant relationship between involvement and risk, consumer involvement demonstrates positive effect on both trust and risk. Therefore, this study proves that consumers with low product involvement are likely to perceive higher risk to adopt service activity. The results conclude that the more consumers are involved in their travel process and activities, the more trust they are likely to have in the adoption of m-marketing. Additionally, the more consumers are involved with m-marketing adoption, the less risk they are likely to perceive in relation to this medium.

In order to fulfill the fifth objective, although perceived risk has insignificant effect on adoption, perceived trust has significant effect on adoption. Although, the influence of risk on m-marketing indirectly affected the adoption decision, this could be explained by indicating that a trustful customer will still engage in risky activities. Therefore, this study proves that consumer could overcome their fear, derived from perceived risk or the uncertainty of m-marketing, by building up trust in a website. The more trust m-marketing customers have in m-marketing adoption, the lower their risk perception will be.

In order to fulfill the sixth objective, both risk and usefulness has significant effect on adoption. Technology usefulness is the key to m-marketing customers' adoption of m-marketing. Therefore, this study finds that consumers perceive m-marketing as useful because it allows home shopping, avoids shopping hassles, provides greater choice, enables shoppers to find and compare products and prices, and provides product customization and cheaper prices.

1. Suggestions and Recommendations

Based on the findings of the research, some relevant suggestions and recommendations for tourism industry and non-adopters can be made for the m-marketing adoption. The findings suggest motivational reasons that make consumers adopting m-marketing and subsequently the issues that constitute relative advantages of purchasing via the internet. Relative advantage is positively related to adoption as compared to other perceived adoption characteristics. M-marketing adopters felt satisfied that they could get the best bargains for the amount of time that they spent on gathering information and making comparisons of products and prices. Therefore, m-marketing adoption increase consumers' motivation to search for price information and are becoming more sensitive to price.

2. Needs for Further Study

This study covers the area of tourism industry in Myanmar, according to the time limit and financial constraints. In this study, consumer adoption on mobile marketing is analyzed on Technology Acceptance Model. Since the generalizability of the model is inherently limited to the travel services setting, the model should therefore be extended beyond the present context (e.g. to the e-banking industry and the insurance industry). By doing so, these replication studies could extend the generalizability of the findings derived from the current study.

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Export Market-Based Resources, Capabilities, Export Competitive Advantage and Export Performance of Myanmar Rice Exporting Companies

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ABSTRACT : This paper aims to explore the export market-based resources (assets and capabilities), and to analyse the effect of these resources on competitive advantage and its relationship with export performance of Myanmar rice exporting companies. The simple random sampling method is applied, and 60 companies are randomly selected from 70 companies registered at Myanmar Rice Federation in 2017. Personal interview method is applied to collect data from them. From multiple liner regression analysis, it is found that relational export market-based asset and export market-based capabilities are effecting on competitive advantage. To gain competitive advantage, companies need to do cooperation with other companies and business partners, and build relationship with suppliers and importers, and have competitor and market insights. The competitive advantage will lead to good financial performance. However, for customer loyalty, political issues and competitors' strategic activities are influencing; rather the competitive advantage of Myanmar exporting companies.

Key words : Export Market-Based Assets, Export Market-Based Capabilities, Export Competitive Advantage, Export Performance,

I. Research Background

Myanmar is an agricultural country and agriculture sector is the back bone of the economy. Myanmar's agricultural sector dominates the economy, contributing 36% of GDP, 26% of total export earnings in 2017 and employing more than 60 % of the workforce (Myanmar at a glance, n.d.). Myanmar Rice export hit over 3.5 mil MT in

2017-2018 and its worth more than \$1137 million and this is the highest level of export in 50years(Ko, 2017).

Myanmar rice is being exported to Bangladesh, Malaysia, Sri Lanka, African countries and Middle Eastern countries. Myanmar white rice is very famous for its unique characteristics such as food safety and exquisite natural taste as the national usage of farm chemicals is very minimal.

While Myanmar rice export has been increasing, the competition from neighboring countries become fierce. Cambodia and Vietnam are modernizing their rice industries to reach premium rice markets. Significant foreign-direct-investment in rice milling entered into Cambodia through its government's commitment to export-led rice sector development. Moreover, Myanmar's low-cost strategy become less effective because global demand for low quality rice is declining. Thus, Myanmar rice exporting companies must focus not only on export quantity but also on improving quality. To sustain market-share, Myanmar rice exporting companies have to pay more attention on quality measures, and should try to enter into premium segments and new market areas.

To increase rice exporting into world market (to increase export performance), Myanmar rice exporting companies would need to be strong in resources and export capabilities to achieve competitive advantage over competitors from other exporting countries such Cambodia, Vietnam and so on.

II. Rationale of the Study

Improving agricultural productivity and promoting exports are top priorities for the Government of the Republic of the Union of Myanmar, which has set ambitious targets of exporting 2 million tons of rice by 2014-2015 and 4 million tons by 2019-2020, and rice exports were at a 48-year high of almost 1.3 million tons in 2012-2013 (Southeast Asia Sustainable Development Unit, 2014). At the 2nd China-Myanmar Economic Corridor Forum, two countries discussed increasing the rice export quota for Myanmar to 400,000 tons via sea, from 100,000 tons currently (Htwe, 2019). Myanmar government also encourages the rice exporting companies to reform the rice sector because of higher competition from neighboring countries and still lack of modernization in milling industry. Thus Myanmar rice exporting companies have to focus on value adding throughout the value chain process: paddy yields and quality, warehousing milling, transportation, quality control and soon. The success of this reform in rice sector will eventually determine the extent of overall agricultural growth and poverty reduction in Myanmar. Thus, exporting rice goes much beyond increasing volumes(Southeast Asia

Sustainable Development Unit, 2014). If Myanmar rice exporting companies have export market-based distinctive competencies (resources and capabilities), they will gain competitive advantage and this will lead to good export performance. This study aims to analyse this link: resources, capabilities, competitive advantage, and export performance of Myanmar rice exporting companies.

III. Objectives of the Study

(1) To examine the effect of export market-based resources on export market-based capabilities of Myanmar rice exporting companies.

(2) To analyze the effect of export market-based capabilities on export competitive advantage of Myanmar rice exporting companies.

(3) To analyse the relationship between export competitive advantage and export performance of Myanmar rice exporting companies.

IV. Scope and Method of the Study

This study only focuses on Myanmar Rice exporters who are exporting by sea freight and located in Yangon region. The study conducts the research with both types of primary and secondary data. For collecting primary data, 60 companies are randomly selected from 70 registered rice exporting companies.

$$n = \frac{N}{Ne^2} = \frac{70}{70(0.05)^2} = 60$$

Personal interview method is applied by using structured questionnaires. Questionnaire consists of five parts: export market-based resources, export market-based capabilities, export competitive advantage, export performance, and firm's profile. Secondary data are collected mainly from World Bank reports, and Myanmar Rice Federation. For data analysis, multiple linear regression method is applied.

V. Resource-Based View

Penrose(1959) stated that a collection of firm's productive resources can contribute

to competitive advantage. (Barney, 2007) argued that these sources must be embedded in an organization in ways that enable them to realize their strategic value. The conceptual model of resource-based view is shown in Figure(1).

As shown in figure; firm's valuable, rare, inimitable, non-substitutable resources will support to sustained competitive advantage, and sustained competitive advantage will lead to sustained performance.

Resources are sources of competitive advantage, and if so, these resources can be seen as market-based resources, and the market-based resources can be classified into two: market-based assets and market-based capabilities (Srivastava, R. K., Shervani, T.A., & Fahey, L., 1998).

1. Market-Based Assets

Srivastava, R. K., Shervani, T.A., & Fahey, L., (1998) introduced the concept of market-based assets, and they distinguished two related types of market-based assets: (1) relational market-based assets which refer to outcomes of the relationship between a firm and key external stakeholders including distributors, retailers, customers, and other strategic partners ;and (2) intellectual market-based assets which are defined as the types of knowledge the firm possesses about its environment such as the emerging and potential state of market conditions and the entities in it, including competitors, customers, channels, suppliers, and social and political interest groups.

2. Export Market-Based Assets

Export market-based assets can be defined as the resource endowments that the firm has acquired or built over time and that can be deployed to advantage in the export markets (Day, 1994).Export market-based assets consist of not only tangible export market-based assets but also intangible (relational and intellectual) export market-based assets. Generally, tangible assets include factors containing financial and physical values, which can be observed in nature, have physical properties, are owned and controlled by the firm, and contain an accounting value as recorded on the firm's financial statements (Srivastava, R. K., Shervani, T.A., & Fahey, L., 1998).

Relational export market-based assets can be defined as the bonds between the export firm and external stakeholders. They stem from the relationships that the firm has with external stakeholders including suppliers, distributors, retailers, customers, and other strategic partners, and they are often based on factors such as trust and commitment (Styles, C., Patterson, P. G., & Ahmed, F., 2008).

Intellectual export market-based assets can be defined as the knowledge about

internal and external market environments which reside within the export firm. Intellectual market-based assets include many classes and types of knowledge regarding both external and internal environments, know-how embedded in individuals or units' skills, and know-how to leverage intra-organizational relationships (Srivastava, R. K., Fahy, J., & Christensen, H. K., 2001). They also include detailed knowledge that the firm and its employees possess, which can be used to denote all aspects of personal tacit and explicit marketing knowledge (Srivastava, R. K., Fahy, J., & Christensen, H. K., 2001).

3. Market-Based Capabilities

Day(1994) defined market-based capabilities as integrative processes where by the collective knowledge, skills, and resources of the firm are applied to the market-related needs of the business, thus enabling the firm to add value to its goods and services, adapt to market conditions, take advantage of market opportunities, and overcome competitive threats.

4. Export Market-Based Capabilities

Collis (1998) classified different definition of export market-based capabilities into three categories:(1) capabilities that reflect an ability to perform the basic functional activities of the firm more efficiently than competitors, (2) capabilities that share the common theme of dynamic improvement associated with the activities of the firm, and(3) capabilities that comprise a more metaphysical strategic insight that enables the firm to recognize the intrinsic value of other resources or to develop novel strategies before competitors.

5. Competitive Advantage

Day G. S.(1988) defined competitive advantage as a positional and performance superiority that results from the firm's relative superiority in resources. To obtain a full picture of competitive advantage,(Day G. S., 1988) argued that it should be divided into its competitive parts: sources of advantage, position of advantage, and performance outcomes (the SPP framework). According to their perspective, export competitive advantage consists of cost, product, and service advantage. Cost advantage involves the resources consumed in producing and marketing firm value offered and affects price and perceived value in the export markets. Product advantage denotes quality, design, and other product attributes that differentiate the firm value offered from those of competitors. Service advantage includes service related components of the value offered,

such as delivery speed and reliability and after-sales service quality. Superior export performance is driven by the existence of these competitive advantage (Navarro, 2010).

6. Export Performance

Khamwon (2012) stated 13 export performance measurements such as export sales volume, export market share, profitability, percentage of sales revenue derived from products introduced in export markets during the past three years, service quality to distributors, quality of company's relationship with distributors, reputation of company to distributors, distributor loyalty to company, overall satisfaction with total product/service offering to distributors, quality of company's end-user customer relationships, reputation of company to end-user, and end-user customer satisfaction.

VI. Conceptual Framework

Figure (2) shows the conceptual framework of the study conceptualizing the relationships between export market-based resources, competitive advantage, and export performance.

In this study, the competitive forces which can influence on competitive strategies practiced by Myanmar rice exporting companies. However, competitive forces alone cannot shape the strategy selection. The organizational competencies will also impact on strategy selection of rice exporting companies.

VII. Measurements of Variables

In this study, the items to measure variables are adapted to the items presented by (Khamwon, 2012). For all measurement items, in data collection, the Likert type five point scale is used (from 1 to 5: from strongly disagreed to strongly agreed).

1. Measurement for Tangible Export Market-Based Assets

The items to measure export market-based assets, by comparing with competitors, number of full-time employees, percentage of employees mainly involved in the export function, annual turnover, availability of financial resources to be devoted to export activities, availability of financial resources to be devoted to the firm, use of modern technology and equipment, preferential access to valuable sources of supply, and

production capacity availability.

2. Measurement for Relational Export Market-Based Assets

The items to measure relational export market-based assets are extent or nature of the supply chain network, relationships with suppliers, relationships with export channel intermediaries, market access through strategic alliances or partnerships, shared technology through strategic alliances or partnerships, access to strategic partners' managerial know-how and expertise, access to strategic partners' financial resources.

3. Measurement for Intellectual Export Market-Based Assets: External Market Orientation

The items to measure intellectual export market-based assets with external market orientation are reviewing the likely effect of changes in export environment (e.g., regulation, technology), seeking information in order to understand the forces which influence oversea customers' needs and preferences, concerning information of export competitors in decision making, disseminating information which can influence the way to serve export customers to export personnel, making quick response to competitive actions of major competitors, making quick response to important changes in export business environment (e.g., regulation, technology, economy).

4. Measurement for Intellectual Export Market-Based Assets: Internal Market Orientation

The items to measure intellectual export market-based assets with internal market orientation are: management tries to find out what employees want from the company, management tries to find out employees' real feelings about their jobs, management regularly talk to staff to find out about their job, management have regular staff appraisals in which they discuss what employees want, management do internal marketing research such as job satisfaction, work motivation, employee attitude survey and so on at least once a year, management have regular staff meetings with employees at all levels attending, management regularly reports back to staff about issues that effect their working environment, and management make corrections based on findings from employee survey.

5. Measurement for Export Market-Based Capabilities

The measurement items for export market-based capabilities are, by comparing with

competitors; identifying prospective customers, capturing important market information, acquiring export market-related information, making contacts in the export market, monitoring competitive products in the export markets, understanding overseas customer requirements, establishing and maintaining close supplier relationships, establishing and maintaining close overseas distributor relationships, and adoption of new methods and ideas in the manufacturing process.

6. Measurement for Export Competitive Advantage

The question items to measure the export competitive advantage are, by comparing with competitors; higher cost of raw materials (Reverse question), higher production cost per unit (Reverse question), higher cost of goods sold (Reverse question), gaining higher selling price to end-user abroad, higher product quality, better packaging, good brand image abroad, better product accessibility, better after sales service, higher delivery speed and reliability, and wider product line breadth.

7. Measurement for Export Performance

The items to measure the export performance are export sales volume, export market share, profitability, percentage of sales revenue derived from products introduced in export markets during the past three years, quality of relationship with importers abroad, importer loyalty to company, and overall satisfaction with total product/service offering to importers abroad.

VIII. Reliability Test

Data reliability of all variables are shown in Table (1). As shown in Table (1), the Chronbach's Alpha values for tangible export market-based assets, relational export market-based assets, export competitive advantage and export performance are greater than 0.7¹⁾, and there liability of data for these variables are acceptable. The Chronbach's Alpha value for intellectual export market-based assets (external orientation and internal orientation), and export market-based capabilities variable are greater than 9. Thus the data reliability is strong for these variables.

1) The reliability coefficient of 0.7 or higher is considered "acceptable in most social science research situations (Cohen R, 2010)

IX. Analysis on Export Market-Based Assets, Capabilities and Competitive Advantage

The descriptive method is applied for general evaluation on export market-based assets, export market-based capabilities, and export competitive advantage. The results with mean values are shown in Table (2).

As shown in Table (2), most of the Myanmar rice exporting companies are seeking the information about changes in business and international environment, and disseminating such information within their companies. They also have relevant capabilities to get market information and customer insights, to build good relationship with suppliers and also with buyers, although they are weak in using new methods and technology for higher quality of product. However, they are gaining moderate competitive advantage, and lower performance in rice exporting market.

1. Analysis on Effect of Export Market-Based Assets on Export Competitive Advantage

Multiple linear regression method is applied to analyse the effect of export market-based assets on export competitive advantage of 60 selected Myanmar rice exporting companies. Results are shown in Table (3).

As shown in Table (3), Myanmar rice exporting companies can gain competitive advantage if they cooperate with or alliance with partners throughout the value chain process (from supply source to end users). If they can do value adding at each stage of this process, they will achieve competitive advantage by ability to charge higher price, increase product quality, better packaging, better product accessibility, better after sale service, higher delivery speed and reliability.

2. Analysis on Effect of Export Market-Based Capabilities on Export Competitive Advantage

The results from analysis on effect of export market-based capabilities on export competitive advantage of Myanmar rice exporting companies are shown in Table (4). As shown in Table (4), the export market-based capabilities of Myanmar rice exporting companies are positively relating to export competitive advantage. If they have market insights (customer insights and competitor insights), build strong relationships with suppliers and adopt new methods to manufacturing products, they can gain competitive advantage with higher price, higher quality of product, and quick delivery.

3. Analysis on Effect of Export Competitive Advantage on Export Performance

In this analysis, the export performance is measured with two sub-variables: financial performance, and customer loyalty. Financial performance is measured with four items such as export sales volume, export market share, profitability, and percentage of sales revenue derived from products introduced in export markets during the past three years. The customer loyalty is measured with quality of relationship with importers abroad, importer loyalty to company, and overall satisfaction with total product/service offering to importers abroad.

Results from analysis on the relationship between export competitive advantage and financial performance of selected rice exporting companies are shown in Table (5).

As shown in Table (5), the export competitive advantage of rice exporting companies is effecting positively on their financial performance. If they can reduce manufacturing and marketing costs; and if they can provide better service, better quality, and quick delivery, they will achieve good financial performance.

Results from analysis on the relationship between export competitive advantage and customer loyalty of selected rice exporting companies are shown in Table (6). As shown in Table (6), the export competitive advantage of rice exporting companies is not relating to customer loyalty. The capacities to reduce cost, increase quality and service will not be supportive for Myanmar rice exporting companies to sustain customer relationship with importers.

X. Conclusion

This study intends to examine the export market-based resources, competitive advantage and export performance of Myanmar rice exporting companies. The 60 companies are surveyed, and it is found that most of the rice exporting companies are not gaining high competitive advantage as well as good financial performance and strong customer loyalty. Although they have some export market-based capabilities and assets, they lack in investment in milling facilities, and they also face the problem of low quality facilities of milling industry. To achieve sustainable export performance, they need to build competitive advantage to reduce cost of manufacturing and supplies, to have power to practice pricing options, and to provide quality products with speedy delivery. To achieve such competitive advantage, they have to possess export market-based resources: tangible, relational and intellectual market-based assets and export market-based capabilities.

1. Suggestions and Recommendations

Myanmar rice exporting companies should invest more in tangible assets. If they cannot invest individually; they should practice strategic alliance, merger and cooperation with business partners and local companies to upgrade facilities, technology and also to upgrade milling industry. Moreover, Myanmar government and exporting companies urgently need to find ways to strategically overcome the adverse effect of political issues on customer relationship and loyalty. They should try to disseminate the accurate information about political matters to other countries as possible as quick.

2. Limitation and Need for Further Research

This paper neglected the effect of general environment (effect of political, economic, sociocultural, and technological forces) on competitive advantage and performance of rice exporting companies. Their competitive strategies are also not yet accounted for this research. Thus, if the data and time is available, next researcher should consider these facts.

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Appendix



Figure 1. Conceptual Model of the Resource-Based View

Source: Barney, 2007.

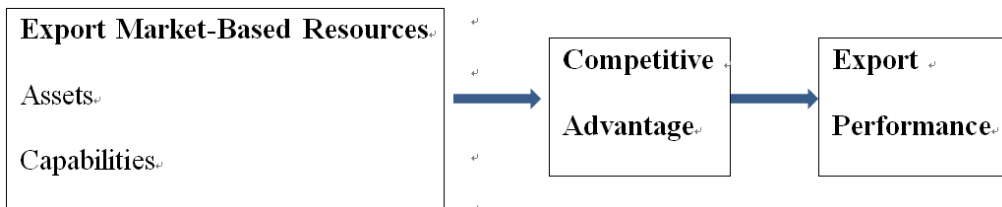


Figure 2. Conceptual Framework

Source: Developed for This Study, 2018

Table 1. Data Reliability

Sr. No.	Variables	Cronbach's Alpha	No. of Items
1	Tangible Export Market-Based Assets	0.837	8
2	Relational Export Market-Based Assets	0.854	7
3	Intellectual Export Market-Based Assets: External Orientation	0.925	6
4	Intellectual Export Market-Based Assets: Internal Orientation	0.910	10
5	Export Market-Based Capabilities	0.946	9
6	Export Competitive Advantage	0.871	11
7	Export Performance	0.753	9

Source: Survey Data, 2018

Table 2. Export Market-Based Assets, Capabilities, and Competitive Advantage

Sr. No.	Assets, Capabilities and Competitive Advantage	Mean	St. Dev
1	Tangible Export Market-Based Assets	3.25	0.72
2	Relational Export Market-Based Assets	3.84	0.88
3	Intellectual Export Market-Based Assets: External	4.16	0.85
4	Intellectual Export Market-Based Assets: Internal	4.13	0.83
5	Export Market-Based Capabilities	4.25	0.88
6	Export Competitive Advantage	3.35	0.83
7	Export Performance	2.48	0.67

Source: Survey data, (2018)

Table 3. Effect of Export Market-Based Assets on Export Competitive Advantage

Variable	Unstandardized Coefficients		Standardized Coefficients	Sig.	Tolerance
	B	Std. Error	Beta		
(Constant)	0.172	0.400		0.671	
Tangible Export Market-Based Assets	0.055	0.334	0.060	0.871	0.051
Relational Export Market-Based Assets	0.485*	0.284	0.525	0.100	0.072
Intellectual Export Market-Based Assets: External	0.207	0.394	0.179	0.603	0.059
Intellectual Export Market-Based Assets: Internal	0.242	0.426	0.241	0.574	0.038
R Square	0.82				
Adjusted R Square	0.78				
Durbin Watson	1.76				
F	24.10***				

a. Dependent Variable: Cost Leadership Strategy

***, **, * significant at 1%, 5%, 10%

Source: Survey data, (2018)

Table 4. Export Market-Based Capabilities and Export Competitive Advantage

Variable	Unstandardized Coefficients		Standardized Coefficients	Sig.	Tolerance
	B	Std. Error	Beta		
(Constant)	0.180	0.260		0.500	
Export Market-Based Capabilities	0.890** *	0.070	0.920	0.000	1.000

R Square	0.84
Adjusted R Square	0.83
Durbin Watson	2.32
F	156.94***

a. Dependent Variable: Export Competitive Advantage

***, **, * significant at 1%, 5%, 10%

Source: Survey data, (2018)

Table 5. Export Competitive Advantage and Financial Performance

Variable	Unstandardized Coefficients		Standardized Coefficients	Sig.	Tolerance
	B	Std. Error	Beta		
(Constant)	0.480	0.460		0.300	
Export Competitive Advantage	0.810***	0.130	0.760	0.000	1.000
R Square	0.58				
Adjusted R Square	0.57				
Durbin Watson	2.12				
F	41.87***				

Dependent Variable: Financial Performance

***, **, * significant at 1%, 5%, 10%

Source: Survey data, (2018)

Table 6. Export Competitive Advantage and Customer Loyalty

Variable	Unstandardized Coefficients		Standardized Coefficients	Sig.	Tolerance
	B	Std. Error	Beta		
(Constant)	(0.110)	0.310		0.720	
Export Competitive Advantage	1.040	0.090	0.910	0.231	1.000
R Square	0.83				
Adjusted R Square	0.83				
Durbin Watson	2.09				
F	148.75***				

Dependent Variable: Customer Loyalty

***, **, * significant at 1%, 5%, 10%

Source: Survey data, (2018)

Current Status of Korean Academic Discontinuation adolescents and Crisis Plan

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ABSTRACT : There are 70,000 young people who complete their compulsory education each year or stop studying in Korea after 1-2 years of middle school or high school. The reason for this suspension is that the number of crisis youth who left the main protection system of homes and schools since the 1997 economic crisis has increased due to changes in the family environment, friends, school and the social environment around the youth. Although the school-age population decreases, the number of students who leave school seriously sees the problems of these students because there are many difficulties and problems with entering school and becoming a healthy society member.

Key words : Suspended Adolescents, Academic Interruption Adolescents, Continuous Care, Systematic Management,

I. Introduction

There are 70,000 adolescents who stop studying in Korea every year, mainly after the completion of compulsory schooling or after the completion of middle school or high school 1-2 years. The reason for this suspension is that the number of crisis adolescents who have left the primary protection system of home and school has increased due to changes in family, friends, school, and social environment surrounding youth since the 1997 economic crisis. According to a panel survey by the Korea Youth Policy Institute, about 390,000 students are discontinued. These are 9-24 year olds who leave elementary, middle, and high school in the middle of school withdrawal or expulsion. They are divided into 'academic type', which prepares students for entrance

examinations and entrance examinations after leaving school, and 'occupational type', which works with a job. There are also "unworked" types that do not have academics or a job. The male and female proportions were 52.5% and 47.5%, respectively. High school students are overwhelming when they stop schooling.

Looking at the types of students who stop schooling, they can be classified as students who voluntarily leave school due to lack of meaning in school education or who involuntarily leave school due to maladjustment or misconduct. Specifically, on the basis of the number of responses, the school factor was 55.15, which means that students did not feel the necessity of going to school rather than personal circumstances or preferring alternative education (17.7%), and they did not want to study (14.6%). If they do not feel like they do, they have a high percentage of responses in the 1st to 3rd ranks, indicating that many students with discontinuity do not have much meaning for attending school.

Adolescents who have left school after school are free to feel free to leave school for 1-3 months, but as time passes, they are frustrated, free of charge, and anxious about the future, as well as worsening relationships with family members and people around them, and continuing meaningless life, the problem behaviors that have existed have worsened. In addition, young people who went to the employment front were found to work in poor conditions due to low wages and hard labor without being protected by the Labor Standards Act (Lee Ju-yeon, Jeong Je-young, 2015).

As the number of school-age populations decreases, but the number of students who drop out of school increases, and since they have many difficulties and problems from entering school to becoming healthy members of society, they see seriously the problem of these students as our future resources. You must be interested in and deal with it. We should now focus on why they are trying to stop school and help our young people get back to healthy society after they quit school.

However, most of the studies are only for the grasp of students who have stopped working, and furthermore, there are very few and insufficient practical studies for their challenge and growth. Therefore, in this study, we look for clues to solving the youth problem in Korea by examining what life is like and what should be done for them.

II. Suspended adolescents

1. Concept of Abortion adolescents

Similarly, adolescents who have dropped out of school have been called variously, such as dropouts, dropouts, and out-of-school teens. This is a term originally used to

refer to the suspension of formal education for voluntary or compulsory reasons. The term dropout reflects the tendency of the late 1980s that most of the youth leaving school understood in terms of 'school misadjustment'. However, the academic interruption used since the late 1990s refers to a youth who quit school or was expelled due to some problem, reflecting a more value neutral position. Meanwhile, in the 2000s, it was called "out-of-school adolescents" as the positive view that dropouts or school-stopping youths were out of school and did not stop learning.

2. Causes of academic interruption adolescents

The reasons why adolescents drop out of school are very diverse and complex. Divided into these, there are personal characteristics and the environmental characteristics (home, school, friends, etc.) surrounding them.

1) personal characteristics of adolescents

In terms of personal characteristics of academic interruption, impulse control ability, low self-concept, aggression, and interpersonal relations are immature, and they have low expectations of the future, antisocial authority, low intellectual level, high anxiety and depression. They also lack problem solving skills and poor communication skills.

Kim Kyung-sook and Kim In-hee (2016) said that the youth's lethargy, low self-esteem, and impulsiveness made him feel that he did not need a job in the future and lacked positive expectations, thus losing his sense of purpose in his life and future career. In addition, in Lee Ja-young's study (2010), academic discontinuation was mainly due to environmental characteristics such as family, friends, and teachers, and his personality and psychological characteristics acted as internal side factors.

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2) household factors

Assumptions act as a very important place in terms of school suspension. Therefore, several scholars (Ko Bon-yong et al., 2002; Koo Hong-hong, 2003; Kim Soon-kyu, 2004; Choi Choi-geun, 2010) are those who have social, economic status, single parents, single mothers, stepfathers, stepmothers, or have separated from parents. Family education such as structure, parenting attitude, family problems such as drug problems or violence of family members, sudden environmental changes, low educational

enthusiasm for families, low expectation of parents for children, absence of parents' discipline, and poor discipline. Support acts as a factor in adolescents' academic discontinuation. Moreover, as the recent changes in society, the family changes, and as the functions brought about by the family are transferred to society, the influence of family factors on the individual is greater.

Yoon Ye-gak (2002) stated that dissatisfaction with the family is the reason for the discontinuation of school, dissatisfaction with the reality of being raised by others without parents, although the parents are in discord, the parents are overly authoritarian or abused, Or point out that dissatisfaction with household poverty leads to school interruption.

These household factors for disruption include low economic and structural deficits, such as single parents, grandchildren, low socioeconomic status, low expectations of parents' children or indefinite parents or indifference and allowable / negative parenting. Family conflicts, such as support and drinking by parents, and domestic violence and abuse, are typical domestic factors.

3) school factor

School factors that lead to school interruption are relationships with school peers and teachers. Academic achievements, for example, are due to inadequate class attitudes, such as difficulties in human relations, conflicts, lateness, early departures, and absenteeism, disciplinary actions due to unsuitable instructional attitudes, school maladjustment, loss of interest in study, or loss of satisfaction with school education. do.

Oh Hye-young and two others (2011) found that the previous study was negatively affected by the lack of teacher's attention or conflict, and the discrimination and attitude at school, and the teacher's prejudice and stigma were critical. As such, the direct causes of school interruption are more influenced by school factors due to school maladjustment than family factors, and include violations of school rules, competitive entrance examination system, and denial of attendance at school.

4) friend factor

Another factor that can stop schooling is peer relationships. Adolescents who have dropped out of school tend to socialize with bad friends, friends who have a high propensity to break the rules, misconduct friends, and drug abuse friends. In particular, adolescents in this period change their attachment from parents to their peers, and their relationships with their peers are more important than their parents, and they are more influenced by their peers. Therefore, not only do not want to go to school due to continued school violence, but also the breakdown of social relations, harassment, bullying, etc. are the cause.

Table 1. Reasons for abort

Category	Answer Type	rank I		rank II		rank III	
		pers on	%	pers on	%	pers on	%
Home situation / personal situation	For health reasons	31	6.5	9	1.9	6	1.3
	Have a psychological or mental problem	17	3.6	25	5.3	18	3.8
	Because of family trouble	12	2.5	9	1.9	10	2.1
	The economic situation in the family is difficult	8	1.7	13	2.7	8	1.7
School maladjustment / behavior	I didn't want to study	69	14.6	44	9.3	28	5.9
	I didn't feel the need to go to school	84	17.7	87	18.4	53	11.2
	I don't like my friends	20	4.2	19	4.0	15	3.2
	School rules are strict	6	1.3	32	6.8	17	3.6
	I wanted to play with a friend who left school	7	1.5	15	3.2	10	2.1
	I hate you	27	5.7	33	7.0	34	7.2
	Disciplined for breaking school rules	41	8.6	15	3.2	15	3.2
Alternative education preference	To see the black notice	43	9.1	54	11.4	58	12.2
	To make use of my specialty	50	10.5	40	8.4	37	7.8
	Etc.	52	11.0	7	1.5	8	1.7
	Unknown / No Response	-	-	69	14.6	153	32.3

Source: Yoon Cheol-kyung, Lim Ji-yeon (2013). Academic Interruption Youth Panel Survey and Support Plan

3. Status of academic interrupted adolescents

The cumulative number of teenagers outside school is estimated to be about 360,000, and among them, about 280,000 are not known (Yun Chul-Kyung, Lim Ji-Yeon, 2013). Domestic out-of-school and foreign-influenced elementary, middle and high school population (A + B) 7,133,012, except for 6,771,407 regular school and other school (C + D) students, 361,605 youth, and where the location is identified 83,345 outside youths (E) (unapproved alternative schools, continuing education facilities, vocational training institutions, probation centers, juvenile centers, juvenile detention centers, study abroad, and long-term hospitalizations). 278,260 young people (F) have a hard time grasping.

According to the latest data released by the Ministry of Education (2015), the number of students who dropped out in 2014 was 51,906, down 8.662 (14.35) from 2013. The number of students who dropped out of school by school level was 14,886 in

elementary school, 11,702 in junior high school, and 25,318 in high school. It was found to be decreasing. Among them, the number of students with maladjustment for school grade was 2,777 elementary school students, 5,476 middle school students, and 20,249 high school students.

The number of students who suspended and misadjusted students by suspension and the status of students who stopped during the last five years are shown in <Table 3> and <Table 4>.

Table 3. Number of students withdrawal and maladjustment by city and province

City	2014			Non-Adaptation Suspension Status compared to 2013		
	Total Students	Suspension Number of students	Number of maladjustment students	2013 Status	2013 ~ 2014	Reduction
Total	6,285,792 (100.00%)	51,906 (0.83%)	28,502 (0.45%)	34,429 -	-5,927 -	-17.2% -
Seoul	1,064,741 (100.00%)	12,348 (1.16%)	4,782 (0.45%)	5,676 -	-894 -	-15.8% -
Pusan	375,462 (100.00%)	2,926 (0.78%)	1,764 (0.47%)	2,248 -	-484 -	-21.5% -
Daegu	319,972 (100.00%)	1,950 (0.61%)	1,249 (0.39%)	1,552 -	-303 -	-19.5% -
Inchon	354,743 (100.00%)	2,485 (0.70%)	1,456 (0.41%)	1,873 -	-418 -	-22.3% -
Kwangju	220,481 (100.00%)	1,437 (0.65%)	1,041 (0.47%)	1,265 -	-224 -	-17.7% -
Daejeon	209,373 (100.00%)	1,931 (0.92%)	1,053 (0.50%)	1,290 -	-237 -	-18.4% -
Ulsan	156,837 (100.00%)	922 (0.59%)	514 (0.33%)	811 -	-297 -	-36.6% -
Sejong	16,084 (100.00%)	171 (1.06%)	73 (0.45%)	58 -	15 -	25.9% -
Gyeonggi-do	1,624,893 (100.00%)	15,463 (0.95%)	8,060 (0.50%)	9,319 -	-1,259 -	-13.5% -
Gangwon-do	188,408 (100.00%)	1,379 (0.73%)	958 (0.51%)	1,229 -	-271 -	-22.1% -
Chungbuk	199,402 (100.00%)	1,404 (0.70%)	970 (0.49%)	1,181 -	-211 -	-17.9% -
Chungnam	260,168 (100.00%)	1,745 (0.67%)	1,140 (0.44%)	1,413 -	-273 -	-19.3% -
Jeonbuk	242,475 (100.00%)	1,537 (0.63%)	1,203 (0.52%)	1,318 -	-232 -	-17.6% -
Jeonnam	230,258 (100.00%)	1,532 (0.67%)	1,203 (0.52%)	1,351 -	-148 -	-11.0% -
Gyeongbuk	308,753	1,778	1,297	1,556	-259	-16.6%

	(100.00%)	(0.58%)	(0.42%)	-	-	-
Gyeongnam	429,226	2,379	1,534	1,872	-338	-18.1%
	(100.00%)	(0.55%)	(0.36%)	-	-	-
Jeju	84,516	483	323	417	-94	-22.5%
	(100.00%)	(0.57%)	(0.38%)	-	-	-

Source: Ministry of Education (2015). 2014 Student Status Survey

Table 4. Academic Suspension Rate (Unit: %)

division	Elementary School			middle School			high school			Total		
	Enrollment Number of students	Academic Interrupter	Abort ion Rate	Enrollment Number of students	Academic Interrupter	Abort ion Rate	Enrollment Number of students	Academic Interrupter	Abort ion Rate	Enrollment Number of students	Academic Interrupter	Abort ion Rate
'16	2,672,843	14,998	0.6	1,457,490	8,924	0.6	1,752,457	23,741	1.4	5,882,790	47,663	0.8
'15	2,714,610	14,555	0.5	1,585,951	9,961	0.6	1,788,266	22,554	1.3	6,088,872	47,070	0.8
'14	2,728,509	14,896	0.55	1,717,911	11,702	0.68	1,839,372	25,318	1.38	6,285,792	51,906	0.83
		(2,777)	(0.10)		(5,426)	(0.32)		(20,249)	(1.10)		(28,502)	(0.45)
'13	2,784,000	15,908	0.57	1,804,189	14,278	0.79	1,893,303	30,382	1.6	6,481,492	60,568	0.93
		(2,406)	(0.09)		(7,007)	(0.39)		(25,016)	(1.32)		(34,429)	(0.53)
'12	2,951,995	16,828	0.57	1,849,094	16,426	0.89	1,920,087	34,934	1.82	6,721,176	68,188	1.01
		(2,453)	(0.08)		(8,382)	(0.45)		(28,793)	(1.50)		(39,28)	(0.59)
'11	3,132,477	19,163	0.61	1,910,572	17,811	0.93	1,943,798	37,391	1.92	6,986,847	74,65	1.06
		(3,294)	(0.11)		(9,871)	(0.52)		(30,847)	(1.59)		(44,012)	(0.63)
'10	3,299,091	18,836	0.57	1,974,798	18,866	0.96	1,962,356	38,887	1.98	7,236,248	76,589	1.06
		(1,610)	(0.05)		(10,639)	(0.54)		(31,852)	(1.62)		(44,102)	(0.61)

Source: Ministry of Education (2015-2016) Student Status Survey, Jeon Ju-hee (2018), A Study on Adaptive Flexibility of Out-of-School Adolescents.

III. Measures for overcoming a adolescents crisis

launched for the first time in Korea to support students who were suspended from school and potential out-of-school. And jointly prepared by the Ministry of Education.

In 2014, the Act on Out-of-School adolescents Support was enacted. In 2015, the Out-of-School Youth Support Act was enacted. In 2014, we also designated

out-of-school youth support centers and started operating a total of 200 locations across 16 cities, provinces, 184 cities, and counties in 2015. In October 2017, 202 Dream Dreams, which are out-of-school youth support centers, are operating nationwide.

'Dream Dream' changed the name of 'Student Interrupted Youth Independence and Learning Support Project' to 'Out-of-School Youth Support Project' before the Act on Out-of-School Youth Support Act, and provided counseling, education, independence and health. We are supporting business such as culture, culture and specialization.

Therefore, in addition to the national support policy for out-of-school teens, this paper suggests how we can overcome this crisis as follows.

1. Understanding and intervention for academic suspended adolescents.

Rather than thinking of school interruption as a deviation and crisis, we need to understand it as a developmental process. Adolescents withdrew from school because of parent and family problems, strict rules and norms in school, and a combination of adolescent developmental impulses, lack of problem-solving skills, and poor coping with negative emotions. Known. As a result, students with discontinued adolescents are in charge of multiple crises, not just outsiders, but they need to accept and wait for them in the view that they can overcome the crisis and develop adaptively at each stage. There is also a need for a developmental approach in which change begins when there is belief in the possibility of change

2. Approach by problem type

Problem types in youths outside of school interruption were largely delinquent, interpersonal problems, mental health problems, academic maladjustment, and more severe and diverse spectrum than general adolescents, requiring more specialized and individualized interventions. Is analyzed.

Therefore, the motivation for counseling is important for adolescents with various misconduct behaviors such as violence, theft, runaway, and prostitution. And for adolescents who have difficulties in interpersonal relationships, strategies such as improving self-viewing ability, self-expression skills, and social mediation skills for interpersonal relationships are needed. For adolescents with mental health problems, strategies for evaluating mental health levels, linking medications, emergency interventions to mental health, coping skills, self-help interventions in mental health, behavioral, cognitive and emotional interventions. This is necessary. Finally, if there is a problem with learning, it is necessary to check for learning deficits and to recover their impaired motivation.

3. Rights support and advocacy

Academic Discontinuance Youth should work with the service system to ensure that they have the right to unreceived services, including survival, protection, learning, employment, labor and human rights, and that they are provided with necessary resources through advocacy. As a result, students with disabilities can make policy suggestions and advise on a variety of supports, such as protection, learning, meals, and health screenings, which are not available outside of school. Services include education, social work, and housing.

4. Continuous care and help

Helping adolescents with discontinuities requires intervention to use community resources while responding sensitively to their needs and actually meeting their deficiencies.

5. Activation and systematic management of social support networks

Effective support for adolescents with discontinuities is the driving of community cooperation. This requires the development of resources through social support networks and active use of them.

6. Academic suspension

The discontinuation meditation system is a system that prevents the discontinuance of a student by granting a period of meditation to a student who has been discontinued and supporting various programs such as counseling. The Academic Suspension Psychology Award was selected in 2011 as a plan to strengthen the protection of runaway and crisis youths. Students who are considered to be discontinued are those who are found to be in danger of discontinuation of elementary, middle, and high school who have found signs of academic discontinuity or have indicated their intention to discontinue school. In addition, they should have a meditation period of more than two weeks while receiving external professional counseling from alternative educational institutions. Such a period of time is not to withdraw the decision to suspend, but to assist in the consideration of the choice of suspension.

7. Other

In addition, for the students with discontinuance, the medical examination, the project to support the crisis youth who have social and economic difficulties, the employment success package project, the adolescents who need economic, social and psychological help due to the suspension of school and the runaway, etc. Employment vocational school programs are provided to enhance self-sufficiency by providing customized training and employment promotion subsidies.

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Effect of Experience, Value and Satisfaction on Visitors' Response to Shopping Malls in Myanmar

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ABSTRACT : This paper aims to explore the experiences visitors are getting from shopping malls and centers of Yangon, Myanmar, and to analyse the effect of experiences on visitors' perceived value on retail stores and non-store aspects, and effect of values on mall satisfaction, and relationship of mall satisfaction to response of visitors. This research covers nine shopping malls and centers which have both retail stores and non-store aspects (e.g., cinema theater). Systematic random sampling method is applied, and 270 respondents participated in survey. From analysis, it is found that escapist and esthetic experiences affect on emotional value, entertainment and escapist experiences affect on social value of retail stores; entertainment, escapist and esthetic experiences influence on social value of non-store aspects. Thus, malls and centers need to manage mall atmosphere, decoration, display, ambience and layout. Moreover, they should focus on provision of knowledge and information (e.g., changing merchandising styles, or service demonstrations). Although all four experiences affect on sensory appeal value of retail stores, educational experience is not relating to this value of non-store aspects. Sensory appeal and store price values of retail stores and emotional and sensory appeal values of non-store aspects affect on visitors' mall satisfaction. This satisfaction will lead to actual purchase and patronage intention. Thus, retail stores must try for their store design to be good look and esthetically attractive, and the price of products should also be reasonable. At non-store aspects, management should do to provide social and emotional values.

Key Words : Experience, Value, Satisfaction, Purchase, Patronage Intention,

I. Introduction

In Myanmar, large retail stores can be normally called as shopping malls or shopping centers. Shopping malls or centers are organized with retail stores which are selling variety of goods such as apparels, shoes, books, cosmetics, bags, jewelries, and so on. However, they also have super markets which are selling mainly foods, vegetables, pharmaceuticals, cosmetics, stationery, and also selling home appliances and kitchen appliances. Malls and centers also provide non-store aspects such as food courts, spa and saloons, cinema theaters, coffee shops, restaurants, laundries and so on. People coming into malls or centers can be grouped by their intentions: people coming with no intention to buy something (for window shopping), people coming to buy something from retail stores (effective visitors), people coming for non-store aspects (e.g., for hair cutting). Since the competition is coming fierce, shopping malls or centers are trying to attract people to come into. Thus, people can get 4Es (entertainment experience, educational experience, escapist experience and esthetic experience). It is very important for malls or centers to transform these experiences into actual purchase and patronage intention.

II. Rationale of the Study

It is difficult for retail stores within malls or centers to recover their investment including the rental fees. They cannot get sales if visitors are not coming into their stores to buy their products. Visitors are coming into malls for various purposes such as to enjoy events (entertainment or promotion events), to get some experiences (e.g., to escape from real life during the time of shopping), and even to take photos to be posted on Facebook, and so on. If they buy nothing from retail stores or from non-store aspects, malls or centers will be suffering from low return on investment and poor profitability. To change them from pure visitors into actual buyers, mall management need to understand what visitors want: what they value. Their value would depend on their experiences (entertainment, educational, esthetic, escapist experiences) gained at malls or centers. Their value (experiential value and functional value) associated with stores or non-store aspects will lead to their satisfaction with malls, and this satisfaction will also lead to behavior (response: actual purchase and patronage intention). Thus, to gain high sales of retail stores and for non-store aspects, mall management urgently need to understand their consumers' behavior: what experiences they like, what experiences they value, how are they satisfied, how do they decide to buy at malls or centers.

III. Research Questions

- What experiences are relating to functional value of retail stores?
- What experiences are relating to experiential value of retail stores?
- What experiences are relating to functional value of non-store aspects?
- What experiences are relating to experiential value of non-store aspects?
- What values are influencing on satisfaction?
- How is satisfaction affecting on consumer response (actual purchase and patronage intention)?

IV. Objectives of the Study

- To identify the experiences affecting on functional value of retail stores and non-store aspects.
- To explore the experiences influencing experiential value of retail stores and non-store aspects.
- To analyse the relationships between values and satisfaction of consumers.
- To analyse the relationship between satisfaction and actual purchase.
- To analyse the relationship between satisfaction and patronage intention.

V. Theory Background

Mehrabian and Russel (1974) presented the stimulus-organism-response (S-O-R) framework relating to shopping experience. The physical environment will act as the stimuli which will influence on consumer internal state: organism. These internal states will generate behavior of giving response. This framework can be seen in Figure (1).

Pine and Gilmore (1999) stated the experience economy perspective. Consumers are not rational decision makers at all time. They may decide emotionally in some cases, particularly in making buying decisions. Thus, their buying decision will not depend only on functional features and benefits of products or services, they would also concern about achieving emotional experiences. They may desire engaging experiences instead of satisfying with buying goods or services. In shopping malls, this fact can be seen obviously. Many visitors are coming into malls for emotional value, social value and esthetic value they desired. Their intention is not to buy something from malls. However, these values can generate their satisfaction which eventually will lead to actual

purchase and loyalty.

VI. Related Study

To develop the conceptual framework of the study, a closely related previous research is very relevant to be adapted. This previous research is done by Sadachar (2014). This is the dissertation submitted to the graduate faculty in partial fulfillment of the requirements for the degree of Doctor of Philosophy of Iowa State University. The conceptual model of this dissertation is shown in Figure (2).

The previous researcher assumed that values (emotional and functional values of retail stores and non-store aspects) will lead to both willingness to buy and satisfaction. However, satisfaction can also influence on willingness to buy. Both willingness to buy and satisfaction will influence on Patronage intention.

VII. Conceptual Framework of the Study

The conceptual framework of this study is shown in Figure (3). Consumers can gain experiences not only from non-store aspects also from retail stores of shopping malls or centers. These experiences will affect on their perceived values of malls or centers. This study excludes willingness to buy although it which can come out from customers' perceived values. The items to measure willingness to buy would be overlapped with items for patronage intention to malls or centers. Moreover, it is difficult to prove whether satisfaction is a first step of willingness to buy or both of these feelings come out simultaneously. Logically, actual purchase and patronage intention would be followed to satisfaction.

Pine and Gilmore (1999) presented the 4Es (educational experience, entertainment experience, escapist experience and esthetic experience) visitors can gain from shopping at malls.

Educational Experience

Visitors can learn new things and can get knowledgeable experience from shopping.

Entertainment Experience

Shopping at malls and centers can give visitors amusing, fun, and exiting moments.

Escapist Experience

Many visitors would like to get the feeling of escape from reality. A visitor would like to imagine him or herself as someone else, he or she would like to act as different character, would like to feel that being in different place and time. Malls or centers can fulfill such needs of visitors.

Esthetic Experience

Visitors can feel pleasant scene and decorations. They can get good sense from attractive mall setting, design and layout. Sheth, Newman and Gross (1991) described the dimensions of perceived values which can be relating to experiences at shopping malls.

Functional Value

When visitors decide to buy something from retail stores of shopping malls or shopping centers, they want to be sure the quality of goods or services stores are selling. They also expect good service from store staff, and very much concern about value for money of their purchase. However, the customers expect only efficiency when they buy services from non-store aspects such as watching movies at movie theater located at malls, getting hair-cutting and so on. They would like to fit the time with their schedule, and they would like to have feeling of convenience and ease.

Emotional Value

Visitors would value the feelings of relax, enjoy, pleasure and good from visiting around the malls.

Social Value

Visitors would value the impression from others on their shopping at malls, and they also value the social approval from others and feeling of socially accepted.

Sensory Appeal Value

Visitors may value ambience and esthetical appealing of shopping malls, and attractive displaying goods at retail stores of malls.

Satisfaction, Actual Purchase and Patronage Intention

Visitors will be satisfied with their choice to visit to a particular mall. This satisfaction will lead to actual purchase, and eventually they will patronize to the malls they are satisfied with.

VIII. Research Design

1. Sampling

There are 9 shopping malls or shopping centers which have the movie theaters and other non-store aspects. They also have various retail stores and super markets under their roofs. These are Taw-Win center, Junction square, Junction Mawtin, Junction city, San Yeik Nyein Gamonpwint, Heldan center, Tharkayta Capital mall, Parami Sein Gay Har, and Pyay Road Sein Gayhar mall.

Systematic random sampling method is applied. Since the population is unknown, for randomness, every 5th visitor who coming out from exit of each of malls are approached for personal interview .If a visitor accepted the request, he or she would become a respondent. Totaled 270 respondents participated, and 820 refused to give response to questionnaire.

2. Data Collection Method

Mall Intercept method is applied to collect data from visitors at 9 shopping malls and centers. Personal interview is conducted by using structured questionnaire. The data collection is taken on Saturdays and Sundays of two weeks: 1st and 2nd weeks of August, 2018. MBA students voluntarily participated as data collectors.

3. Research Instrument

The structured questionnaire is used to collect data from visitors at malls and centers. The questionnaire consists of five parts: demographic characteristics, experiences gained from shopping, perceived values on retail stores and on non-store aspects, satisfaction; actual purchase and patronage intention, and other shopping characteristics of respondents. Measurement items for 3 parts are with Likert type 5-point scales. Questions are not with Likert type for demographic characteristics and other shopping characteristics.

4. Data Analysis Method

Descriptive study is practiced to present the demographic characteristics and other characteristics of respondents. Frequency distribution tables and mean value tables are developed for descriptive analysis.

Analytical approach is applied to test the hypotheses of finding significance between

variables such as experience, value, and response of respondents to the malls and centers. Multiple linear regression method is applied.

5. Validity Test and Reliability Test

Pilot study is conducted with 30 respondents. The objective of this pilot study is to validate the questionnaire format and question wordings. Some question items which are not relevant in Myanmar retail context are removed from questionnaire. Wordings which are ambiguous and complex for respondents are modified. Then, the revised questionnaire is used for large scale survey of this study.

With validity test by factor analysis, the determinant, KMO value and Bartlett's test value are checked. If determinant value is greater than 0.00001, multicollinearity is not a problem for data. If KMO value is greater than 0.5, the patterns of correlation are relatively compact and the factor analysis will yield distinct and reliable factors. If Bartlett's test is significant ($p < 0.001$), factor analysis is appropriate. After factor loadings, all of the items in each factor should have relatively high loadings (greater than 0.40) on the factor they belong to.

Cronbach's alpha is used to construct the reliability measure in this study. Cronbach's alpha value for each variable is checked whether it is greater than 0.7. Results from reliability and validity test are shown in Table (1).

IX. Findings from Analysis

1. Demographic Characteristics

At the first step, descriptive analysis has been conducted to present the demographic characteristics and other shopping characteristics of respondents. Demographic characteristics are shown in Table (2).

2. Other Characteristics

Other shopping characteristics of respondents are shown in Table (3).

3. Testing Hypotheses

1) Testing Hypothesis (1):

Hypothesis (1): Experiences are positively relating to experiential values on retail stores and non-store aspects.

Hypothesis (1a): Educational and escapist experiences are significantly positively relating to emotional value on retail stores.

Hypothesis (1b): Educational and escapist experiences are significantly positively relating to emotional value on non-store aspects.

Hypothesis (1c): Entertainment experience is significantly positively influencing on social value on retail stores.

Hypothesis (1d): Entertainment experience is significantly positively influencing on social value on non-store aspects.

Hypothesis (1e): Esthetic experience is significantly positively influencing on sensory appeal value on retail stores.

Hypothesis (1f): Esthetic experience is significantly positively influencing on sensory appeal value on non-store aspects.

To test the above hypotheses, multiple linear regression method is applied. Results from testing Hypothesis (1a) are shown in Table (4).

From the regression coefficient and significant level of each independent variable, it can be seen that the two variables; escapist experience and esthetic experience; have a positive relationship with emotional value of retail stores. The coefficients are 0.483 and 0.019 at a statistical significant level of 5 percent (p -value = 0.000). Results from testing Hypothesis (1b) are shown in Table (5).

From the regression coefficient and significant level of each independent variable, it can be seen that two variables: escapist and esthetic experiences have positive relationships with emotional value on non-store aspects. The coefficients are 0.365 and 0.007 at the statistical significant level of 5 percent (p -value = 0.000 and 0.045) respectively.

These findings partially support hypothesis Hypothesis (1b): Educational experience is not relating to emotional value on non-store aspects; escapist and esthetic experiences are relating to emotional value on non-store aspects. Results from testing Hypothesis (1c) are shown in Table (6).

From the regression coefficient and significant level of each independent variable, it can be seen that three variables; educational experience, entertainment experience, and escapist experience have a positive relationship with social value on retail stores. The coefficients are 0.180, 0.156, and 0.199 at a statistical significant level of 5 percent (p -value = 0.001, 0.001, and 0.000) respectively. Results from testing Hypothesis (1d) are shown in Table (7).

From the regression coefficient and significant level of each independent variable, it can be seen that three variables; entertainment experience, escapist experience and esthetic experience have a positive relationship with social value on non-store aspects.

The coefficients are 0.168, 0.161, and 0.119 at the statistical significant level of 5 percent (p-value = 0.001, 0.001, and 0.002) respectively. Results from testing Hypothesis (1e) are shown in Table (8).

From the regression coefficient and significant level of each independent variable, it can be seen that the four variables; educational experience, entertainment experience, escapist experience and esthetic experience have a positive relationship with sensory appeal value on retail stores. The coefficients are 0.198, 0.254, 0.191, and 0.166 at a statistical significant level of 5 percent (p-value = 0.001, 0.000, 0.000, 0.000) respectively. Results from testing Hypothesis (1f) are shown in Table (9).

From the regression coefficient and significant level of each independent variable, it can be seen that three variables; entertainment experience, escapist experience and esthetic experience have positive relationship with sensory appeal value on non-store aspects. The coefficients are 0.211, 0.171, and 0.092 at a statistical significant level of 5 percent (p-value = 0.000, 0.000, and 0.027) respectively.

2) Testing Hypothesis (2) and Hypothesis (3)

Hypothesis (2): Experiential values are influencing on mall satisfaction.

Hypothesis (2a): Emotional value of retail stores is significantly positively relating to mall satisfaction.

Hypothesis (2b): Social value of non-store aspects is significantly positively relating to mall satisfaction.

Hypothesis 3: Functional values are relating to mall satisfaction.

Hypothesis (3a): Store quality value of retail stores is significantly positively relating to mall satisfaction.

Hypothesis (3b): Efficiency value of non-store aspects is significantly positively relating to mall satisfaction. Results from testing Hypothesis (2) and (3) are shown in Table (10).

From the regression coefficient and significant level of each independent variable, it can be seen that the four variables; sensory appeal value on retail stores, emotional value and sensory value on non-store aspects, and store price value of retail stores have positive relationships with mall satisfaction. The coefficients are 0.168, 0.015, 0.198 and 0.085 at a statistical significant level of 5 percent (p-value= 0.024, 0.000, 0.000 and 0.014) respectively.

3) Testing Hypothesis (4)

Hypothesis (4): Mall satisfaction is significantly and positively influencing on actual purchase.

Simple linear regression method is applied. The results from analysis are shown in Table (11).

From the regression coefficient and significant level of independent variable, it can be seen that mall satisfaction has a positive relationship with actual purchase at malls, and the coefficient is 0.608 at a statistical significant level of 5 percent (p-value = .000).

4) Testing Hypothesis (5)

Hypothesis (5): Mall satisfaction is significantly and positively influencing on patronage intention. Simple linear regression method is applied. The results from analysis are shown in Table (12).

For the regression coefficient and significant level of independent variable, it can be seen that mall satisfaction has a positive impact on patronage intention. The coefficient is 0.248 at the statistical significant level of 5 percent (p-value=0.000).

X. Conclusion and Recommendations

According to the results of testing hypotheses of relationship between experiences (4Es) and visitors' perceived value, it can be concluded that escapist and esthetic experiences on emotional value of retail stores and non-store aspects. Thus, shopping malls and shopping centers should emphasize on store atmosphere, decoration, display, ambience and layout.

From results of analysis on relationship between experiences and social value, it is found that educational, entertainment and escapist experiences influence on social value of retail stores. Entertainment, escapist and esthetic experiences influence on social value of non-store. Thus, to fulfil the visitors' need of social value, malls and centers need to manage store atmosphere, decoration, display, ambience and layout. Moreover, they should focus on provision of knowledge and information to visitors (e.g., changing merchandising styles, introducing new things, entertaining events, product or service demonstrations and so on).

With survey results of relationship between experience and sensory appeal value, it is found that all four experiences are influencing on sensory appeal value of retail stores. However, educational experience is not relating to sensory appeal value of non-store aspects. Thus, for sensory appeal value of retail stores, shopping malls and shopping centers need to manage store atmosphere, decoration, display, ambience and layout, and for provision of knowledge and information to visitors (e.g., changing merchandising styles, introducing new things, entertaining events, product or service demonstrations and so on).

From analysis on the effect of values on visitors' mall satisfaction, it is found that sensory appeal value and store price value of retail stores and emotional value and

sensory appeal value of non-store aspects are affecting on visitors' mall satisfaction. Thus, retail stores must try for their store design to be good look and esthetically attractive, and the price of their products should also be reasonable. At non-store aspects, management should do to provide social value and emotional value to visitors.

Concerning the results from analysis on effect of visitors' mall satisfaction on actual purchase and patronage intention, it is found that mall satisfaction is positively affecting on actual purchase, and also affecting on patronage intention. Thus, shopping malls and centers must emphasize on visitors' satisfaction with malls and centers.

Limitation and Needs for Further Study

This research focuses only on malls and centers located in Yangon, Myanmar, excluding the malls and centers of other regions of Myanmar. Mall satisfaction can come out not only from emotional, social, and sensory appeal values; it can come out also from marketing mix practices, strategies of retail stores and non-store aspects, location, communication and commercial infrastructure, and security and safety. This research accounted for only emotional, social and sensory appeal values. In malls and centers of Yangon, customers are buying products mainly from super markets of malls and centers (buying food, fruits, vegetables, beverages), rather than buying products from other stores such as store of apparels, store of jewelries, store from electronics, and so on. This point is neglected in this study. By concerning the patronage intention, in malls and centers in Yangon, some people need to pass across the malls to go to their offices or schools. Their intention is not to buy something at malls. This point is also not yet analysed in this research. Thus, for further research, these gaps should be considered.

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Appendix 1.

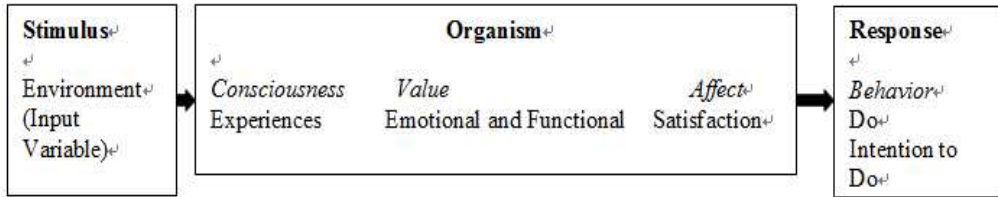


Figure 1. S-O-R Framework

Source: Mehrabian and Russel (1974)

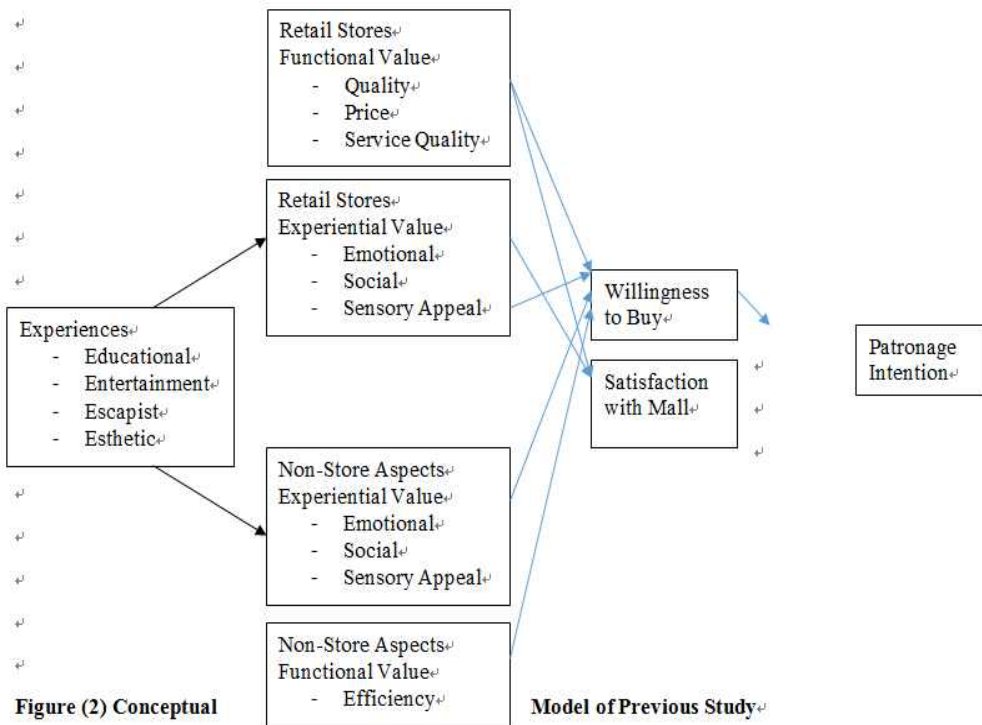


Figure (2) Conceptual

Source: Sadachar (2014)

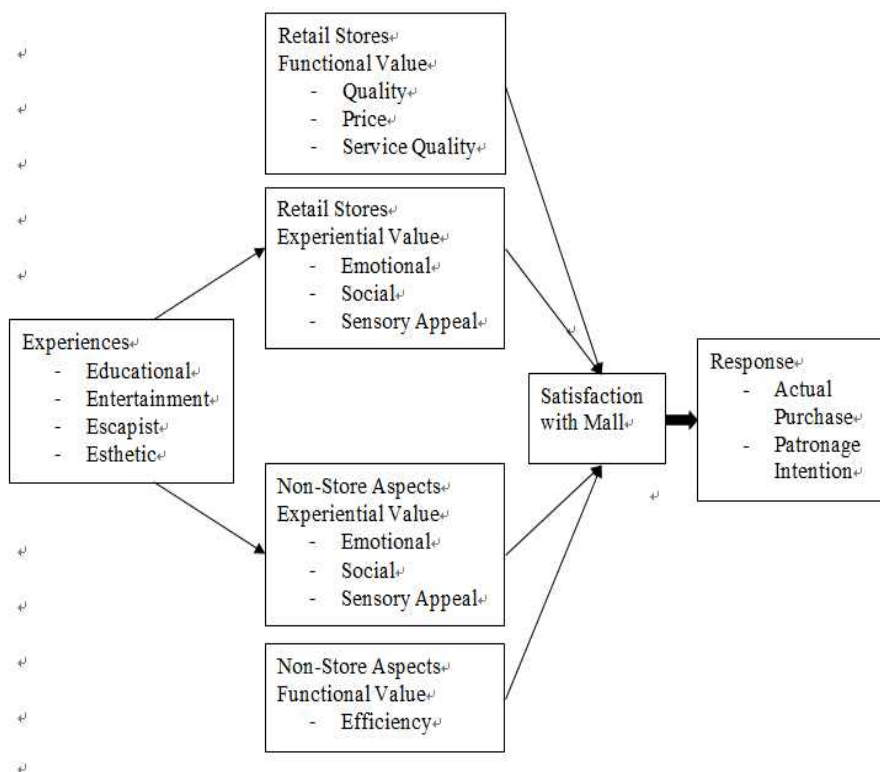


Figure (3) Conceptual Framework of the Study

Source: Developed for this Study

Table 1. Results from Reliability and Validity Test

Sr. No.	Factors	Reliability Cronbach's Alpha	Validity KMO
1	Educational Experience	0.606	0.625
2	Entertainment Experience	0.884	0.851
3	Escapist Experience	0.607	0.694
4	Esthetic Experience	0.846	0.741
5	Store Emotional Value	0.780	0.736
6	Store Social Value	0.729	0.755
7	Store Sensory Appeal Value	0.698	0.635
8	Non-store Emotional Value	0.622	0.554
9	Non-store Social Value	0.790	0.790
10	Non-store Sensory Appeal Value	0.742	0.736
11	Store Quality Value	0.752	0.678
12	Store Price Value	0.804	0.744

13	Store Service Quality Value	0.608	0.687
14	Non-store Efficiency Value	0.755	0.657
15	Actual Purchase	0.802	0.733
16	Patronage Intention	0.777	0.814
17	Store Satisfaction	0.709	0.766

Source: Survey Data, 2018

Table 2. Demographic Characteristics of Respondents (N = 270)

Variable	Description	Frequency	Percent (%)
Gender	Male	180	66.8
	Female	90	33.2
Age	18-24	134	49.6
	25-31	112	41.7
	32-38	21	7.8
	39-45	3	0.9
Marital Status	Single	188	69.6
	Married	82	30.4
Highest Level of Education	High School and Lower	9	3.3
	University or College	23	8.7
	Bachelor Degree	142	52.4
	Post Graduate Degree	92	34.1
	Other	4	1.6
Employment Status	Student	66	24.3
	General workers/lower level employees	19	7.1
	Middle level staff	174	64.5
	Higher level staff	9	3.4
	Business owners	1	0.4
	Other	0	0
			0

Source: Survey Data, 2018

Table (3) Other Characteristics of Respondents

Variable	Description	Frequency	Percent (%)
Frequency of Visiting the Mall	Once a week or more	48	17.6
	Once every two weeks	94	34.8
	Once a month	92	34.1
	Four or five times a year	21	7.8
	Rarely or first time	15	5.8
Mall Companion	Friend/Friends	113	41.7
	Spouse	4	1.4
	Family	49	18.1
	Colleagues	15	5.6
	Boyfriend/girlfriend	10	3.6
	Alone	14	5.3
	Friends + Family	11	4.0
	Friends + Colleagues	17	6.2
Purpose of Visiting the Mall	Buy Merchandise	39	14.5
	Use non-store aspects of the mall	6	2.2
	Window shop or browse	14	5.3
	Just get away/pass time	14	5.4
	Meet friends/socialize	9	3.4
	Buy + Browse + Pass Time	27	10.0
	Buy + Browse + Use non-store aspects	42	15.4
	Browse + Pass Time	33	12.1
	Buy + Use non-store aspects	18	6.7
	Use non-store aspects + Browse + Pass Time	18	6.7

Source: Survey Data, 2018

Table 4. Relationship between Experience and Emotional Value on Retail Stores

	Emotional Value on Retail Stores				VIF
	Coefficient	Beta	t	Sig.	
(Constant)	3.399		76.591	.000	
Educational Experience	-.024	-.020	-.439	.661	1.006
Entertainment Experience	-.060	-.055	-.954	.341	1.650
Escapist Experience	.483*	.315	5.347	.000	1.699
Esthetic Experience	.019*	.299	4.919	.000	1.813
R	.515				
R2	.265				
Adjusted R2	.257				
F statistics	32.414*			.000	
Durbin-Watson	1.723				

* Statistically significant at 5% level

Source: Survey Data, 2018

Table 5. Relationship between Experience and Emotional Value on Non - Store Aspects

	Emotional Value on Non-Store Aspects				VIF
	Coefficient	Beta	t	Sig.	
(Constant)	3.431		89.740	.000	
Educational Experience	-.018	-.018	-.383	.702	1.006
Entertainment Experience	.074	.083	1.364	.173	1.650
Escapist Experience	.365*	.290	4.693	.000	1.699
Esthetic Experience	.007*	.129	2.014	.045	1.813
R	.436				
R ²	.190				
Adjusted R ²	.181				
F statistics	21.070*			.000	
Durbin-Watson	1.721				

* Statistically significant at 5% level

Source: Survey Data, 2018

Table 6. Relationship between Experience and Social Value on Retail Stores

	Social Value on Retail Stores				VIF
	Coefficient	Beta	t	Sig.	
(Constant)	1.182		5.766	.000	
Educational Experience	.180*	.198	3.482	.001	1.623
Entertainment Experience	.156*	.181	3.467	.001	1.367
Escapist Experience	.199*	.229	4.722	.000	1.172
Esthetic Experience	.073	.099	1.807	.072	1.509
R	.531				
R ²	.282				
Adjusted R ²	.272				
F statistics	28.165*			.000	
Durbin-Watson	1.734				

* Statistically significant at 5% level

Source: Survey Data, 2018

Table 7. Relationship between Experience and Social Value on Non-Store Aspects

	Social Value on Non-Store Aspects				VIF
	Coefficient	Beta	t	Sig.	
(Constant)	1.749		6.566	.000	
Educational Experience	-.014	-.017	-.364	.716	1.017
Entertainment Experience	.168*	.192	3.561	.000	1.342
Escapist Experience	.161*	.184	3.483	.001	1.295
Esthetic Experience	.119*	.196	3.153	.002	1.775
R	.476				
R ²	.226				
Adjusted R ²	.211				

F statistics	14.928*			.000	
Durbin-Watson	1.759				
* Statistically significant at 5% level					

Source: Survey Data, 2018

Table 8. Relationship between Experience and Sensory Appeal Value on Retail Stores

	Sensory Appeal Value on Retail Stores				VIF
	Coefficient	Beta	t	Sig.	
(Constant)	.263		1.160	.247	
Educational Experience	.198*	.179	3.459	.001	1.623
Entertainment Experience	.254*	.243	5.107	.000	1.367
Escapist Experience	.191*	.180	4.097	.000	1.172
Esthetic Experience	.166*	.185	3.706	.000	1.509
R	.638				
R ²	.408				
Adjusted R ²	.399				
F statistics	49.389*			.000	
Durbin-Watson	1.750				
* Statistically significant at 5% level					

Source: Survey Data, 2018

Table 9. Relationship between Experience and Sensory Appeal Value on Non-Store Aspects

	Sensory Appeal Value on Non-Store Aspects				VIF
	Coefficient	Beta	t	Sig.	
(Constant)	.981		3.366	.001	
Educational Experience	.013	.013	.299	.765	1.017
Entertainment Experience	.211*	.198	4.172	.000	1.295
Escapist Experience	.171*	.231	4.146	.000	1.775
Esthetic Experience	.092*	.115	2.223	.027	1.522
R	.613				
R ²	.376				
Adjusted R ²	.364				
F statistics	30.747*			.000	
Durbin-Watson	1.761				
* Statistically significant at 5% level					

Source: Survey Data, 2018

Table (10) Effect of Experiential and Functional Values on Mall Satisfaction

	Mall Satisfaction				VIF
	Coefficient	Beta	t	Sig.	
(Constant)	.428		1.544	.124	
Emotional Value on Retail Stores	.023	.019	.558	.577	1.043
Social Value on Retail Stores	.093	.085	1.913	.057	1.769
Sensory Appeal Value on Retail Stores	.168*	.110	2.263	.024	2.110
Emotional Value on Non-Store Aspects	.015*	.248	5.423	.000	1.881
Social Value on Non-Store Aspects	.007	.007	.211	.833	1.037
Sensory Appeal Value on Non-Store Aspects	.198*	.186	4.464	.000	1.560
Store Quality Value of Retail Stores	.080	.076	1.864	.053	1.474
Store Price Value of Retail Stores	.085*	.115	2.480	.014	1.919
Store Service Quality Value of Retail Stores	.001	.001	.007	.994	1.872
Efficiency Value of Non-Store Aspects	.063	.070	1.651	.100	1.631
R	.782				
R2	.612				
Adjusted R2	.594				
F statistics	34.258*			.000	
Durbin-Watson	1.859				

* Statistically significant at 5% level

Source: Survey Data, 2018

Table 11. Relationship between Mall Satisfaction and Actual Purchase at Malls

	Actual Purchase				VIF
	Coefficient	Beta	t	Sig.	
(Constant)	1.355		12.686	.000	
Mall Satisfaction	.608*	.741	21.008	.000	1.000
R	.741				
R2	.549				
Adjusted R2	.547				
F statistics	441.327*			.000	
Durbin-Watson	1.783				

* Statistically significant 5% level

Source: Survey Data, 2018

Table 12. Relationship between Mall Satisfaction and Patronage Intention to Malls

	Patronage Intention				VIF
	Coefficient	Beta	t	Sig.	
(Constant)	1.572		8.053	.000	
Mall Satisfaction	.248*	.256	3.781	.000	2.216
R	.500				
R2	.250				
Adjusted R2	.245				
F statistics	60.197*			.000	
Durbin-Watson	1.723				

* Statistically significant at 5% level

Source: Survey Data, 2018

Appendix 2.

Questionnaire

Objective: This questionnaire is intended to apply for interview with visitors who are coming out from shopping malls or shopping centers. It will be used only for a survey of a research of Yangon University of Economics. The data and information will be used for academic purpose only. Research topic is "Experience, Value, and Response to Shopping Malls in Yangon, Myanmar"

Date: -----

Respondent's Name: -----

Section (A) Demographic Profile

Name: -----
 Sex: Male Female
 Marital Status: -----
 Age: -----
 Highest Level of Education: -----
 Employment Status: -----

Section (B) Experiences

Please honestly show your feeling by giving rate 1,2,3,4, or 5 for each statement (Check the responses that you feel apply to you.)

Scales (1: Totally disagree, 2: Somewhat disagree, 3: Neutral 4: Somewhat agree, 5: Totally agree)

1. Educational Experience

Sr. No.	Items	1	2	3	4	5
1	This mall visit has made you more knowledgeable.					
2	You have learned a lot during today's visit to this mall.					
3	Your visit to this mall has stimulated your curiosity to learn new things.					
4	Your visit to this mall has been a real learning experience.					

2. Entertainment Experience

Sr. No.	Items	1	2	3	4	5
1	All of the activity of the mall has been amusing to watch.					

2	All of the activity of the mall has been fun to watch.					
3	You really enjoyed watching what others were doing.					
4	Watching all the activity of the mall has been captivating.					

3. Escapist Experience

Sr. No.	Items	1	2	3	4	5
1	During this mall visit, you have felt like you were living in a different time or place.					
2	You have felt you played a different character during this mall visit.					
3	This mall experience has let you imagine being someone else.					
4	During this mall visit, you completely escaped from reality.					

4. Esthetic Experience

Sr. No.	Items	1	2	3	4	5
1	The mall setting has a good sense of design harmony.					
2	It has been pleasant just being in this mall.					
3	The mall setting is very attractive.					
4	Close attention was paid to the design details of the mall setting.					

Section (C) Values

5. Store Emotional Value

Sr. No.	Items	1	2	3	4	5
1	You enjoy shopping in retail stores in this mall.					
2	You feel relaxed shopping in retail stores in this mall.					
3	You feel good shopping in retail stores in this mall.					
4	Visiting in retail stores in this mall gives you pleasure.					

6. Store Social Value

Sr. No.	Items	1	2	3	4	5
1	Shopping in retail stores in this mall helps you feel socially accepted.					
2	Shopping in the retail stores in this mall enhances the way					

	you are perceived by others.					
3	Shopping in the retail stores in this mall helps you make a good impression on others.					
4	Shopping in the retail stores in this mall gains you social approval.					

7. Store Sensory Appeal Value

Sr. No.	Items	1	2	3	4	5
1	The way retail stores in this mall display their products is attractive.					
2	Retail stores in this mall are aesthetically appealing.					
3	You like the way retail stores in this mall look.					
4	You like the ambience (i.e., music played, nice smell, temperature) of retail stores in this mall.					

8. Non-store Emotional Value

Sr. No.	Items	1	2	3	4	5
1	You enjoy visiting the non-store aspects of this mall.					
2	You feel relaxed because of the non-store aspects of this mall.					
3	You feel good because of the non-store aspects of this mall.					
4	Visiting the non-store aspects of this mall gives you pleasure.					

9. Non-store Social Value

Sr. No.	Items	1	2	3	4	5
1	Visiting the non-store aspects of this mall helps you feel socially accepted.					
2	Visiting the non-store aspects of this mall enhances the way you are perceived by others.					
3	Visiting the non-store aspects of this mall helps you make a good impression on others.					
4	Visiting the non-store aspects of this mall gains social approval for you.					

10. Non-store Sensory Appeal Value

Sr. No.	Items	1	2	3	4	5
1	The mall displays related to non-store aspects are very attractive.					
2	The non-store aspects of this mall are aesthetically appealing.					
3	You like the way this mall's non-store aspects look.					
4	You like the ambience (i.e., music played, nice smell, temperature) of the non-store aspects in this mall.					

11. Store Quality Value

Sr. No.	Items	1	2	3	4	5
1	The retail stores in this mall provide consistent quality					

	of service.					
2	The retail stores in this mall provide consistent quality of shopping environment.					
3	The retail stores in this mall provide consistent quality of products.					
4	The retail stores in this mall provide superior quality of products.					

12. Store Price Value

Sr. No.	Items	1	2	3	4	5
1	The retail stores in this mall carry reasonably priced products.					
2	The retail stores in this mall offer good value of money.					
3	The retail stores in this mall are economical.					
Sr. No.	Items	1	2	3	4	5

13. Store Service Quality Value

1	The retail stores in this mall provide prompt service.	1	2	3	4	5
2	Retail stores in this mall have competent employees.					
3	Employees of retail stores in this mall are approachable.					
4	Employees of retail stores in this mall are courteous, polite, and respectful.					
5	The service of retail stores in this mall is reliable and consistent.					
6	You have freedom to browse in the retail stores of this mall without pressure from sales staff.					

14. Non-store Efficiency Value

Sr. No.	Items	1	2	3	4	5
1	Visiting the non-store aspects of this mall is an efficient way to manage your time.					
2	Visiting the non-store aspects of this mall makes your life easier.					
3	Visiting the non-store aspects of this mall fits with your schedule.					

15. Actual Purchase and Patronage Intention

Sr. No.	Items	1	2	3	4	5
1	You regularly buy products from retail stores in this mall.					
2	You regularly buy from non-store aspects of this mall.					
3	The likelihood that you would shop in this mall again is very high.					
4	You would be willing to buy from this mall.					
5	You would be willing to recommend this mall to your friends.					

16. Mall Satisfaction

Sr. No.	Items	1	2	3	4	5
1	You are satisfied with your decision to visit this mall.					
2	Your choice to visit this mall was a wise one.					
3	You are sure it was the right thing to visit this mall.					

Trend and Estimation of the Production and Export of Pulses and Beans in Myanmar

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ABSTRACT : This study analyzes the trend of production and export of pulses and beans in Myanmar from 2002/03 to 2016/17, the estimated volume of them for coming five years, and the effect of production on export of beans. Descriptive analysis, curve estimation regression model and simple linear regression model are employed in this study. It is found that the trends of beans production are cubic trend, quadratic trend, and exponential trend. The trends of beans export are cubic trend, quadratic trend, exponential trend and inereartrend. It is estimated that the production volume of Pedisein (Green Gram), Pelun, Pesingon (Pigeon Pea), Sultani, Pebyugale (Duffin Bean), Pegyi (Lablab Bean), Pegya (Lima Bean) and Gram (Chick Pea) for the coming five years will gradually increase year after year. The production volume of Matpe, Butter bean, Sultapya, Bocate (Cow Pea), Peyin (Rice Bean), and Sadawpe (Garden Bean) for the coming five years will gradually decrease year by year. It is also found that the export volume of Butter bean, Bocate (Cow Pea), and Peyin (Rice Bean) for the coming five years will gradually increase year by year. The export volume of Matpe (Black Gram), Pegya (Lima Bean), Chick Pea, Sultani/pya and Pelun for the coming five years will gradually decrease year by year. It is also found that the production of butter beans affects on its export.

Key words : Production, Export, Trend, Estimation,

I. Introduction

1. Rationale of the Study

In Southeast Asia, Myanmar is the largest country, and its area is 261, 228 sq. miles (676,577 sq. km). Myanmar is bordered with Laos and Thailand in the east, Bangladesh in the west, China in the northeast, India in the northwest, and the Bay of Bengal in the Southwest. Myanmar's land and weather encourage strongly agriculture. Therefore, Myanmar could produce many kinds of agricultural products. Myanmar's mainly export commodities are agricultural products. Among agricultural products, pulses and beans are main export of the country, accounts for 20 % of Myanmar's export value based on statistics. Myanmar is mainly exporting a number of beans; namely, Matpe (black gram), Pesingon (pigeon pea), Pedisein (green gram), Gram (chick gram) and Pelun. Export of beans and pulses is a second source of foreign exchange earnings in Myanmar. Regarding the export of beans and pulses, Myanmar takes the largest place in Asia and the second largest place in the World. Consequently, this study aims to analyze the production and export situation of beans and pulses in Myanmar.

2. Objectives of the study

The objectives of the study are:

- to analyze the development of each kind of beans from 2002/03 to 2016/17,
- to investigate a suitable fitted trend for production and export of each kind of beans,
- to estimate the production and export volume of each kind of beans for the coming five years, and
- to examine whether export of beans depends on production of them.

II. The Production and Export of Beans and Pulses in Myanmar

According to history, the seeds of beans came from India under the British colony period. Since then, Myanmar has been exporting beans and pulses to India. The weather and soil in Myanmar also encourage beans and pulses to grow. Various kinds of beans and pulses can be cultivated across the country. A large market, India is ready near the country. Therefore, the cultivation and production of beans and pulses are always dynamic. The main cultivated kinds of beans in Myanmar are Pedisein, Pelun, Pesingon, Butter bean, Pegyi (Lablab Bean), Sadawpe (Garden Bean), Penauk (Krishna

Mung), and Peboke (Soy Bean), Bocate (Cow Pea), Matpe (Black Gram), and Gram (Chick Pea). In order to increase the productivity of beans and pulses, the Ministry of Agriculture, Livestock and Irrigation has been providing the necessary inputs such as water resources and irrigation, quality seeds, and agriculture loan to an extent. Agricultural loans are provided by Myanmar Agricultural Development Bank (MADB). The MADB lends to village banks at 13 percent annual interest, and then the village banks lend to farmers at 18 percent annual interest rate. Various kinds of beans and pulses can be grown across the country. The main cultivated areas are Sagaing region, Bago region, Magway region, Ayeyarwady region and Mandalay region. The production of beans and pulses are shown in Table 1.

Myanmar is the leading beans producing country in South East Asia, and the seventh largest beans exporting country in the world's beans export market. Myanmar exports beans and pulses through normal trade and border trade. Among many kinds of beans, Matpe (black gram), Pedisein (green gram) and Pesingon (pigeon pea) are the leading exports, accounts for 90 percent of total beans exports in 2016/17. Export share in beans production is not stable during the study period. It is because beans export depends on the foreign market. Matpe (black gram), Pesingon (pigeon pea), and Pedisein (green gram) are major kinds of beans and pulses export. Exports of each kind of beans are shown in Table 2.

Amongst the top ten export countries in the world, Myanmar takes the second place after Canada according to 2016-17 statistics. The top ten export countries in the world are Canada, Myanmar, U.S.A, Australia, Argentina, China, Mexico, India, Russia and Turkey. The major importing countries of beans from Myanmar are India, Pakistan, Indonesia, Malaysia, Singapore, UAE, Thailand, Japan, China and the Philippines. Amongst these countries, India has been the largest importing country of beans and pulses from Myanmar since before 1962.

III. Method of Study

Descriptive analysis is used in this study to portray the development of each kind of beans during the study period. Curve estimation regression model is employed to investigate a suitable fitted trend of each kind of beans, and the production and export volume of each kind of beans for the coming five years is estimated based on a suitable fitted trend. Simple linear regression analysis is employed to examine whether export of beans depends on production of them.

In order to investigate a suitable fitted trend for production and export of each kind of beans during the period of 2002/03 and 2016/17, curve estimation regression

model is used in this study. In this regard, time series data on the volume of production and export of each kind of beans is employed with the assumption of unchanged time trend.

The regression results reveal the following models:

The Cubic model equation is:

$$(\hat{Y}_t = b_0 + b_1t + b_2t^2 + b_3t^3) \text{ -----(1)}$$

The Quadratic model equation is:

$$(\hat{Y}_t = b_0 + b_1t + b_2t^2) \text{ ----- (2)}$$

The exponential model equation is:

$$\ln \hat{Y}_t = \ln (b_0) + b_1t \text{ ----- (3)}$$

The linear model equation is:

$$\hat{Y}_t = b_0 + b_1t \text{ ----- (4)}$$

Where - \hat{Y}_t = Estimated Value, b = Coefficients, t = time

For the results of each kind of beans, it is noted that t values are presented in parentheses, and ***, **, * mean significant at 1 %, 5%, 10% level, respectively.

IV. Results and Discussion

Based on the result, a suitable fitted trend for Matpe (Black Gram), Pedisein (Green Gram), Pelun and Pesingon (Pigeon Pea) is cubic trend.

	t	t ²	t ³	b ₀	R _a ²	F
Matpe	438.001 (3.427)***	-47.905 (-2.624)**	1.550 (2.062)*	98.406 (.403)	.673	7.542***
Pedisein	316.231 (3.585)***	-33.306 (-2.643)**	1.070 (2.063)*	206.011 (1.223)	.736	10.246***
Pelun	43.139 (3.106)***	-19.680 (-2.802)**	.638 (2.208)**	217.325 (2.315)**	.679	7.768***
Pesingon	176.942 (3.598)***	-19.680 (-2.802)**	.638 (2.208)**	217.325 (2.315)**	.679	7.768***

The coefficient of multiple determinations (R_a²), F test, and t-test support the estimated trend.

The estimated volume from 2017/18 to 2021/22 is calculated by using regression results. The estimated volumes of Matpe (Black Gram), Pedisein (Green Gram), Pelun and Pesingon (Pigeon Pea) during the period are shown as follow. It is found that the production volume of Matpe (black gram) will gradually decrease year after year while that of Pedisein (greengram), Pelunand Pesingon (pigeonpea) will gradually increase year

after year.

	2017-2018	2018-2019	2019-2020	2020-2021	2021-2022
Matpe ('000 Ton)	811.20505	649.96231	467.29823	263.21282	37.70608
Pedisein ('000 Ton)	1122.45033	1213.84484	1347.77619	1530.6649	1768.93148
Pelun ('000 Ton)	125.04916	133.19504	147.36255	168.48254	197.48583
Pesingon ('000 Ton)	625.00059	674.04317	748.83945	853.2197	991.01419

The result declares that a suitable fitted trend for Butter Bean, Sultapya, Peyin (rice bean) and Sadawpe (garden bean) is Quadratic trend.

	t	t ²	b ₀	R _a ²	F
Butter bean	5.732 (7.591)***	-.210 (-4.575)***	45.121 (17.187)***	.944	101.203***
Sultapya	12.015 (10.182)***	-.407 (-5.677)***	43.305 (10.554)***	.973	215.786***
Peyin	5.102 (3.962)***	-.268 (.005)***	20.417 (4.559)***	.614	9.525***
Sadawpe	5.365 (3.617)***	-.312 (-3.463)***	33.205 (6.439)***	.523	6.570**

The coefficient of multiple determinations (R_a²), F test, and t-test support the estimated trend.

The estimated volumes from 2017/18 to 2021/22 are calculated by using regression results. The estimated volumes of Butter Bean, Sultapya, Peyin (rice bean) and Sadawpe (garden bean) during the period are shown as follow. It is found that the production volume of Butter Bean, Sultapya, Peyin (rice bean) and Sadawpe (garden bean) will gradually decrease year after year.

	2017-2018	2018-2019	2019-2020	2020-2021	2021-2022
Butter bean ('000 Ton)	83.08637	81.89055	80.27488	78.23937	75.78401
Sultapya ('000 Ton)	131.3284	129.9086	127.6747	124.6264	120.7639
Peyin ('000 Ton)	33.42308	29.67852	25.39779	20.5809	15.22783
Sadawpe ('000 Ton)	39.13626	34.20093	28.64136	22.45755	15.6495

Based on the result, a suitable fitted trend for Butter bean and Peyin (Rice Bean) is cubic trend. The regression results are as follows.

	t	b ₀	R _a ²	F
Bocate	-.029 (-2.086)*	198.335 (7.857)***	.251	4.352*
Sultani	.054 (16.817)***	8.898 (34.162)***	.956	282.816***
Pebyugale	.058 (15.739)***	6.161 (29.788)***	.950	247.704***
Peyi	.062 (12.315)***	69.923 (21.988)***	.921	151.657***
Peyya	.021 (3.571)***	11.344 (18.508)***	.495	12.752***
Gram	.079 (14.036)***	205.077 (19.513)***	.938	197.022***

The coefficient of multiple determinations (R_a^2), F test, and t – test support the estimated trend. The estimated volumes from 2017/18 to 2021/22 are calculated by using regression results. The estimated volumes of Bocate (Cow Pea), Sultani/pya, Pebyugale (Duffin Bean), Pegyi (Lablab Bean), Pegya (Lima Bean), and Gram (Chick Pea) during the period are shown as follow. It is found that the production volume of Sultani, Pebyugale (Duffin Bean), Pegyi (Lablab Bean), Pegya (Lima Bean), and Gram (Chick Pea) will gradually increase year after year while the production volume of Bocate (Cow Pea) will gradually decrease year after year.

	2017-2018	2018-2019	2019-2020	2020-2021	2021-2022
Bocate ('000 Ton)	124.30203	120.72458	117.25009	113.87559	110.59822
Sultani ('000 Ton)	21.1613	22.33864	23.58147	24.89345	26.27843
Pebyugale ('000 Ton)	15.61221	16.54635	17.53638	18.58565	19.6977
Pegyi ('000 Ton)	188.555923	200.6164019	213.4482974	227.100951	241.6268603
Pegya ('000 Ton)	15.8741	16.211	16.555	16.9063	17.2651
Gram ('000 Ton)	725.881	785.551	850.127	920.011	995.64

In order to investigate a suitable fitted trend for export of each kind of beans during the period of 2002/03 and 2016/17, curve estimation regression model is used in this study. In this regard, time series data on the volume of export of each kind of beans is employed with the assumption of unchanged time trend.

Based on the result, a suitable fitted trend for Butter bean and Peyin (Rice Bean) is cubic trend. The regression results are as follows.

	t	t ²	t ³	b ₀	R _a ²	F
Butter bean	2.631 (2.234)**	-.379 (-2.252)**	.016 (2.382)**	8.058 (3.584)***	.570	4.860**
Peyin	3.701 (2.847)**	-.702 (-3.783)***	.031 (4.076)***	6.440 (2.595)**	.789	13.724 ***

The coefficient of multiple determinations (R_a^2), Ftest, and t–test support the estimated trend. The estimated volumes from 2017/18 to 2021/22 are calculated by using regression results. The estimated volumes of Butter bean and Peyin during the period are shown as follow. It is found that the export volume of Butter bean and Peyin will gradually increase year after year.

	2017-2018	2018-2019	2019-2020	2020-2021	2021-2022
Butter bean ('000 Ton)	20.74755	24.35606	28.88977	34.44767	41.12875
Peyin ('000 Ton)	13.49231	19.4761	27.23395	36.95286	48.81981

The result declares that a suitable fitted trend for Matpe (Black Gram) is Quadratic trend.

	t	t ²	b ₀	R _a ²	F
Matpe	33.823 (2.001)*	-1.323 (-1.288)	362.167 (6.162)***	.499	5.977**

The coefficient of multiple determinations (R_a^2), Ftest, and t-test support the estimated trend. The estimated volume from 2017/18 to 2021/22 is calculated by using regression result. The estimated volume of Matpe during the period is shown as follow. It is estimated that the export volume of Matpe (black gram) will gradually decrease year after year.

	2017-2018	2018-2019	2019-2020	2020-2021	2021-2022
Matpe ('000 Ton)	564.60804	554.76749	542.28069	527.14764	509.36835

Based on the result, a suitable fitted trend for Bocate, Pelun, and Pegya is Exponential trend.

	t	b ₀	R _a ²	F
Bocate	.153 (3.395)***	.194 (2.439)**	.470	11.526***
Pelun	-.028 (-2.000)*	43.556 (7.912)***	.235	3.998*
Pegya	-.097 (-2.316)**	.703 (2.625)**	.292	5.362**

The coefficient of multiple determinations (R_a^2), Ftest, and t-test support the estimated trend.

The estimated volumes from 2017/18 to 2021/22 are calculated by using regression results. The estimated volumes of Bocate, Pelun, and Pegya during the period are shown as follow. It is observed that the export volume of Bocate (Cow Pea) will gradually increase year after year while the export volume of Pelun and Pegya will gradually decrease year after year.

	2017-2018	2018-2019	2019-2020	2020-2021	2021-2022
Bocate ('000 Ton)	2.24914	2.62116	3.05471	3.55996	4.14879
Pelun ('000 Ton)	27.91897	27.1536	26.40921	25.68523	24.98109
Pegya ('000 Ton)	0.14894	0.13517	0.12267	0.11133	0.10104

The result asserts that a suitable fitted trend for Sultani/pya and Gram (Chick Pea) is linear trend.

	t	b ₀	R _a ²	F
Sultani/pya	-206 (-2.442)**	5.359 (6.997)***	.314	5.964**
Gram	-3.737 (-2.237)**	81.597 (5.372)***	.278	5.004**

The coefficient of multiple determinations ((R_a²), Ftest, and t-test support the estimated trend. The estimated volumes from 2017/18 to 2021/22 are calculated by using regression results. The estimated volumes of Sultani/pya and Gram (Chick Pea) during the period are shown as follow. It is found that the export volume of Sultani/pya and Gram (Chick Pea) will gradually decrease year after year.

	2017-2018	2018-2019	2019-2020	2020-2021	2021-2022
Sultani/pya ('000 Ton)	2.06762	1.8619	1.65619	1.45048	1.24476
Gram ('000 Ton)	21.80286	18.06571	14.32857	10.59143	6.85429

Based on this study, it is found that the production of Pedisein, Pelun, Pesingon, Sultani, Pebyugale, Pegyi, Pegya and Chick pea have an increasing potential for the coming five years while the production of Matpe, Butter bean, Peyin, Sadawpe, Sultapya and Bocate have a decreasing potential for the coming five years.

Regarding the export of beans, it is found that Butter bean, Peyin and Bocate have an increasing potential for the coming five years while Matpe, Pelun, Pegya, Sultani/pya, Chick Pea have a decreasing potential for the coming five years.

In order to analyse whether export depends on production, simple linear regression is employed in this study. The model employed for the effect of production on export of beans is:

$$Y = b_0 + b_1P$$

Where - Y = Export, b = Coefficients, P = Production

	b ₁	b ₀	R _a ²	F
Butter bean	.099 (2.144)*	6.318 (1.832)*	.261	4.595*

According to the regression results, it can be said that export of butter bean depends on its production. An increase in production of butter bean generates an increase in its export. The regression results articulate that the coefficients of other kinds of beans are not significant. Therefore, it cannot be explained about the effect of production on export of beans. The real situation says that export of beans depends on the demand of market. When there is a demand in pulses and beans from Myanmar, Myanmar can export beans, otherwise Myanmar cannot export it. Accordingly, it can be said that market demand is very important for exporting pulses and beans from Myanmar. Therefore, making an effort to receive market for beans is an essential task

for the country. However, how to find the ways for receiving market will be further study.

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The Analysis of Vietnam's Inward Foreign Direct Investment Policy and Measures

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ABSTRACT: Vietnam is one of the leading investment destinations and growing markets in Southeast Asia. With the advantages of geography, natural resources, and an affordable labor force, Vietnam attracts a large amount of capital each year from foreign investors. Vietnam's inward FDI recorded US\$ 22.8 billion in 2018. Vietnam's success in attracting FDI should be measured not only by the amount of registered capital but also by the efforts to improve the investment climate. Vietnam has revised to major legal frameworks, specifically Enterprise Law, Investment Law and Tax Laws in order to make the investment environment more transparent. The improved legal and business environments show the significant positive results. This paper analyses Vietnam's inward foreign direct investment policy and measures.

Key words : Vietnam's Inward FDI, FTA, Investment Law, Enterprise Law,

I. Introduction

The average GDP of Vietnam since 2000 has been around 6.4% per year and GDP in 2018 was 7.08%. Vietnam's economy has continued its rising trend. Foreign investment continues to be the main driving force behind Vietnam's advancing economy. Vietnam's success in attracting FDI should be measured not only by the amount of registered capital but also by the efforts to improve the investment climate. Vietnam is one of the leading investment destinations and growing markets in Southeast Asia. With the advantages of geography, natural resources, and an affordable labor force, Vietnam attracts a large amount of capital each year from foreign investors.

Vietnam's inward FDI recorded US\$ 22.8 billion in 2018.

Since 1986, Vietnam has initiated a series of economic and political reforms and opening-up policies, such as the Doi Moi policy, and has embraced an economic development-centered policy that pushes it towards integration with the world economy (UN 2008, Nguyen and Nguyen 2007). As a result, Vietnam has increased rapidly per capita income from around US\$ 100 in 1986 to nearly US\$ 2,587 by the end of 2018. There are several factors that contribute to the success of growing inward foreign investment in Vietnam.

Governments and foreign investors are optimistic about Vietnam's economy, whose GDP is always highly praised in the region. In addition, Vietnam's workforce (age between 15-59) counted about 66 million people out of a population of 96.5 million (15th rank in the world) in 2018, an increase of 1 million new population since the previous year. Policy development will be focused on further economic liberalization. Before joining the WTO, CPTPP (Comprehensive and Progressive Agreement for Trans-Pacific Partnership), and FTA, Vietnam had demonstrated continued efforts in achieving high GDP growth, liberalizing its market and transforming its regulatory environment. These agreements will remove a barrier between joined countries such as tax which is an advantage for Vietnam's export and an inflow foreign investment.

Vietnam amended major legal frameworks, specifically Enterprise Law, Investment Law, and Tax Laws in order to make the investment environment more transparent. The improved legal and business environments show significant positive results (World Bank 2018a, WIPO 2018, WEF 2017, OECD 2018).

This paper analyses Vietnam's foreign direct investment policy and measures. There are a few literature surveys on Vietnam's foreign direct investment policy and measures (Nguyen 2017, Clifford Chance 2018, Cleine 2017, Do 2017, Cooper and Bach 2015, Brunetti and Stimpfling 2015). This paper analyzes Vietnam's current foreign investment state in the second chapter, factors of Vietnam's success in foreign investment in the third chapter, the system of foreign investment in the fourth chapter, and conclusion in the fifth chapter respectively.

II. Foreign Investment in Vietnam

1. The Recent Success of Vietnam's Macroeconomic Indicators

During the years of 2013 to 2018, selected macroeconomic indicators (GDP, GDP growth, GDP per capita, urban unemployment rate, inflation rate, and fiscal balance) show the economic success of Vietnam. Labor productivity growth has also shown the

sound performance of Vietnam. Those macroeconomic indicators contributed to the growth in Vietnam's inward foreign investment.

Table 1. Vietnam's Selected Macroeconomic Indicators (2013-2018)

	2013	2014	2015	2016	2017	2018
GDP (billion US\$)	1,706	1,859	1,915	2,013	2,232	2,427
GDP growth (%)	5.4	6.0	6.7	6.2	6.81	7.08
GDP per capita (US\$)	1,900	2,049	2,088	2,172	2,385	2,587
Urban Unemployment rate(%)	3.59	3.40	3.37	3.23	3.18	2.2
Inflation rate (%)	6.60	4.09	0.63	2.67	3.53	1.48
Fiscal balance (% of GDP)	-6.5	-6.3	-5.5	-4.8	-4.5	-4.6

Source: IMF(2018), EIU(2019), World Bank(2018b), World Bank(2018c)

Fueled by the rapid growth and increased FDI, Vietnam recorded a seven-year high GDP growth rate at 7.08% in 2018, driven by the manufacture, agriculture and services sectors, and trade figures reaching an all-time high of 482.2 US\$ billion. Manufacture sector is one of the key industries with strong growth and it is expected to grow continuously in the future. The growth in the manufacturing industry contributed to Vietnam's GDP, and this led to an acceleration in Vietnam's exports. It played a vital role not only regionally but also globally.¹⁾ Opportunities existed not only in the traditional sectors such as garments, footwear, and electronics but also in renewable energy projects, high-tech agriculture, and other high-tech industries.



Figure 1. Labor Productivity Growth in Vietnam (2011-2017) (unit: %)

Source: World Bank(2018b), p. 19.

1) Eckardt, Mishra, and Dinh(2018)

2. Inflow Foreign Investment in Vietnam by Year and Country

Table 2. Trends in Foreign investment in Vietnam (2013-2018) (unit: case, US\$ billion)

type	2013	2014	2015	2016	2017	2018(1-6)
new project cases	1.530	1.588	2.013	2.591	2.591	1.366
total investment amount	22.352	20.231	24.372	35.884	35.884	20.33

Source: Ministry of Planning and Investment <<http://www.mpi.gov.vn>>

In recent years between 2013 and 2018, Vietnam's inward foreign investment had been steadily increasing. In the first half of 2018, the number of investment cases of foreign investment inflow reached to 1366 cases, which is 14.6% higher compared to the same period in the previous year and the total investment amount increased 5.7% respectively from the same time last year.

Table 3. Inflow Foreign Investment in Vietnam by Country (1988-2019.2) (unit: US\$ million)

Country	1988.1.1. ~ 2019. 2.20 (cumulative basis)	
	total cases	total amount
Korea	7,592	63,705 (100%)
Japan	4,065	56,723 (100%)
Singapore	2,190	48,406 (100%)
Taiwan	2,614	31,569 (100%)
Virgin Ireland	803	20,957 (100%)
Hong Kong	1,479	20,341 (100%)
China	2,253	14,011 (100%)
USA	920	9,053 (100%)
Total	27,990	344,966 (100%)

Source: Ministry of Planning and Investment <<http://www.mpi.gov.vn>>

Vietnam continued to attract the majority of its FDI from Asian countries. Foreign investments in Vietnam by countries are as follows: According to the cumulative basis after 1998, Vietnam's biggest foreign investors were from Korea (7592 cases, 63.7 US\$ billion), followed by Japan (4045 cases, 56.7 US\$ billion), followed by Singapore (2190 cases, 48.4. US\$ billion), and lastly Taiwan (2614 cases, 31.5. US\$ billion)

In 2018, there were more than 110 foreign investors in Vietnam, with South Korea and Japan alone accounting for half of the total FDI. South Korea's contribution stood at 23.7% with investments reaching 8.49 US\$ billion, Singapore invested 5.3 US\$ billion,

accounting for 14.8%. China emerged as the fourth largest investor in Vietnam.

South Korea recognized the importance of Vietnam as Post China and Samsung, LG, POSCO, and 6000 other corporations and companies have invested in Vietnam. The investment was weighed more in manufacturing business than other fields. From the past's manufacturing business of simple labor-intensive textile process, the investment fields are diversified to metal, electric device manufacturing, electronic parts, auto parts, and pharmaceuticals. The investment trends of the distribution industry and service industry are increasing recently.

3. Inflow Foreign Investment in Vietnam by Industry

The manufacturing and processing sector had the highest investment rate in the industrial fields. According to the aggregate made on May 2018, manufacturing and processing sector takes up 57.9%, setting a record as Vietnam's largest investment business, followed by real estate(16.1%), electric/gas/water supply(6.7%), hotel/food service(3.8%), construction(3.3%), and other industries. Recently, Vietnam's foreign investment had been diversified as distribution, hospitality and franchise, and the investment proceeds as the high value-added business, the trend in manufacturing business tends to decrease.²⁾

Manufacturing and processing continued to be a major attractor of FDI, with 2017 FDI reaching 15.87 US\$ billion, accounting for 44.2% of the total FDI. Power production and distribution followed second with 8.37 US\$ billion, accounting for 23.3%, followed by real estate at 3.05 US\$ billion, or 8.5%. The industry and construction sector grew the fastest at 8%, followed by services at 7.44% and agriculture, forestry and fishery at 2.90%.

The fishery sector grew at the fastest rate at 5.54%, followed by forestry and agriculture at 5.14% and 2.07% respectively. In the industrial and construction sector, the industry sector grew at 7.85%, higher than 2016's growth rate of 7.06%. Manufacturing, the major sector in the industry, grew by 14.4%; its highest in seven years. On the contrary, mining decreased by 7.1%, mainly due to a reduction in crude oil and coal output. The construction sector continued to grow in 2017 at 8.7%.

Within the services sector, the accommodation and catering services grew the fastest at 8.98%, much higher when compared to its 6.7% growth in 2016. The wholesale and retail sales grew by 8.36% in 2017 driven by a growing urban population and an increase in income. Other sectors such as the financial, banking, and insurance activities witnessed its highest growth in the last seven years, at 8.14% while real estate business, another attractive sector for 2018 investors, grew by 4.07 %, its highest since 2011.

2) Ministry of Planning and Investment <<http://www.mpi.gov.vn>>

4. Inflow Foreign Investment in Vietnam by Area

Table 4. Inflow Foreign Investment in Vietnam by the top 10 Area
(1988-2018.5)
(cumulative basis, case, US\$ million)

ranking	city/area	total investment cases	total investment amount
1	Ho Chi Minh	7,613	45,516
2	Binh Duong	3,377	30,812
3	Ha Noi	4,716	27,850
4	Dong Nai	1,473	27,595
5	Ba Ria-Vung Tau	383	27,079
6	Bac Ninh	1,208	16,377
7	Hai Phong	630	16,140
8	Thanh Hoa	106	13,835
9	Ha Tinh	66	11,640
10	Hai Duong	375	7,486
11	others	5,744	98,660
	Total (cumulative basis)	25,691	322,989

Source: Kotra(2018), Vietnam: Foreign Market News.

As shown in the investments by regions, foreign investments were present in all cities and provinces since 1988. Ho Chi Minh City was a leading city that attracted 14.1% of total FDI, followed by Binh Duong and Hanoi with 9.5% and 8.6% respectively. Recently, Hanoi attracted many investors and has brought in 5.87 US\$ billion in 2018. Due to the Vietnamese government that was strategically willing to develop its capital city, Hanoi recently and Korean corporations' expansion in investments, there has been an increase in investments in Hanoi, Bac Ninh, Haiphong and other regions in the northern province.

In recent years, the regions such as Hanoi, Ho Chi Minh City, Haiphong, and Bac Ninh continued to remain as the major FDI destinations, mainly due to its developed infrastructure and connectivity. Foreign investors interested in Vietnam's SEZ- Industrial Zones (IZs) are the most common. In addition, investors should also consider the law on special administrative-economic zones. The government had proposed new incentives in 2017 for special administrative zones in Van Don, North Van Phong, and Phu Quoc Island to attract foreign investments.³⁾

3) FIA <<http://fia.mpi.gov.vn/Home/en>>

5. Vietnam's Export and Import

Vietnam's total export (244.7 US\$ billion) and import (237.5 US\$ billion) turnover in 2018 reached a record high of 482.2 US\$ billion, with a trade surplus of 7.21 US\$ billion. FDI sector was the major contributor to the country's trade with a trade surplus of 28.8 US\$ billion in 2017.⁴⁾ As "phones and other electronics" and "mobile phone and parts" exports consistently showed growth, the export of phones, computers, and other electronics took up approximately 32% of Vietnam's total exports. The export of textile, clothing, and footwear products took up 19% of the total exports.

Table 5. Major Export Items (2018) (unit: US\$ billion)

export items	amount (share %)
mobile phone and parts	50.0 (20%)
textile and clothing	30.4 (12%)
computer, electronics, and parts	29.4 (12%)
footwear	16.5 (7%)
machinery, device, tools, and related parts	16.2 (7%)
others	102.0 (42%)

Source: Vietnam Statistical Office <www.gso.gov.vn>

In 2018, exports and imports recorded double-digit growths at 14.5% (21.1% in 2017) and 12.5% (20.8% in 2017) respectively. Trade between Vietnam and Africa, Asia, and Oceania grew the fastest than EU and Americas. Vietnam's import turnover of goods in 2017 reached 211.1 US\$ billion, having the FDI sector and domestic sector growing by 23.4% and 17% respectively. In numbers, the FDI sector was responsible for 126.4 US\$ billion of the import turnover, while the domestic sector accounted for 84.7 US\$ billion.

Vietnam's export turnover of goods in 2017 reached 213.77 US\$ billion, with the FDI sector and domestic sector growing by 23% and 16.2% respectively. In numbers, the FDI sector was responsible for 155.24 US\$ billion of export turnover, while the domestic sector accounted for 58.53 US\$ billion.

III. Factors of Vietnam's Successful Foreign Investment

This chapter analyzes FTA and other active global integrations, abundant labor force,

4) Ministry of Planning and Investment <<http://www.mpi.gov.vn>>

and effort in improving the business environment as factors of Vietnam's successful foreign investment. The Vietnamese government issued laws and regulations to improve business and investment conditions that attracted more foreign investors. Vietnam has become an attractive investment destination because of its rapid development of the economy. The political stability and economic growth are making Vietnam an attractive place to invest.

However, there are more factors that contribute to foreign investment: (i) High degree of openness allows investors to take advantage of the ASEAN Economic Community, CPTPP and other free-trade platforms. It gives access to international markets. (ii) A young population and relatively low wages bring in foreign investors. Out of a total population of 96.5 million, 66 million people are at working age between 15 and 59; (iii) Vietnam has made steady progress in improving its business and investment climates by providing a relatively ease the condition of doing business. Vietnam has an advantage in a geographic location with 3,260km of long coastline, and major seaports that provide transportation convenience for investors and traders; The demand for infrastructure increases due to rapid economic development. (iv) Vietnam has a relatively friendly investment legal framework for foreign investors where the laws provide comprehensive basic legal protection and preferential policies.

1. Active Global Integration

In 2007, WTO officially announced Vietnam as its 150th member. WTO accession brought both opportunities and challenges for Vietnam to become an attractive investment destination. In order to integrate into the world economy and build long-term sustainable development, Vietnam has participated in the ASEAN Economic Community(AEC), as well as CPTPP. In addition, Vietnam concluded several free-trade agreements(FTAs) with the US, Japan, Korea, the EU, and the Eurasian Customs Union.

In 2018, Vietnam became one of 11 countries to join the revived CPTPP. These trade agreements brought many positive changes to the country. It dramatically reduced tariffs, anchored difficult domestic reforms, and opened much of the economy to foreign investment. These agreements are advantages for Vietnam's export because it inflows foreign investment, and fosters the economy rapidly as it will remove the barrier between joined countries such as tax. About more than 10,000 foreign companies, including MNCs such as Samsung, LG, and Intel operate in Vietnam, mostly in export-oriented, manufacturing industries.

FTAs also helped Vietnam move up the value chain in a number of sectors and supported high-skilled jobs and knowledge transfer. With regards to textiles, garments, and apparel, as well as hi-tech sectors like mobile phones and electronics, Vietnam is foreseeing to have a more significant contribution to the global and regional

manufacturing landscape.

2. Abundant Labor Force

Labor force remains a key competitive advantage of Vietnam to attract foreign investment and sustaining future growth. Vietnam has young, hard-working, highly a literate and easy-to-train labor force, compared to its neighboring countries. Vietnam has an idealistic and promising number in workforce population with the average age of the country being 31 and with 68% (66 million) of the population ranging between the ages of 15 to 59 years old.⁵⁾ There are many talents who are knowledgeable in the IT field such as digital contents and blockchain. Business in Vietnam is known as the most innovative startup business among the ASEAN countries.⁶⁾

According to the General Statistic Office of Vietnam, the monthly average salary of Vietnamese employees was around 280 US\$ in 2017. The monthly average salary in Hanoi and Ho Chi Minh city were approximately US\$ 405 and US\$ 450, respectively.⁷⁾

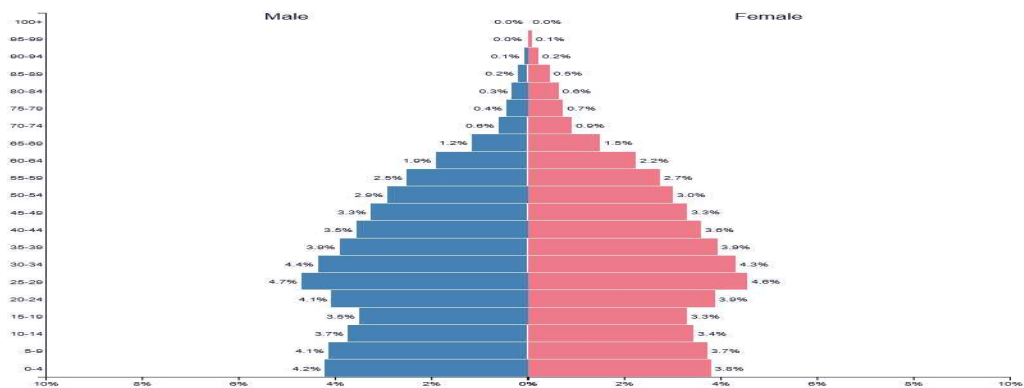


Figure 2. Population and Age Pyramid in Vietnam (2018)

Source: <www.populationpyramid.net>

3. Improving Business Environment

Third, relentless focus on competitiveness and the ease of doing business were appealing to foreign investors. Vietnam has consistently made progress in improving its business and investment climate, as evidenced in the World Economic Forum's

5) <www.populationpyramid.net>

6) Son(2019)

7) Vietnam Statistical Office <www.gso.gov.vn>

competitiveness index (up five points to 55th in the world), and the 2018 World Bank's ease of doing business ranking (68th in the world, up 31 places since 2014), and OECD's trade facilitation indicators.⁸⁾

Table 6. World Bank's Ease of Doing Business Ranking in Major Asian Countries (2018)

rank	country	Starting a business	Dealing with construction permits	Getting electricity	Registering property	Getting credit	Protecting minority investors	Paying taxes	Trading across borders	Enforcing contracts	Resolving insolvency
5	South Korea	9	28	2	39	55	20	24	33	1	5
26	Thailand	36	43	13	68	42	16	67	57	34	26
68	Vietnam	123	20	64	63	29	81	86	94	66	129
72	Indonesia	144	108	38	106	55	43	114	112	145	38
135	Cambodia	183	179	137	123	20	108	136	108	179	74
141	Laos	164	40	149	65	77	172	156	124	97	168
171	Myanmar	155	73	151	134	177	183	125	163	188	164

Source: World Bank(2018a), Doing Business 2018.

Vietnam's performance is slightly below the unweighted ASEAN 4 average (3.13 versus 2.99) and is on par with the East Asia & Pacific regional average 19. The country ranks towards the middle of its ASEAN peers, with the same score as Indonesia. Vietnam's performance in terms of both border compliance time and costs for export improved significantly in 2018.

According to "Doing Business" report in World Bank(2018a), Vietnam's business environment score is higher than the East Asia & Pacific regional average and is ranked 68 out of 190 countries in 2018. Considering Vietnam ranked 90 in 2016 and 82 in 2017, Vietnam showed steady growth in the rank.⁹⁾ Similarly, as per the World Economic Forum's Global Competitiveness Report 2017-2018, Vietnam ranked 55th

8) WEF(2017), World Bank(2018a)

9) World Bank(2018a)

amongst 137 economies, a jump of 5 places from the previous year.¹⁰⁾ In the recent OECD's Global Innovation Index 2018, Vietnam jumped the places to 45th among 126 economies, its highest ranking in the last 11 years.¹¹⁾

As shown in trade facilitation indicators, Vietnam's trade environment showed steady improvements above the average in mid-low-income countries.¹²⁾ The biggest improvements were shown in between 2015 and 2017 are from the "Commission and Fees" criteria. At the same time, document simplification, automation, initial screening system, information availability showed significant improvements.

To improve the business environment, Vietnam has upgraded and invested in its infrastructure, especially in the power and connectivity sector. Thanks in part to high public investment, power generation, transmission, and distribution capacity that have been scaled up to meet rapidly rising demand. To keep the pace with rapidly growing container trade, Vietnam also developed its connective infrastructure, including seaports and marine terminals.

In addition, the time spent on Vietnam's export and import processes in 2018 was 108 hours, 138 hours, respectively. Compared to 2017, import decreased by 24.47% (143 hours) and export decreased by 18.82% (170 hours). Especially, import and export hours related to documentary compliance decreased 33 hours and 30 hours respectively. These are analyzed as a visible effect from an introduction to VNACCS•VCIS system as an advancement in Vietnam's custom system business.¹³⁾ Alongside those contribute factors, significant improvements in the legal environment for foreign investment has also taken a key role in the success of the inflow investment in Vietnam. This issue is analyzed in the following chapter.

IV. Vietnam's Inward Foreign Investment System

After joining the WTO in 2006, in order to eliminate obstacles to foreign investment, Vietnam made significant legislative and regulatory efforts. It is an important factor for the country's development. FDI capital had a positive effect on Vietnam's economic growth. The Law on Foreign Investment(LOI) and the Law on Enterprises(LOE) was amended in 2015.

For the establishment and operation of the corporations, and investment in projects, both domestic and foreign investors were affected by these laws to participate in

10) World Economic Forum(2017)

11) WIPO(2018)

12) OECD(2018)

13) World Bank(2018b). Vietnam automated cargo and port consolidated system and Vietnam customs intelligence information system.

economic investment activities in Vietnam. It indicates that investment in certain sectors, such as banking and insurance, must be subject to specialized laws and regulations. In addition, Vietnam amended domestic laws, such as the law on corporate income tax, developments of SEZs and investment incentives, and minimum wage policy, which increased the attraction for foreign investment.

1. The Law on Investment (LOI)

Vietnam's Law on Foreign Investment(1987) was subsequently amended in 1990 and in 1992 to provide an improved legal environment, and in 1996 to cut and decrease incentives for FDI enterprises. In 2005, the promulgation of Law on Investment and Law on Enterprises opened up a new chapter in creating a legal framework that is appropriate in investment and business activities. It offered non-discriminatory incentives and promotion policies.¹⁴⁾

The new Investment Law(2014) has changed, aiming to enhance the investment environment. Vietnam has been implementing a "negative list" to replace the "positive list." This means that foreign businesses are allowed to operate in all areas except for some prohibited sectors. In addition to these, Investment Law(2014) promoted a list of 267 sectors that are opened to foreign investment and provided the investors to satisfy certain conditions, such as the amount of capital, ownership percentage, and investment form.¹⁵⁾

Vietnamese law states that foreign investors may establish a commercial presence either wholly or partly. The commercial presence exists in the form of a limited liability company, joint-stock company, partnership or representative office. Under Vietnamese law, foreign investors may participate in various projects such as BOT, BCC, BT and PPP. Vietnam encourages foreign investors to invest in infrastructure facilities including roads, railways, air and sea ports, water supply, and power plants.

The LOI(2014) provides a new type of investment form: the public-private partnership(PPP). The PPP contract is not a legal entity, but a contractual agreement between investors and the competent state agency. It implements an investment project for new construction, renovation, upgrade, expansion, management and operation of infrastructure facilities, or provision of public services. In addition, the LOI(2014) guarantees foreign investors' assets in Vietnam.¹⁶⁾

Pursuant to the provisions of the LOI(2014), lawful assets and invested capital of investors may not be nationalized or confiscated. However, the only case that state may nationalize or confiscate assets of a foreign investor is in an actual necessity for the

14) Nguyen(2017)

15) FIA <<http://fia.mpi.gov.vn/Home/en>>

16) FIA <<http://fia.mpi.gov.vn/Home/en>>

purpose of national defense and security, or the national interest. In such cases, the investor should be compensated at current market prices. Compensation should be made on a non-discriminative basis and in a freely convertible currency that can be remitted abroad.¹⁷⁾

Foreign investors are also protected with respect to their intellectual property, market access, and the right to remit their capital and assets out of Vietnam. The LOI(2014), however, states that remittance of profit and other gains by foreign investors may only be done after satisfaction of financial obligations including payment of taxes.

2. Law on Enterprises (LOE)

The Enterprise law that created a unified legal framework for investment now replaces the previous system that was used to distinguish between domestic and foreign firms. This Law replaces the old law on foreign investment in Vietnam and the law on encouragement in domestic investment. It is commonly applied to both foreign and domestic investors.¹⁸⁾

The Law on Enterprises addresses the types of companies and business establishments permitted to operate in Vietnam, their governance, liability, and rules on the conduct of operations. The new law provides various business structures amongst which both foreign and domestic investors can choose. Besides, the Law on Enterprises also provides special forms of business structures which are available for foreign investors. Thus, the law is best understood as a broad law that covers all business structures, whether foreign-owned or domestically-owned.¹⁹⁾

Two laws' limitations are as follows. These included limitations with respect to the sectors in which foreign investors could open a business in Vietnam. The limitations include ownership limits in Vietnamese companies, lengthy and complicated investment registration/approval procedures, and inadequate corporate governance rules.²⁰⁾ For example, although wholly foreign-owned private businesses were already permitted in Vietnam except for certain restricted sectors, the total foreign ownership in a Vietnamese public company and have paid-up charter capital of approximately US\$ 393,000 or more) remained limited to 49% of all issued shares.²¹⁾

However, the outcomes of the two laws' amendments are significant. The principle of free enterprise in Vietnamese Law on Investment(2014) and the Law on

17) Cleine(2017)

18) Brunetti and Stimpfling(2015)

19) Do(2017)

20) Cooper and Bach(2015)

21) i.e., a joint-stock company which: (i) has made a public offering of shares, or (ii) has their shares listed on a stock exchange, or (iii) has shares owned by at least 100 investors (excluding professional investors. Cooper and Bach(2015)

Enterprises(2014), have done away with most foreign ownership restrictions in Vietnamese companies, reduced red tape in the foreign investment approval process, and brought corporate governance rules a step closer to international standards.²²⁾

The two laws were amended in 2014 to alter the roles of investors and entrepreneurs. The Vietnamese government created a favorable business environment, with supervision and inspection. Particularly, the laws replaced "investment licenses" with "investment certificates."²³⁾

Professor Nguyen Mai, chairman of the Vietnam Association of Foreign Investment Enterprises notes that "From the 1987 Law on Foreign Investment to the 2014 Law on Investment and the Law on Enterprises, the business community saw a significant progress in the Vietnamese legal system, contributing to FDI inflows arriving from over 100 nations and territories with 165 billion dollars of disbursed capital, contributing 19 per cent to domestic budget revenue, 19 per cent to the GDP, over 55 per cent to industrial output value, and 70 per cent to total export turnover in 2017," ²⁴⁾

3. Law on Corporate Income Tax

Vietnam revised Law on Corporate Income Tax has been included in the terms of the expansion project that are also investment incentives. Investment incentives in industrial parks have been restored. The adjusted tax rate of Corporate Income Tax has been reduced to 20%, effective in 2016, from 32% in 2003. Lower tax rates are available as incentives for certain businesses. The role of the private sector and foreign investors in the Vietnamese economy has increasingly been emphasized.²⁵⁾



Figure 3. Vietnam Corporate Income Tax (2010-2019)

Source: Tradingeconomics.com.

22) Cooper and Bach(2015)

23) Nguyen(2017)

24) Nguyen(2017)

25) Do(2017)

Enterprises or branches established in Vietnam are subject to business taxes, such as business registration tax, value added tax, corporate income tax, special consumption tax, land use fees or land rental, and natural resources taxes if the business exploits natural resources.²⁶⁾ The corporate tax rates are classified into the following three categories from 1 January 2016: Standard tax rate of 20%, Preferential tax rates 17%, 15% or 10%, Other tax rates (e.g. oil & gas operations, natural resources industry) 32% - 50%.²⁷⁾

4. Developments of SEZs and Investment Incentives

Another potential development is the establishment of special economic zones ("SEZs") in Vietnam. There are already three formally-approved SEZs: Van Don (Quang Ninh Province), Van Phong (Khanh Hoa Province), and Phu Quoc (Kien Giang Province).²⁸⁾

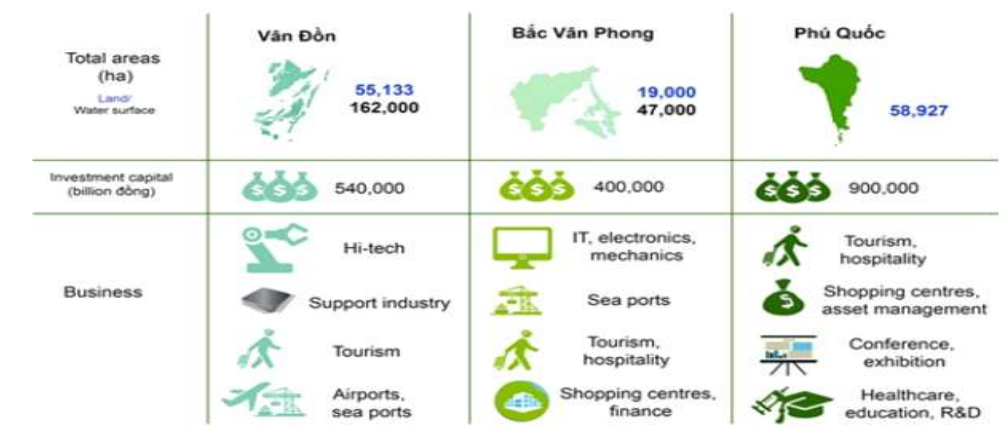


Figure 4. Vietnam's Three SEZ regions

Source: KOTRA(2019), Vietnam News.

Investment incentives are granted to investment projects based on the following criteria: (i). Location: investment projects located in areas with difficult or especially

26) Clifford Chance(2018)

27) Do(2017)

28) Incentives are also available for projects having a total investment capital of at least VND 6,000 billion (approximately US\$270 million) disbursable within three years from the project registration, projects in rural areas employing 500 employees or more, and projects involving high-tech enterprises, scientific, and technological enterprises. Clifford Chance(2018), FIA<<http://fia.mpi.gov.vn/Home/en>>

difficult socio-economic conditions or special purpose zones; (ii). Business industry: investment projects engaged in encouraged business activities such as high-tech businesses, socialized businesses (e.g. education, medical), infrastructure development businesses, etc.; (iii). Others: investment projects with large investment capital or engaging in the manufacture of support industry products.²⁹⁾

5. Stable Minimum Wage Policy

Table 7. Progress of Vietnam's Minimum Wage (2018-2019)

Region	2018 monthly minimum wage	Hike	2019 monthly minimum wage
Region I	VND 3,980,000 (US\$ 171)	VND 200,000 (US\$ 8.6)	VND 4,180,000 (US\$ 180)
Region II	VND 3,530,000 (US\$ 152)	VND 180,000 (US\$ 7.8)	VND 3,710,000 (US\$ 159)
Region III	VND 3,090,000 (US\$ 133)	VND 160,000 (US\$ 6.9)	VND 3,250,000 (US\$ 140)
Region IV	VND 2,760,000 (US\$ 118)	VND 160,000 (US\$ 6.9)	VND 2,920,000 (US\$ 125)

Source : Ministry of labour - Invalids and Social Affairs <www.molisa.gov.vn>

Increase in minimum wage significantly affects foreign investment, international trade, and industry. Vietnam's minimum wage varies by regions that are divided into 1,2,3,4 districts, and it is constantly growing each year. In 2019, in comparison to the previous year, it increased but it shows the lowest rate of increase and as shown in the recent progress of minimum wage in 2013 -2019, the rate of increase has become slow in growth. It can be evaluated that Vietnam, compared to ASEAN neighboring countries, highlights its appealing minimum wage.

29) Cleine(2017)

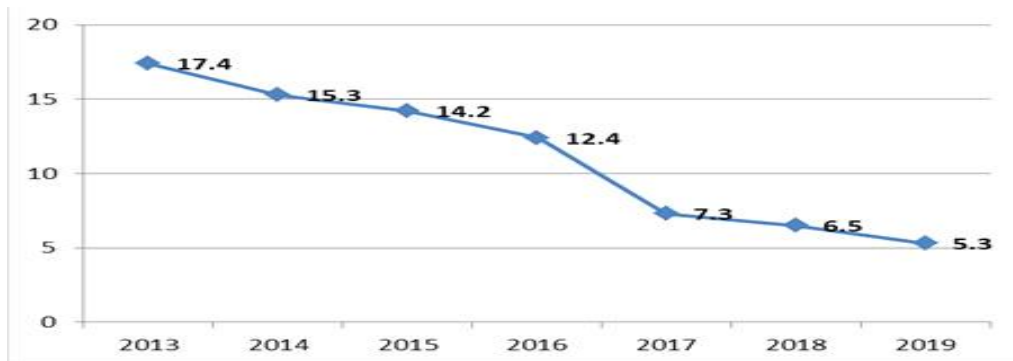


Figure 5. Progress of Vietnam's Increase in Minimum Wage (2013-2019)

Source : Ministry of labour - Invalids and Social Affairs <www.molisa.gov.vn>

However, an increase in minimum wage greatly affects the foreign investment of intensive industry such as textile, shoes, etc. An imbalance of labor productivity growth and the rate of minimum wage growth act as a threat to an enhancement of current business' competition as well as job creation in Vietnam's job market. Especially Vietnam is known for its development in the intensive industry that is sensitive to minimum wage, so a fall in business competition due to a rapid increase in minimum wage can have a negative impact on Vietnam's economic growth.

V. Conclusion

With the rapid development of the economy, Vietnam is becoming a more and more attractive destination for foreign investors. The Vietnamese government has made considerable efforts to improve the business and investment environment in Vietnam, for example, by issuing favorable laws and regulations. Combined with the accession to the WTO in 2007, these efforts have significantly paved the way for FDI in the country.

Besides the political stability and economic growth, there are other factors that make the country attractive to invest, such as the high degree of openness, population and relatively low wages, relatively ease of doing business environment, and friendly investment legal framework.

The laws in Vietnam provide favorable legal protection and policies for foreign investors. Vietnam revised the major legal frameworks, specifically the investment law and tax law, enterprise law, labor code, land law, and competition laws in order to make the investment environment more transparent to conform with international standards. These factors contributed to the improvement of the business environment in Vietnam which resulted in a long period of high economic growth. Vietnam became an

Asian tiger and an attractive investment destination.

Vietnam also has some major sectors in focus, which are: manufacturing, services, agriculture, and travel. Administrative procedures, which are usually deemed complicated and time-consuming, are simplified by allowing people to register online, in order to reduce waiting time. Recently, the Vietnamese government has promulgated and enforced different policies with the purpose of creating an open market such as tax incentive policies, including the exemption, reduction of land rent and levies, preferential rates under certain circumstances, and entry-barriers' removal plan.

Vietnam, however, needs to amend its FDI strategy to improve the management of FDI, create higher added-value, and increase contributions to economic and sustainable developments. Vietnam has been a remarkable FDI attraction in the last 10 years. The strengths of Vietnam's business environment are low labor/production cost, and incentive policies (such as favorable tax), but these are not sufficient for long term development because of the country's lack of a highly-skilled workforce and a qualified local supply chain. The Ministry of Planning and Investment emphasizes that Vietnam needs to improve, not only the amount but also the quality of FDI in Vietnam.³⁰⁾

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Entrepreneurial Intention among Undergraduates of Yangon University of Economics

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ABSTRACT: The purpose of this study was to analyze the effect of personality traits on entrepreneurial intention among undergraduates of Yangon University of Economics. This study used a cross sectional design and quantitative approach. Data was collected from 278 students of 2018-2019 academic year using simple random sampling method through self-administered questionnaire to collect the data. After removing questionnaires with missing data, 263 questionnaires were finally taken into analysis. For data analysis, descriptive analysis and multiple liner regression analysis were used. Results showed that locus of control, need for achievement, propensity to take risk and innovativeness have a significant effect while tolerance for ambiguity and self-confidence have insignificant effect on entrepreneurial intention. Among the variables, it can be seen that need for achievement has the strongest effect on entrepreneurial intention.

Key words : Personality traits, Entrepreneurial intention,

I. Introduction

Many Universities and governments are intentionally trying to support undergraduates to grip entrepreneurship. It is a commonly accepted that entrepreneurship can offer job creation and reduction in graduate unemployment. There is no doubt that entrepreneurship is important for both personal and the economy development (Fauziah et al., 2004). There are strong evidences that "entrepreneurship offers significant opportunities for individuals to achieve financial freedom and benefits the economy by contributing to job creation, innovation and economic growth" (Ramos, 2014). So, there is no need to argue that countries particularly developing ones should promote entrepreneurship in their countries.

Objectives of the Study

The following objectives are developed for this study:

- (1) To identify the entrepreneurial intention among the undergraduates.
- (2) To analyze the effect of the personality traits on entrepreneurial intention of the undergraduates.

This research framework is identified as in Figure 1.

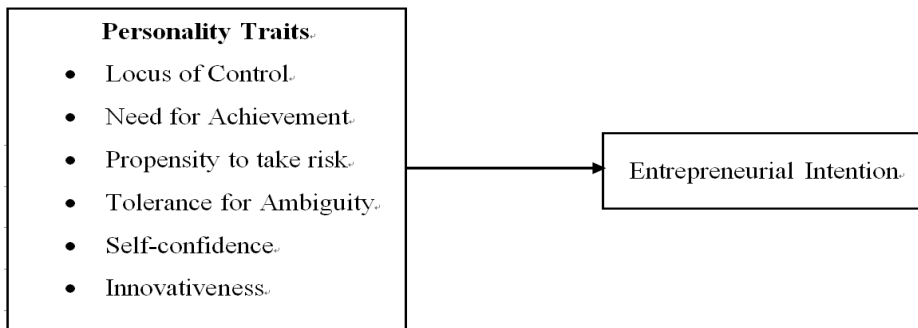


Figure 1. Research framework for the current study.

II. Method of the Study

This study used a cross sectional design and quantitative approach. The populations used in this study were final year students at Yangon University of Economics who are registered as a student in the academic year 2018-2019. The required sample size was determined based on Krejice & Morgan (1970). Data are collected from 278 students of 2018-2019 academic year using simple random sampling method. This study made use of a self-administered questionnaire to collect the data. After removing questionnaires with missing data, 263 questionnaires were finally taken into analysis. All the variables were adopted from previous researches and a five-point Likert scale point was used. The structured questionnaires are used to collect primary data. The questionnaire is divided into three parts: demographic characteristics, personality traits and entrepreneurial intention. The personality traits were adapted from previous studies such as Budner (1962), Rotter (1996) and Cassidy & Lynn (1989). Entrepreneurial intention scale was adapted from Linan & Chen (2009). For demographic characteristics questions are not with Likert scales type. Theoretical concepts concerning with entrepreneurship were studied through secondary data. The secondary data were from previous studies in this field on the internet.

Data were analyzed using the Statistical Packages for the Social Sciences version 25 (SPSS 25). Descriptive statistics were used for analyzing the demographic profile of respondents. The multiple linear regression was used for analyzing the effect of the personality traits on entrepreneurial intention.

III. Results

1. Demographic Profile of Respondents

At the first step, descriptive analysis has been conducted to present the demographic profile of respondents based on gender and age. The results are shown in Table (1).

Table 1 Demographic Profile of Respondents

Attribute	Characteristics	Frequency	Percent
Gender	Male	41	16
	Female	222	84
Age Group	Below 20 years old	66	25
	21 – 23 years old	194	74
	23 years and above	3	1

Source: Survey Data (2019, July)

According to Table 1, the total respondents comprised of 263 undergraduates of Yangon University of Economics. In terms of gender, male respondents represented 16 percent and female respondents constituted the majority, i.e. 84 percent. In terms of age, majority of the respondents are between the age 21-23 years which is made up of 74 percent of total respondents followed by below 20 years old at 25 percent and age 23 years and above is approximately at 1 percent of total respondents.

2. Level of Entrepreneurial Intention Among the Undergraduates

In this section, entrepreneurial intention was analyzed. Regarding these dimensions, respondents were asked to rate their level of agreement on each statement, and then mean value for the dimension was calculated. For this purpose, seven statements were used in this study and five points Likert scales are applied. The means value of variables was categorized into three levels. "Means value less than 2.00 was as low

level, means value between 2.00 and less than 3.50 was as moderate level and means value of 3.50 or higher was as high level of intention" (Sekaran & Bougie, 2010).

Table 2. Level of Entrepreneurial Intention

Variable	Mean	Standard Deviation	Level of Intention
Entrepreneurial Intention	3.43	0.71	Moderate

Source: Survey Data (2019, July)

According to Table 2, undergraduates from Yangon University of Economics was moderate level of entrepreneurial intention.

3. Effect of the Personality Traits on Entrepreneurial Intention

In this study, the dependent variable was explained by six independent variables. This method was used to predict the change in dependent in response to changes in the independent variables.

Multiple linear regression analysis was conducted to test the effect of personality traits on entrepreneurial intention of the undergraduates. In the regression analysis, entrepreneurial intention was regarded as dependent variable and six personality traits were treat as independent variables.

Results of effect of the personality traits on entrepreneurial intention was reported in Table 3.

Table 3 Effect of Personality Traits on Entrepreneurial Intention

Variables	Unstandardized Coefficients		t	Sig.
	B	Std. Error		
(Constant)	-.251	.070	-3.603	.000
Locus of Control	.037**	.017	2.127	.034
Need for Achievement	.590***	.034	17.397	.000
Propensity to take Risk	.112***	.024	4.682	.000
Tolerance for Ambiguity	.003	.013	.203	.839
Self-confidence	-.015	.016	-.933	.352
Innovativeness	.280***	.028	9.925	.000
R ²		0.971		
Adjusted R ²		0.979		
F-value		1423.064	***	
Sig.		0.000		

Source: Survey Data (2019, July)

Note: *** indicated that significant at 1 percent level and ** indicated that significant at

5 percent level.

Results of regression analysis indicated that much of the variation of the dependent variable is explained with adjusted $R^2=0.979$ and F-value 1423.064 ($p<0.01$) with six independent variables. Adjusted R^2 reveals that 97.9 percent of total variance of entrepreneurial intention is explained by personality traits. That is six variables in this model accounts for 97.9 percent of total variance independent variable.

The regression results in Table 3 also showed that locus of control ($\beta = 0.037$, $p<0.05$), need for achievement ($\beta = 0.590$, $p<0.01$), propensity to take risk ($\beta = 0.112$, $p<0.01$) and innovativeness ($\beta = 0.280$, $p<0.01$) were significant effect on entrepreneurial intention. Among the variables, it can be seen that need for achievement ($\beta = 0.590$) has the strongest effect on entrepreneurial intention. This is followed by innovativeness ($\beta = 0.280$), propensity to take risk ($\beta = 0.112$) and locus of control ($\beta = 0.037$). However, tolerance for ambiguity and self-confidence were not significant in this study.

IV. Conclusion

This study was carried out to identify the entrepreneurial intention and to analyze the effect of the personality traits on entrepreneurial intention of the undergraduate students. 263 respondents of undergraduates completed questionnaire composed of three parts such as demographic profile, personality traits and entrepreneurial intention.

The study found that locus of control, need for achievement, propensity to take risk and innovativeness have a significant effect while tolerance for ambiguity and self-confidence have insignificant effect on entrepreneurial intention. Among them, need for achievement was the most influential factor.

This study attempts to get insight information of the undergraduate's intention to become entrepreneurship. The study explores some valuable information that will be useful for those who want to promote entrepreneurship as well as those who want to become entrepreneurs themselves. The university should invite some successful entrepreneurs regularly to deliver business talks to encourage undergraduates' entrepreneurial intention.

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A Study on the effect of job stress on the turnover Intentions of child-care women

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ABSTRACT: Although the social activities of women are gradually expanding, the responsibilities and burdens of parenting and domestic work are still centered on women. In particular, marriage, childbirth, and nurturing are the causes of women's career interruption. As a result, there is a growing need for parenting projects, a social system that supports the birth and childcare of women in economic activity. Efforts have been made to stabilize the child care system through the quantitative growth of child care support goals, the increase in time and budget, and the constant revision of the guidelines, but due to various job stress, turnover is still high. Therefore, this study aims to provide practical help to prevent parental women's turnover intention by investigating how job stress occurs in the process of caring for children with childcare children.

Key words : Job Stress, Child-care, Turnover Intention,

I. Introduction

Due to the increase in dual income due to women's participation in economic activities and the nuclear familyization, there is a gap in child care in the family, which makes it difficult to balance work and family due to the burden of work-family conflict and child care. The function and role of the family in child rearing is very important. Today's social phenomena do not provide a stable parenting environment for children.

Moreover, even though women's social activities are steadily expanding, the responsibility for raising children and domestic work is still increasing, and the difficulties for raising working mothers are increasing.

Existing facility-based care alone has made it difficult to meet care needs, and governmental measures were needed as the demand for care services was diversified according to the age, characteristics, and working conditions of working parents. In other words, there is a wide variety of demands for child support such as temporary gaps in child care or preferring individual care to care for children at home. In addition, despite the steadily expanding social activities of women, the responsibilities for raising children and household work are still weighted on women and the difficulty of raising working mothers is increasing.

In addition, when children are too young, parents often prefer individual care rather than use child-care facilities, and the government has introduced and implemented policies to support various forms of 'child care in the home'.

In order to solve these problems related to child care, "socialization of care labor" began to recognize the caring work, which was considered only the women's area in the family, as the public area.

This phenomenon shows that women's social activities are gradually expanding, but the responsibility and burden of child rearing and domestic work is still centered on women. In particular, marriage, childbirth, and nurturing are the causes of women's career interruption. As a result, the necessity of the child-care business, which is a social system to support the birth and child-care of women in economic activity, is increasing.

In the field, idols play a very central role in raising children, but their job intentions are high due to the psychological and physical imbalances that arise from the interrelationship between the individual and the environmental factors. Even if the service is provided with consciousness, the job stress that occurs in the job process is reported to be considerable. In particular, child-care women are stressed about their jobs for a variety of reasons, and stresses caused by the job are important factors that lower the motivation for caring for children and lower the quality of service when providing services to users.

Efforts have been made to stabilize the idol-bomi system through the quantitative growth of the idol-bomi support target, increase in time and budget, and continuous revision of the guidelines, but the turnover is still high due to various job stresses.

Therefore, this study intends to provide practical help to prevent the turnover intention of child-care women by looking into how the job stress experienced during the service process of caring for the child of child-care women.

II. Theoretical background

1. Child-care work

1) Child care women concept

The concept of child care women is to go to the home and take care of children aged 3 to 12 years of age (elementary school students). It refers to an individual care service provider in the family who takes care of children from 3 months to 12 months of daily life, such as daily care and health care, who have difficulty in carrying out personal protection or collective child-care (Ministry of Gender Equality and Family, 2011).

2) Status of child-care work

The recent changes in the modern society have led to the participation of the labor market not only in men, but also in women's participation (Kim, Seung-Kwon et al., 2006).

Most women bear the double burden of caring work because of their patriarchal family culture and traditional gender roles. Therefore, there has been a need for a social system that enables women of marriage, childbirth and child-bearing age to give up their desire for work and to be able to combine childbirth and child-care. In order to increase women's participation in economic activity, the socialization of child-care was emphasized, and policies to strengthen the state's support for child-care, such as the expansion of the government's financial support for child-care and the publicity of child-care, were continuously increasing (No Sung hyang, 2010).

Moreover, the rapidly changing social structure, such as the nuclear familyization, the increase of dual-family families, and the disconnection of neighbors, have gradually reduced the chances of caring for children in the informal sphere. There is a limit (Byun Mi-hee et al., 2007).

In addition, there is a need for a social support system that supports temporary but urgent care needs such as parents' illnesses and night shifts, and the need for part-time child-care or out-of-school care for parents who work full-time or temporary work increases. It is getting higher.

In addition, the reduction of family structure, the weakening of family functions, and the weakening of community functions are increasing the burden of raising children in the home, and the burden of raising children is increasing not only for dual-income families but also for other types of families. In particular, marriage immigrant families, which are rapidly increasing in recent years, require various support for raising their children. Therefore, mothers who do not know Korean culture have difficulty in raising children. However, as mentioned above, the weakening of community functions does not solve the difficulties of raising children, and the difficulties and burdens of raising children in various types of families, including single-parent families, grandchildren, and

settlers, Increased. As such, the child's parenting burden no longer appears to be a problem that can and should be solved at home (Lee, 2015).

As a result, the demand for services for children who need social protection in addition to child-care services to assist women's parenting functions has increased (O Jung-Soo Jung, Jung-Ik Jung, 2008). The necessity of service support was raised, and the child-care project based on Article 21 (Support for the Family), Article 22 (Reinforcement of Child Support), and Article 30 (Home Service Worker) was promoted.

2. Job stress

Stress is a term originally used in physics that refers to feelings that involve anxiety and threatening feelings when a person is psychologically or physically stressed or in a difficult situation. The study of stress required the treatment of soldiers and their families who were mentally and physically damaged by the pre-war and post-war wars in the 1920s.happened. The problems began when doctors were interested in the pathology of industrial society, and they defined stress as a pathological phenomenon, with negative consequences. Stress is the physical and mental tension that arises from factors that attempt to change from a person's hardship, misery, or adversity to its original stable state. It is defined as a degree of discomfort or physical, chemical and emotional factors that can be done (Lazarus, 1966).Today it also means to create tension in order to maintain the force to protest against pressure or objects acting on humans (Jung Eung-jun, 2015).

Stress, which was thought to be harmful only to humans, was argued by Yerkes and Dodson (1908) that stress contained both positive and constructive Eustress and negative and destructive Distress at the same time. Eustress reported that growth, adaptability, high performance levels related to individual and organizational well-being are highly relevant, and that healthy responses affect employees' effective performance (Yerkes &Dodson, 1908). Distress also includes dysfunctional consequences of individuals and tissues, such as illness, senility, death-related heart disease, and high access rates where the stress response is unhealthy and has negative consequences. This can improve job performance by adjusting the degree of stress to an appropriate level, and performance may vary depending on the level of stress (Joo, 2014).

When stress and job are linked, the concept of job stress is derived. Looking at the various definitions related to job stress, Lee Jong-yeol (2011) and Kahn (2001) describe the harmful physical reactions that occur when the job demands do not meet the worker's resources, abilities, and needs. It is defined as an inadequacy of what the environment demands or of a work environment that makes it possible to meet individual needs and desires.

In this study, people who support interpersonal services are exposed to various scenes and are in a situation because they have to face many welfare service users and find solutions. As a result, adaptation and relationship formation are required for individuals with various needs. Therefore, emotional stress and workload are higher than those in other occupations. Since the environment, values, personalities, and physical characteristics of the users who are connected are all different, human service workers experience stress in the process of providing the appropriate counseling and services to the subjects while suppressing their emotions and personalities.(Jung Ji Hoon Jung, 2008; Ko Young Chul, cited in 2010).

Occurrence factors of job stress are stress factors that are related to job and job environment in the workplace (Hellriegel et al, 1983). These job stress factors vary considerably among scholars according to the research purpose and category. It can be divided into external factors and internal factors. First of all, external factors include physical environment such as office space, density, family factors, and competition with other organizations. On the other hand, internal factors can be classified into factors related to organizational structure (centralization and formalization), factors related to job or role in the organization (role conflict, role ambiguity, overrole), and interpersonal factors (Cooper &Marshall, 1976).

As such, job stressors can be seen to be diverse from the internal and external environment, situation, job, etc. and the internal needs of individuals, which are generally faced in carrying out various job-related activities. It can be said that the role of individuals to connect the organization and its members is important because it affects them (Kim, Seung-tae, 2014).

Choi Jae-woong (2016) identified three factors as job stress inducing factors, such as role conflict, role ambiguity, and role overload, in consideration of job environment, characteristics, and roles. First, role conflict occurs when factors of behavioral contradiction occur between individuals and groups, such as the branches, motivations, and goals of individuals and groups. Role conflict arises when there is a conflict between the expected behavior that wants the individual's role and the individual's values and beliefs that need to play the role.

Second, role ambiguity is a state of lack of useful knowledge required in a given job, when the expected role behavior is unclear and lacks information, and when the information on role behavior to meet role expectations is confusing or unclear. Appears when the results of this future action are uncertain. Third, the over-role is a situation in which a person is doing or being forced to perform a task beyond the level of the individual's ability in performing the assigned role. It can be divided into qualitative excess (Cho Jae-woong, 2016).

In terms of role conflict, the policies of support organizations, the needs of family members, and the personal values of women who are child-bearing women are often

confronted with role conflicts, which will act as a major factor in job stress in performing tasks. People who are more likely and experienced role ambiguity have more job-related tensions than those who do not, and they have higher job dissatisfaction and depression, lower levels of self-confidence and motivation, and a strong intention to turnover (Caplan et al.,1975). Particularly in Korea, role ambiguity is likely to be neglected due to the lack of clear guidelines or regulations for the idol care, work sharing and manuals. Over-role is a symptom of psychological and physiological tension and is reported to be the most common cause of stress due to job dissatisfaction, low motivation, high turnover intentions, and indirectly increased job accidents and deteriorating interpersonal relationships (Farber &Heifetz, 1982).

As a result of the previous studies, members of the organization who perceived role conflict, role ambiguity, and over- role related to the job are more likely to experience a higher level of intention to turn away due to increased sense of vainness and increased self-confidence. It can be predicted that there is a high possibility of it (Kim Seung-tae, 2014).

3. Turnover intention

Turnover intention is defined by many scholars in a variety of disciplines, including sociology, psychology, and organizational behavior theory. Mobley (1982) states that "an individual who receives financial compensation from an organization voluntarily terminates the membership of the organization" (Kim Seung-tae, cited in 2014).

Turnover intention does not refer to the result of the behavior of turnover, but rather a state of mind where the urge to turnover can occur before the result of turnover. Therefore, not all workers who are considering turnover intentions turn to the actual behavior of turnover.

Vandenberg and Nelson (1999) defined "turnover intention as the individual's own estimation of the subjective possibility that a worker will leave the organization permanently at some point in the near future."

As such, the intention to turnover is defined as a person's own intentional and deliberate thought to leave the organization. The report said that the organization's departure from low job satisfaction and the extreme work stress caused by the service tastes of various customers are factors of turnover.

III. Research method

1. Subject of investigation

The purpose of this study is to investigate the degree of job stress and turnover intention of women participating in the child-care service, and how the job stress affects turnover intention. The subjects of this study are women over 30 years of age who live in Jeonnam and participate in idol care.. A total of 250 copies of the questionnaire were distributed from July 1, 2018 to September 10, 2018, but a total of 224 copies of the questionnaires were excluded. The survey subjects were randomly selected from the women participating in the child-care business and surveyed through the questionnaire.

2. Research tool

The questionnaire used in this study was to respond in the form of self-reporting, and the questionnaire was asked 9 questions to examine the socio-demographic characteristics of the survey subjects, 13 questions to ask job stress, and the degree of turnover intention. A total of 33 questions were included, including 11 questions.

1) Socio-demographic characteristics

The socio-demographic characteristics of the survey subjects consisted of nine items including age, education, marital status, residence, religion, domestic family, monthly average household income, health status, and economic status.

2) Job Stress Scale

Job stress refers to psychological and physiological imbalances caused by inconsistencies in the interaction between individuals and environmental factors in performing their jobs. The job stress scale used in this study was the scale developed by Seung-Tae Kim (2014).

Job stress consists of role conflict, role ambiguity, and over role, and the question consists of 13 items. The response category was measured with a five-point Likert equator, ranging from "not at all" (1 point) to "very so" (5 points), and 4, 5, 6, and 8 were reverse scored and the sum of the scores was The more, the higher the job stress.

The Cronbach's α value, which is the reliability coefficient of the job stress scale used in this study, was identified as over-role = .84, role conflict = .89 and role ambiguity = .75, respectively.

3) Scale of Turnover Intention

Turnover intention does not refer to the result of an act of actual turnover, but a state in which the urge to quit a job in the near future may occur. The turnover

intention scale of idol-bomi women used the turnover intention scale that Jang Sung-Ae (2015) used in the previous study. The questionnaire consisted of 11 questions including intentional content. The turnover intention scale consists of a five-point Likert scale that ranges from "not at all" (1 point) to "very so" (5 points).

The reliability of the turnover intention scale used in this study was shown to be Cronbach's $\alpha = .90$, indicating that reliability was secured.

3. Analysis method

In this study, we analyzed the results using the SAS Package Program. First, frequency analysis was used to analyze the socio-demographic distribution of subjects, and the reliability was analyzed by the Cronbach test to verify the reliability of job stress and turnover intention.

Descriptive statistics were used to determine the degree of job stress and turnover intention. Utilized.

IV. Results

1. Demographic and sociological characteristics of survey subjects

The demographic characteristics of the survey subjects are shown in <Table 1>.

Table 1. Demographic and sociological characteristics

Variable	Category	N	%
Age(yr)	≥ 39	14	6.2
	40~49	42	18.8
	50~59	93	41.5
	60≤	75	33.5
Education level	≥Middle school	39	17.4
	High school	136	60.7
	College≤	49	21.9
Spouse	Yes	178	79.5
	No	46	20.5
Residence	City	157	70.0
	Rural	67	30.0
Religion	Christian	103	46.0
	Buddhism	38	17.0
	Catholicism	40	17.9
	No	43	19.1

Domestic family	Alone	7	3.1
	Only couple	89	39.7
	With family	128	57.2
Monthly income (ten thousand)	≥ 50	13	5.8
	51-100	39	17.4
	101-150	45	20.0
	151-200	37	16.5
	201≤	90	40.3
Health state	Poor	7	3.1
	Moderate	98	42.9
	Good	119	54.0
Economic state	Poor	11	4.9
	moderate	167	74.6
	Good	46	20.4
Total		224	100

2. Degree of job stress and turnover intention of women participated in child care women

The results of analyzing the degree of job stress and turnover intention of the child care women surveyed are shown in <Table 2>.

Table 2. Degree of job stress and turnover intention

Category	N	Min.	Max.	M	SD	Med.
Over-role	224	1	5	3.83	.92	3
Role conflict	224	1	5	3.16	.84	3
Role ambiguity	224	1	5	3.02	.73	3
Job stress	224	1	5	3.34	.68	3
Turnover intention	224	1	5	3.09	.93	3

As shown in the table, the degree of job stress was 3.29 (.68) on average, and over-role 3.83 (.92), role conflict 3.16 (.84), and role ambiguity 3.02 (.73) as a sub-factor of job stress.). In the case of turnover intention, the average was 3.09 (.93).

3. The relative impact of job stress on turnover intention

1) The relative impact of job stress on turnover intention

The results of the regression analysis to find the relative impact of job stress on the intention to turnover of child-care women are shown in <Table 3>.

Table 3. The relative impact of job stress on turnover intention

Independent variable	turnover intention							
	B	Std Err	Beta	t	p	DW	R ²	F
Constant	.253	.190		.423	.674	1.453	.376	9.45 (.001)
Job stress	.558	.1322	.342	8.245	.022			

As shown in the table, the regression equation for the relative influence of job stress on turnover intention is ($R^2 = .376$, $F = 9.45$, $p < .001$), indicating that the influence of job stress on turnover intention is about 38%. In addition, job stress ($\beta = .558$) had a significant effect on turnover intention and static (+). In other words, the more job stress, the higher the intention to turnover.

2) The relative impact of job stress sub-factors (over-role, role conflict, role ambiguity) on turnover intention

The results of multiple regression analysis to find out the relative impact of job stress sub-factors (over role, role conflict, role ambiguity) on the intention to turn over idols are shown in <Table 4>.

Table 4. Relative impact of job stress subfactors on turnover intention

Independent variable	turnover intention						DW	R ²	F
	B	SE	Beta	t	p	VIF			
Constant	2.432	.286		3.214	.000		1.556	.430	54.20 (.001)
Over-role	.690	.123	.410	6.206	.000	2.023			
Role conflict	.380	.190	.327	2.546	.001	2.111			
Role ambiguity	.278	.123	.078	2.990	.001	1.092			

As shown in the table, the regression equation for the relative influence of job stress subfactors (over-role, role conflict, role ambiguity) on turnover intention is expressed as $R^2 = .430$ ($F = 54.20$, $p < .001$). The impact of job stress sub-factors on humans was 43%. Looking at job stress by sub factor in detail, it was found that it had a significant positive effect in the order of overrole ($\beta = .690$), role conflict ($\beta = .380$) and role ambiguity ($\beta = .278$). In other words, when the role is heavy, the conflict over the role is high and the ambiguity about the role appears, the intention to turnover increases.

V. Conclusion and Suggestions

1. Conclusion

The purpose of this study is to suggest practical measures to prevent the turnover intention of child-care women by looking at the effect of job stress on turnover intention.

To this end, a questionnaire was distributed to 250 women over 30 years of age living in Jeollanam-do and participating in the idol care project. Utilized.

Data analysis was performed using SAS Package Program. Frequency analysis, reliability of scale, Cronbach's α coefficient, correlation analysis, and multiple regression analysis were used.

The results of this study are as follows.

First, as a result of analyzing the degree of job stress and turnover intention, the result of the study showed that job stress was 3.29 points on average, 3.83 points on the role of subordinate factors, 3.16 points on role conflict, and 3.02 points on role ambiguity. All were higher than the median. The intention to turnover of the child-care woman was 3.09, which was relatively high.

Second, in order to examine the relative influence of job stress and its subordinate factors on turnover intention, the main subfactors of job stress were role overload, role conflict, role ambiguity as independent variables, and dependent variable as the intention to turn over idols. Analyzed. As a result, job stress ($\beta = .558$), over-role ($\beta = .690$), role conflict ($\beta = .380$) and role ambiguity ($\beta = .273$) had a positive (+) positive effect on turnover intention was analyzed.

The results of this study showed that job stress of child-care women had a significant effect on turnover intention.

2. Suggestions

Based on the findings of this study, the policy and practical measures for preventing the turnover intention due to job stress and improving the quality of child-care activities are as follows.

First, in this study, the higher the job stress level of the assistant, the higher the turnover intention. Therefore, the alternative preparation to reduce the job stress level is indispensable in preventing the turnover intention. The factor of job stress of child-care women is experienced job stress due to ambiguity due to overwork due to unclearness of work limit, lack of parenting method due to conflict caused by disagreement with user and generation gap. In order to reduce these job stresses, work instructions that provide specific business standards should be provided, and specific manuals should be

established to identify and respond to unclear tasks in the service provision work. These work instructions and manuals are expected to have a great impact on preventing the child-care women's intention to turn over by reducing the number of roles, i.e. role conflict, role ambiguity, and job stress that child-care women will face when providing services.

Second, efforts to prevent turnover intentions through more professional and systematic education on child care are required. However, child-care women is currently put into the field immediately after completing 80 hours of basic education (32 hours, child development stage: 48 hours) to obtain child-care women qualification. In addition, it is recommended to strengthen the capacity through 16 hours of conservative education once a year while working as an idol baby. In the future, such education needs to be practically focused along with theory, and compensation should be appropriately provided along with the compulsion of child-care women's participation in conservative education. Such systematic and specialized basic quality improvement education is continued, and it is required to make policy efforts to prevent the intention to turn over idols by maintaining the quality relationship of idols and their relationship with their families.

Third, education on beneficiary family is also desperately needed. As shown in the results of this study, the stressors of child-care women can be said to be diverse, such as overwork, conflict, and ambiguity. As such, the stressor is influenced by the organizational environment of the child-care service provider and the attitude of the child-care service, but it is most affected by the family. As indiscriminate and excessive work demands of family members are being reported, it is necessary to reinforce systematic education by country and institution for the family members who need services.

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Exploring The Cultural Impacts of Tourism Development in Myanmar - A Case Study of Bagan Heritage Zone -

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ABSTRACT: Tourism is a crucial sector of economic growth for developing countries including Myanmar. Bagan is both one of the prominent tourist destinations in Myanmar and one of the most noteworthy archaeological sites in ASEAN. The study aims to explore the cultural impacts of tourism development and the causal relationship among the attitude of community attachment, personal benefits from tourism, cultural impacts of tourism and residents' support for tourism development using structural equation modelling (SEM). The primary data were collected by using the method of two-stage sampling with SRSWOR at both stages. The model contains 19 measured variables and 4 latent variables. A sample of 433 households was selected in the study. This study finds that the attitude of community attachment, personal benefits from tourism and the cultural impacts of tourism are the important factors in residents' support for tourism development. The cultural impacts of tourism are also mediation factors in residents' support for sustainable tourism development. The preservation of traditional culture, sustainability of cultural heritage and acculturation are mainly the cultural impacts for tourist destinations. This study suggests that these cultural impacts are carried out to implement sustainable tourism development.

Key words : Cultural impacts of tourism, Sustainable tourism development, Structural Equation Modelling (SEM) and Myanmar Responsible Tourism,

I. Introduction

Tourism is an essential sector of economic growth for many countries. Tourism can beneficially contribute to the achievement of Sustainable Development Goals (SDGs) among nations. Nowadays, tourism is one of the economic sectors of Myanmar. Myanmar has become an emerging tourist destination for international travellers who are keen to experience Myanmar's abundant wealth of cultural and natural heritage, genuine hospitality and spiritual values. The Pyu ancient cities are the first sites in Myanmar that are inscribed on the world heritage list. Bagan, Mrauk Oo and Pindaya are the most attractions of historical heritage sites. Bagan has inscribed the UNESCO's World Heritage Site in July 2019. These sites are already gained economic benefits but it has initiated to experience environmental and sociocultural pressures from tourism (MOHT, 2013). These sites are already gained economic benefits but it has initiated to experience environmental, social and cultural pressures from tourism (MOHT, 2013).

Myanmar tourism statistics clearly stated that international tourist arrivals increased from 0.66 million in 2005 to 3.55 million in 2018. The tourism receipts increased from US\$254 million in 2010 to US\$1969 million in 2017. The tourism industry accounted for 4.8 per cent of GDP and created about 6.5 per cent of the job opportunities in 2015. It can seem that tourism industry becomes an essential sector in Myanmar. There is the relationship between tourism and standard of living for residents of tourist destinations. Tourism not only directly contributes to employment and income but also indirectly contributes to improving health, education and transportation services. The residents recognize to support tourism because their income and living standard are high. The main factor of local tourism development is the residents' support for tourism in tourist destinations. Hence, the development of tourism industry stands on the residents' support for tourism development. Regarding the development of tourism, there are economic, environmental, social and cultural impacts of tourism, and these impacts are needed to analyze the tourist destinations. This study analyzes the cultural impacts of tourism development in Bagan-Nyaung Oo Region. This study aims to develop residents' support for tourism development model by means of Structural Equation Modelling (SEM).

II. Literature Review

Many countries have tried to attract international tourists and to reap international tourism. World tourism is experienced by a very rapid increase in international tourism

flows with regard to both tourist arrivals and tourism receipts. In addition, many new destinations have emerged in the world. Tourism has played an essential role in contributing foreign exchange revenues for developing countries and least developed countries. An ever increasing number of destinations worldwide has opened up and invested in tourism, turning it into a key driver of socioeconomic progress through the creation of jobs and enterprises, export revenues and infrastructure development. Christaller (1963) pointed out that tourism can be used to achieve economic development in peripheral regions because tourists travel from core metropolitan areas to the periphery.

Sustainable tourism allows the development of tourism and recreation activities in a tourist destination. Sustainable tourism is delivering economic benefits to destinations and communities through competitive tourism businesses that create employment and it is minimizing adverse impacts on the environment. Bramwell and Lane (1993) believed that a sustainable approach will reduce tension and friction created by tourism through its interaction among tourists, the tourism industry and host communities. The authors believe that a sustainability approach will maintain the capacity and quality of natural and man-made resources.

Phyu Win Ei (2016) analyzed that the residents' attitudes towards support for tourism development in Myanmar. The results of this study indicated that there is a significant positive relationship between perceived benefits and support for tourism development. Trust is used as a mediating variable. The relationship between perceived benefits and trust for tourism institutions and other people is slightly significant. Win Min Thant (2017) investigated an integrated model of residents' satisfaction with tourism development (RSTD) in Inle Region and explored the antecedent constructs that were likely to affect RSTD. The results from this study indicated that the perceived benefits of tourism development effects on RSTD are the most influential factors among the other influencing factors.

Community attachment is a complex concept for assessing the attitudes of the host residents toward their communities. McCool and Martin (1994) suggested that the concept of community attachment is an important issue in the assessment of tourism impacts. The authors found that the attached residents rated strongly more positive dimensions of tourism than the unattached residents but attached residents were more concerned about sharing the costs of tourism development. On the other hand, other authors indicated that attached residents appear to evaluate the economic and socio-cultural impacts positively but the environmental impacts negatively. Hence, the attitude of community attachment is more affected perceived cultural impacts of tourism.

Perdue, et al. (1990) examined that personal benefits from tourism influence on the perception of tourism impacts. The authors found that a positive relationship between

personal benefits from tourism and the perception of tourism impacts. According to the social exchange theory, if the residents receive more personal benefits from tourism, they perceive maximizing the positive impacts and minimizing the negative impacts.

Tourism can create jobs and provides foreign income. Tourism changes the production, cultural arts and forms. The cultural impacts refer to long-term changes that occur in social values, attitudes and behaviour. Tourism contributes to broader and deeper cultural transformations in tourist destinations. The residents feel that tourism improves the standard of living and it helps the residents to earn more foreign income (Var and Kim, 1989). The authors stated that tourism contributes to the renaissance of traditional arts and crafts. Acculturation takes place when two or more cultures come into contact for a sustained period and ideas are exchanged (Liu and Var, 1986). In undeveloped countries, local cultures and customs tend to be overwhelmed by more developed cultures, especially Western ones (Liu and Var, 1986). Furthermore, the youths in the tourist destinations can emulate the speech, clothes and bad behaviour of tourists. This study analyzes the majority of cultural impacts of tourism such as preservation of local culture, acculturation and deterioration of local culture.

Researchers attempt to investigate factors influencing local residents' support for tourism development. Untong et al. (2010) found that residents see private cooperation as an important factor in their support for local tourism development. Economic and cultural impacts are the main factors influencing local residents' support for tourism development especially in traditional tourist destinations such as Phuket and Pattaya. In Chiang Mai and Pai, local residents pay attention more on local employment opportunities.

The understanding of residents' view and support is importance for local government, policymakers and businesses. If positive impacts outweigh the potential negative consequences (costs), the residents support actively to tourism development (Lee, 2013). On the other hand, residents are likely to oppose tourism development when they perceive more costs than benefits from tourism development. Canalejo and Maria (2016) explored that the local residents see tourism as an essential interest in analyzing and managing the economic, socio-cultural and environmental impacts of tourism development in a region. The authors concluded that the residents have more benefits of tourism development than the costs, and they have a large potential for developing sun and sand tourism. As such, the support of residents in tourism is an important consideration for the successful development of tourism in this study.

Objectives

The following objectives are set in this study:

- (1) To investigate cultural impacts of tourism development in Bagan.

(2) To explore the influencing factors of residents' support for tourism development in Bagan.

III. Research Methods

1. Survey Design

Household sample survey was conducted in Bagan-Nyaung Oo Region to obtain the required primary data. The structured questionnaire was used to collect the primary data. The five-point Likert type scale ranging from 1 with "strongly disagree" to 5 with "strongly agree" was used. Only one person in each household was invited to participate in the study. Two-stage sampling design was used to carry out a household sample survey. Wards are treated as first-stage sampling units (FSUs) and households in the FSUs are treated as second-stage sampling units (SSUs). The target population consisted of residents at age 18 years and above. Data are collected during December 2017 to February 2018 using a structured questionnaire with 446 households. Due to incomplete questionnaires, only 433 complete questionnaires are used for data analysis.

2. Latent and Measured Variables of Model

The observed variables represent the scale for each latent variable to measure. Each latent variable of the proposed model is designated as either an endogenous variable or an exogenous variable. The proposed model comprises 24 observed variables and 4 latent variables (the residents' attitude of community attachment, personal benefits from tourism, residents' perception of cultural impacts of tourism and residents' support for tourism development). The residents' attitude of community attachment and personal benefits from tourism are exogenous latent variables. The residents' perception of cultural impacts of tourism and residents' support for tourism development are endogenous latent variables.

1) Exogenous Variables

Attitude of Community Attachment (ACA)

The study analyzes that the attitude of community attachment depends on the perception of cultural impacts and residents' support for tourism development. Five observed variables are used to measure the latent variable based on the studies of Gursoy and Rutherford (2006).

- (i) The community is a beautiful place. (aca1)
- (ii) The community is a good place for job opportunity. (aca2)
- (iii) The community has increased residents' standard of living. (aca3)
- (iv) The community is a safe place to live. (aca4)
- (v) This community is more enjoyable than other communities. (aca5)

Personal Benefits from Tourism (PBT)

The study analyzes personal benefits from tourism depend on the perception of cultural tourism impacts and support of residents for tourism development. Five observed variables are used to measure the latent variable based on the studies of McCool & Martin (1994).

- (i) Personal income is related to tourism. (pbt1)
- (ii) Personal job is related to tourism. (pbt2)
- (iii) Family member's job is related to tourism. (pbt3)
- (iv) The individual conservation of local culture is related to tourism. (pbt4)
- (v) The individual preservation of the environment is related to tourism. (pbt5)

2) Endogenous Variables

Cultural Impacts of Tourism (Cul)

The cultural impacts of tourism can be categorized into three dimensions such as the preservation of the local culture, acculturation and deterioration of local culture. Three observed variables for preservation of the local culture, acculturation and deterioration of local culture are used to measure the latent variable based on the studies of Untong et al. (2010) and Var and Kim (1989).

- (i) Tourism development has increased residents' pride in the local culture. (cul1)
- (ii) Tourism development encourages the conservation of cultural activities for local residents. (cul2)
- (iii) Tourism development maintains the ethnic of the historical areas and pagodas in the community. (cul3)
- (iv) Precious cultures of many countries can be learned from tourists. (cul4)
- (v) The cultural exchange between tourists and residents is valuable for local residents. (cul5)
- (vi) Tourists can appreciate and study Myanmar traditional cultures because of tourism development. (cul6)
- (vii) The commercial demand of tourists has caused undesirable changes in the forms of traditional arts and crafts. (cul7)
- (viii) The residents have imitated the inappropriate behaviour and clothing style of tourists because of tourism development. (cul8)

(ix) Tourism development has caused the disruption of traditional culture of local residents. (cul9)

Residents' Support for Tourism Development (RSTD)

This study investigates factors influencing local residents' support for tourism development. Five measured variables are applied to measure the latent variable based on the studies of Untong et al. (2010) and Lee (2013).

- (i) The residents should financially invest in tourism development. (rstd1)
- (ii) The residents should participate to increase the volume of tourists. (rstd2)
- (iii) The residents should actively participate in sustainable tourism development. (rstd3)
- (iv) The residents should support tourism development because tourism has reduced poverty in the community. (rstd4)
- (v) The local residents should adhere Myanmar Responsible Tourism Policy. (rstd5)

IV. Data Analysis and Results

The descriptive statistics of the information on socioeconomic and tourism-related characteristics of residents in Bagan-Nyaung Oo Region are described in the study. According to gender, 260 residents (60%) are males while 173 residents (40%) are females. In terms of the marital status, majority of the residents (58.4%) are married and followed by single (28.4%), widow (9.2%), divorce (2.5%) and separate (1.4%). The majority of the residents (92.8%) are Buddhist, followed by Christian (4.8%), Muslim (1.2%) and Hindu (1.2%). According to the birthplace, (55.2%) of residents are born in the community and (44.8%) of residents are not born in the community. Most of the residents (34.4%) are the age group of 31-40 and followed by the 41-50 age group (26.3%), the 21-30 age group (18.5%), the 51-60 age group (16.9%), the above 60 age group (2.1%) and 18-20 age group (1.8%). The average age of residents is 40 years. It is found that most of the residents are working-age population in the area.

Regarding household size, (54%) of residents have 4 to 6 members, (30.5%) of residents have 1 to 3 members, (14.1%) of residents have 7 to 9 members and (1.4%) of residents have above 9 members in each household. Most residents (23.1%) live from 11 to 20 years in the area. The least residents (9.7%) live above 50 years. The average length of residency is 26 years. This means that most residents have been living quite a long time in the area. The education level of residents is classified as below primary level (4.2%), primary level (14.1%), secondary level (19.4%), tertiary level (15.5%), any diploma (13.6%) and Bachelor's degree (33.3%).

Concerning average monthly income of residents, the majority of residents (31.2%) have earned between 1 and 2 lakh kyats per month, followed by above 5 lakh kyats (25.8%). The minority of residents (4.2%) have below 1 lakh kyats. Concerning average monthly income of the household, the majority of households (55.9%) have earned above 5 lakh kyats, followed by between 4 and 5 lakh kyats per month (13.4%). The minority of households (5.3%) have between 1 and 2 lakh kyats per month. Concerning the average monthly expenditure of household, the majority of households (45.7%) have spent between 1 and 2 lakh kyats per month. The minority of households (3.5%) have spent above 5 lakh kyats.

The most of residents (69.3%) are concerned with the tourism-related job and (30.7%) of residents are not concerned with the tourism-related job. Most of the residents (38.3%) have an average monthly tourism-related income above 5 lakh kyats. The minority of residents (8.3%) have an average monthly tourism-related income below 1 lakh kyats. Therefore, the residents have fairly average monthly tourism-related income. The majority of residents (79.2%) do not involve in making any tourism-related policies in their area. The minority of residents (20.8%) involve in making tourism-related policies in their area. Therefore, the residents are working in tourism industry but they do not participate in making tourism policy.

Concerning the residents' opinion on tourism development, (50.8%) of residents indicated that tourism development is the growth stage and (46.2%) of residents reply that tourism development is the maturity stage. Regarding the residents' opinion on the growth of Bagan-Nyaung Oo Area, (43.9%) of residents replied that their community growth is moderate and (49%) of residents responded that their community growth is rapid. According to the residents' opinion on the condition of tourist arrivals, (53.1%) of residents responded that the condition of tourist arrivals is moderate and (20.8%) of residents responded that the condition of tourist arrivals is few. It is discovered that the growth of Bagan-Nyaung Oo Area is very rapid because tourism development of this area is the growth stage and condition of tourist arrivals is moderate.

1. Factor Analysis

Factor analysis is used in data reduction. To determine the appropriateness of factor analysis, the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and Bartlett's test of sphericity tests are examined. KMO index is range from 0 to 1. KMO value with 0.6 suggests as the minimum value for a good factor analysis and that a significant Bartlett's test of sphericity is required (Tabachnick & Fidel, 2007). A rule of thumb suggests that factor loadings greater than 0.33 are considered to meet the minimal level of practical significance. The results of factor analysis are shown in Table 1. Regarding the results of factor analysis, all these measured variables are valid and

reliable.

Table 1: Results of Factor Analysis for Latent Variables

Latent variables	Measured variables	KMO	Bartlett's test of sphericity	Eigen value	Variance explained	Cronbach's alpha
ACA	aca1, aca2, aca3, aca4 and aca5	0.88	0.001	3.33	66.7%	0.87
PBT	pbt1,pbt2,pbt3 and pbt4	0.83	0.001	2.98	59.6%	0.83
Cul	cul1, cul2, cul3, cul4, cul5 and cul6	0.87	0.001	4.47	74.5%	0.93
RSTD	rstd1, rstd2, rstd3, rstd4 and rstd5	0.80	0.001	2.60	51.9%	0.76

2. Confirmatory Factor Analysis

Confirmatory factor analysis (CFA) is used to test the measurement model specifying the posited relations of the observed variables to the underlying latent variables. CFA is used to confirm the measurement scale of the attitude of community attachment, personal benefits from tourism, the perception of cultural impacts of tourism and residents' support for tourism development. To test the reliability of the latent variables, composite reliability (CR) and average variance extracted (AVE) are used in the study. At least 0.7 of CR estimate indicates that the measurement scale used to measure a latent variable is moderately reliable in research (Hair et. Al., 2014). To evaluate discriminant validity, AVE is used and AVE of all latent variables have at least 0.5 (Fornell & Larcker, 1981). Hence, attitude of community attachment, personal benefits from tourism, the perception of cultural impacts of tourism and residents' support for tourism development retain five observed variables, four observed variables, six observed variables and four observed variables with acceptable results (CA, AVE, Tucker-Lewis index (TLI), comparative fit index (CFI), root mean square error of approximation (RMSEA) and standardized root mean square residual (SRMR).

3. Measurement Model

Regarding the measurement model, the relationships between the measured variables and latent variables are indicated by factor loadings. The factor loadings are provided information about the extent to which a given observed variable is able to measure the latent variable. The unique measurement error is estimated. Each measured variable has a factor loading and a unique measurement error that forms an equation

to compute the latent variable. The proposed measurement model consists of 4 latent variables and 19 measured variables. The measurement model has 19 measurement equations and variance-covariance matrix between latent variables. Before evaluating the model as a whole, it is necessary to evaluate the individual parameter estimates. Figure 1 presents the unstandardized parameter estimate for the proposed measurement model. An examination of the unstandardized parameter estimation reveals that all estimates are both reasonable and statistically significant.

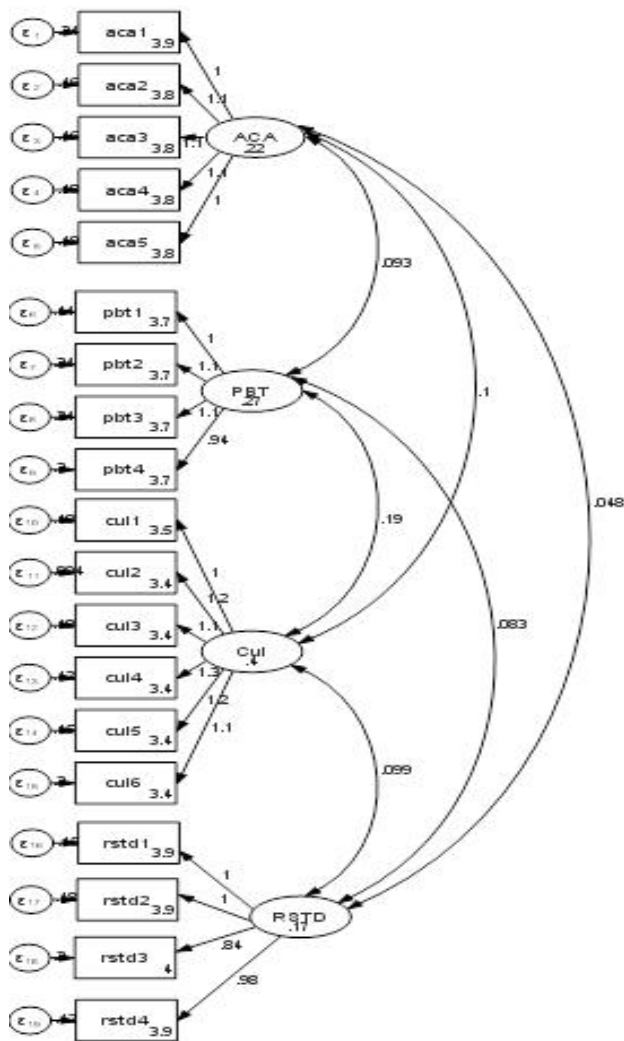


Figure 1. The Estimated Measurement Model

Next, the fit indices of the proposed measurement model are assessed in the study. The χ^2 value for the model is 274.74 with 146 degree of freedom ($p = 0.000 < 0.01$). Hair et al. (2014) recommended normed χ^2 (the ratio of χ^2 to degree of freedom) is a better goodness-of-fit than χ^2 . Thus, normed χ^2 is 1.88, which is less than cutting value of 2, indicating measurement model is an adequate fit. Furthermore, other fit indices are TLI = 0.971, CFI = 0.975, RMSEA = 0.045 and SRMR = 0.038. The coefficient of determination is 0.991. The results of goodness-of-fit statistics indicate that the theoretical measurement model fits the data.

4. Structural Model

After identifying the measurement model, the structural model specifies to indicate how these latent variables are related to the study. This study aims to analyze the support of residents for tourism development in the community. The proposed structural model deals with the relationships among the four latent variables. Figure 2 presents the estimated structural model. The structural model can be analyzed to determine the extent to which these prior hypothesized relationships are supported by the sample variance-covariance matrix. The structural model includes two latent exogenous variables and two latent endogenous variables. Therefore, the structural model has two structural equations and two prediction disturbances.

These five structural equations can be illustrated as follows:

Cul = structural coefficient $t \times$ *ACA* + structural coefficient $t \times$ *PBT* + prediction error

$$Cul = \gamma_1 ACA + \gamma_2 PBT + \zeta$$

RSTD = structural coefficient $t \times$ *ACA* + structural coefficient $t \times$ *PBT* + structural coefficient $t \times$ *Cul* + prediction error

$$RSTD = \gamma_3 ACA + \gamma_4 PBT + \beta_1 Cul + \zeta$$

The unstandardized coefficients of the residents' attitude of community attachment is $\gamma_1 = 0.198$. This means that a 1 point increase in the attitude of community attachment predicts 0.198 point increase in the perception of cultural impacts, controlling personal benefits from tourism. The unstandardized coefficients of personal benefits from tourism is $\gamma_2 = 0.642$. This means that a 1 point increase in personal benefits from tourism predicts 0.642 point increase in the perception of cultural impacts, controlling the residents' attitude of community attachment. The significant positive relationships found (i) between the attitude of community attachment and the residents' perception of cultural impacts of tourism, and (ii) between the personal benefits from tourism and the residents' perception of cultural impacts of tourism. It is discovered that residents will widely perceive positive cultural impacts of tourism if they

attach their community and receive benefits from tourism.

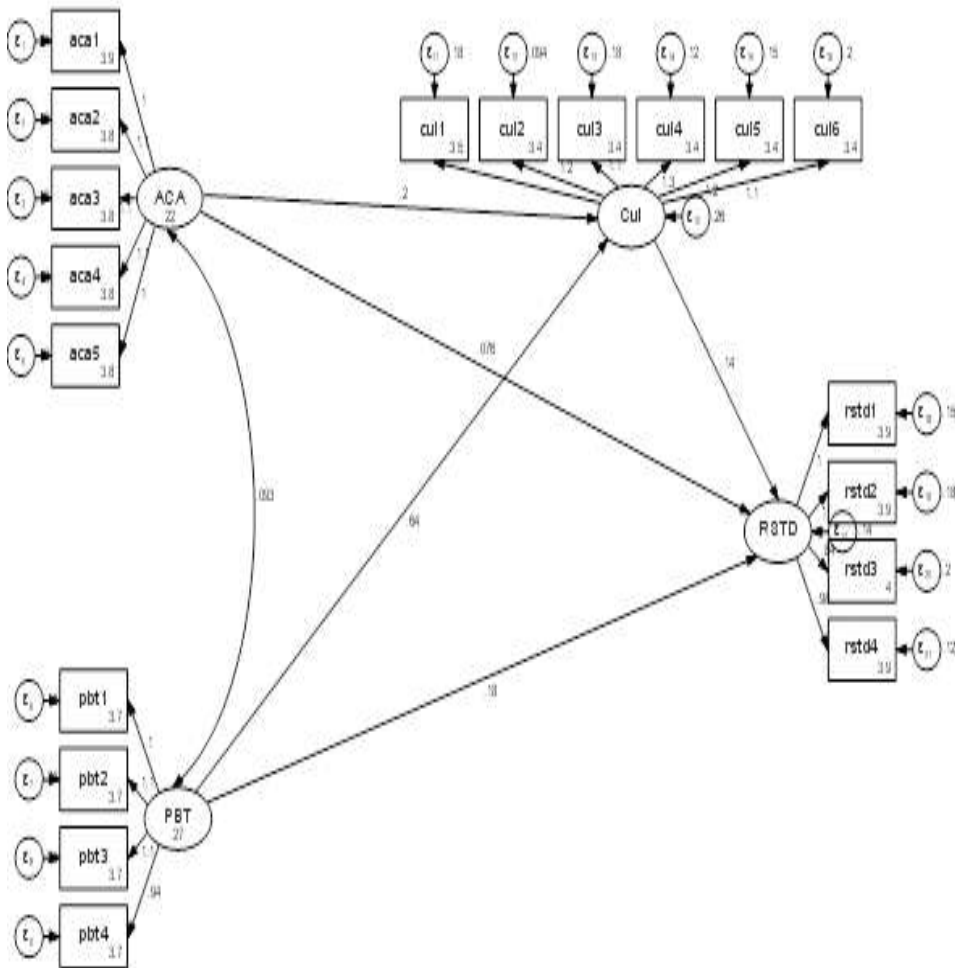


Figure 2. The Estimated Structural Model

The unstandardized coefficients of the residents' attitude of community attachment is $\gamma_3=0.076$. This means that a 1 point increase in the residents' attitude of community attachment predicts 0.076 point increase in residents' support for tourism development, controlling other variables. The unstandardized coefficients of personal benefits from tourism is $\gamma_4=0.185$. This means that a 1 point increase in personal benefits from tourism predicts 0.185 point increase in the support of residents for tourism development, controlling other variables. The unstandardized coefficients of the perception of cultural impacts of tourism is $\beta_1=0.138$. This means that a 1 point

increase in the perception of the positive cultural impacts of tourism predicts 0.138 point increase in the support of residents for tourism development, controlling other variables. The significant positive relationships find (i) between personal benefits from tourism and residents' support for tourism development; and (ii) between the residents' perception of cultural impacts of tourism and support for tourism development. It is discovered that the residents will actively support tourism development if they widely perceive the cultural impacts of tourism as well as they receive benefits from tourism.

The review of the structural model shows that the Chi-square value is 255.34 with 146 degree of freedom ($p=0.000 < 0.01$). But normed (χ^2/df ratio) is 1.88, which is less than cutting value of 2, indicating structural model is an adequate fit. Other fit indices are TLI =0.971, CFI=0.975, RMSEA =0.045 and SRMR=0.038. The coefficient of determination is 0.991. The results of goodness-of-fit statistics indicate that the theoretical measurement model fits the data.

5. Analysis of Direct, Indirect and Total Effects

The results of the structural equations are analyzed to examine the relationships between the latent variables based on Z values associated with path coefficients. In this study, a total of five paths and the results of each path are presented in Table 2.

Table 2. Results of Direct, Indirect and Total Effects

Path	Direct effects	Indirect effects	Total effects
ACA→ Cul	0.198***	-	0.198***
ACA→ RSTD	0.076	0.027**	0.103*
PBT→ Cul	0.642***	-	0.642***
PBT → RSTD	0.185***	0.089***	0.274***
Cul → RSTD	0.138***	-	0.138***

***, **, * represent 1%, 5% and 10% level of significant
 Source: Survey Data (2018)

The result of SEM indicates that relationship between the residents' attitude of community attachment and perception of cultural impacts of tourism is significant. Its relationship has the direct positive effect ($Z=2.59$, $p\text{-value}=0.01 < 0.05$). The result shows that the direct relationship between the residents' attitude of community attachment and residents' support for tourism development is insignificant but the indirect relationship between the residents' attitude of community attachment (ACA) and residents' support for tourism development (RSTD) is significant ($Z=2.89$, $p\text{-value}=0.004 < 0.01$). The residents' attitude of community attachment indirectly influences on the residents' support for tourism development through cultural impacts of tourism as mediator variable. Therefore, the cultural impacts of tourism fully mediate the

relationship between the attitude of community attachment and residents' support for tourism development.

The relationship between personal benefits from tourism (PBT) and residents' perception of cultural impacts of tourism (Cul) is significant and direct positive effect ($Z=9.63$, $p\text{-value}=0.000 < 0.01$). These results investigated that personal benefits from tourism (PBT) directly and significantly influence on the residents' support for tourism development (RSTD) ($Z=2.67$, $p\text{-value}=0.008 < 0.01$), and indirectly and significantly influence on residents' support for tourism development (RSTD) ($Z=2.92$, $p\text{-value}= 0.004 < 0.01$). Thus, personal benefits from tourism not only directly but also indirectly influence the residents' support for tourism development through cultural impacts of tourism as mediator variables. Therefore, the cultural impacts of tourism partially mediate relationship between personal benefits from tourism and the residents' support for tourism development.

V. Conclusion

The study examines that the cultural impacts of tourism influence on residents' support for tourism development. A sample of 433 residents is used in the data analysis. 60% of the residents are male. 55.2% of the residents are born in the community and 69.1% of the residents work in the tourism industry. 33.3% of the residents have a Bachelor's degree and 25.8% of the residents have monthly tourism-related income above five lakh kyats. These results imply that males working in tourism industry have median income 300000 kyats. Moreover, most of the residents work in tourism industry and are born in this area. In addition, the growth of Bagan is very rapid because tourism development of this area is at the growth stage and the tourist arrivals are moderate.

The proposed measurement model is examined to observe whether the theoretical measurement model fits the data well. A measurement model for the four latent variables (ACA, PBT, Cul and RSTD) is developed and analyzed. The unstandardized parameter estimation of the measurement model is found to be statistically significant, and model fit indices are acceptable. Therefore, the proposed measurement model is a well-fitting model to the data.

The proposed structural model is examined to observe whether the theoretical structural model fits the data well. A structural model for the four latent variables is developed and analyzed. An analysis of the estimated path coefficients in the proposed structural model reveals the significance and direction of each proposed path. In the structural model, four proposed paths are statistically significant while one path is not

significant. The fit indices of the structural model are acceptable. Therefore, the proposed structural model is a well-fitting model to the data.

1. Suggestions

Tourism industry of Myanmar is increasing rapidly. Myanmar makes open an economy to enter many tourists and enhance tourism development. Emerging with the tourism development in Bagan-Nyaung Oo Area, the major findings of the study have the following suggestions for government, local authorities, tourism planners and academic scholars.

(i) The attitude of community attachment is an important factor to improve residents' support for tourism development. Therefore, government and tourism planners should carry out community attachment factor to develop tourism and the local community.

(ii) Personal benefits from tourism are the main influenced factors among other factors to improve residents' support for tourism development. Therefore, government and tourism planners should implement receiving benefits from tourism to develop tourism and the local community.

(iii) The positive cultural impacts of tourism are the main and mediation factors to improve residents' support for tourism development. Therefore, government and tourism planners should implement preserving historical sites, preserving of traditional culture, sustainable culture heritage and making cultural exchange between tourists and residents to develop tourism and the local community.

(iv) Tourism development which can make the achievement of Sustainable Development Goals (SDGs) in Myanmar because tourism development has contributed job opportunities and has reduced local poverty. The government can implement sustainable tourism development in Bagan and other tourist destinations.

2. Limitations and Future Research

This study makes some essential contributions to further research. First, the proposed model is examined only in relation to a developed tourist destination and thus the generalizability of the findings may be restricted. Hence, further researches should consider other tourist destinations in Myanmar. Moreover, the development of tourism industry can be analyzed making a comparison between Bagan and other tourist destinations. Second, the study is conducted during a specific time (cross-sectional design). Residents' perception of tourism impacts may change into different stages of the lifecycle of a destination. Therefore, further research should

analyze the proposed model at different points (longitudinal design). Finally, the study focuses on residents' perception of the cultural impacts of tourism. Therefore, residents' perception of economic, environmental and social impacts of tourism should be considered in further researches.

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Cambodian Social Development and the Role of Higher Education

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ABSTRACT: Currently, Cambodia has been progressing economic growth and social development. However, due to lack of human capacity, lack of infrastructure, and widening regional gaps, the country has not been able to achieve its social goals. To solve this problem, the Cambodian government has established the National Strategic Development Plan (NSDP) and is promoting various reform policies. Cambodia is making efforts to provide equal and universal education through the improvement of poor educational environment through "Education For All", "Education Development Policy 2003-2015". However, in Cambodia, education policy is not efficient and professional higher education is not achieved, and this effort is known that education does not contribute much to social development. As the Cambodian national economic development stage becomes relatively high, there is a growing awareness that long-term strategies should be established and investments in human resource development and education should be made to foster sustainable growth engines. This study examines the status of higher education and social development in Cambodia and draws implications.

Key words : Cambodian education system, international competitiveness, educational environment, vitalization of higher education, social development,

I. Introduction

Korea has experienced rapid economic development over the last few decades and is now entering a developed country. Along with economic development, we have achieved remarkable growth in all areas of society. Of the countries of the world, Korea is the only country that has changed from a donor country to a donor country. This attracts great attention from the international community.

Education played an important role in Korea's economic growth and development. We have developed national human resources by developing excellent human resources. Therefore, the development of Korea through education has become a concern of many developing countries.

On the other hand, when looking at developing countries in terms of education, education infrastructure is weak, education opportunities are insufficiently and equally provided, education is low, education achievement is low, and education is effective for economic and national development. It has a feature that does not contribute.

Currently, Cambodia has been progressing economic growth and social development. However, due to lack of human capacity, lack of infrastructure, and widening regional gaps, the country has not been able to achieve its social goals. To solve this problem, the Cambodian government has established the National Strategic Development Plan (NSDP) and is promoting various reform policies.

Cambodia is making efforts to provide equal and universal education through the improvement of poor educational environment through "Education For All", "Education Development Policy 2003-2015".

However, in Cambodia, education policy is not efficient and professional higher education is not achieved, and this effort is known that education does not contribute much to social development.

This study examines the status of higher education and social development in Cambodia and draws implications.

II. Education and social development

Education is the activity of teaching and learning the knowledge and skills that people need to live.

In addition, education is an activity that teaches and learns about the knowledge, skills, skills, and values of individuals or groups in a desirable way. Explain that education is an activity that draws the abilities of the trainees and acquires new

knowledge or skills in order for the trainees to lead a better life and thereby maintain and develop society. In a broader sense, it is also viewed as education in all actions and experiences that influence the formation of an individual's mind, character and abilities (George F. Kneller, 1971).

Higher education is education at the highest level of education, provided by educational institutions such as universities, graduate schools, etc. that grant degrees or equivalent qualifications. Higher education is located just above secondary education.

According to the definition of the United Nations Educational, Scientific and Cultural Organization (UNESCO), the common characteristics of higher education are ① education for men and women 18 years of age or older who have completed secondary education and usually go through some form of selection test, ② university · Education conducted by colleges and research institutions conducting professional education; ③ Education in which professional vocational education, technical education, arts education, and teacher training are closely related to academic research; and ④ The graduates are given a specific degree or diploma. It is said to be socially recognized.

Many scholars point out that education is an important component of social and economic development. Education plays an important role in economic and social development (Kateryna V. Astakhova, et al., 2016.).

Table 1. Potential benefits of education for the individual, the company and the state

Benefits	Private	Entrepreneurial	Public
Economic	<ul style="list-style-type: none"> ·Higher wages, pension ·Better job opportunities ·Higher savings ·Personal and professional mobility ·Career prospects 	<ul style="list-style-type: none"> ·Profit maximization ·Labour productivity growth ·Improving the quality of management, marketing ·The increase of competitiveness of production ·Using the cheap highly skilled workforce 	<ul style="list-style-type: none"> ·Growth of social productivity of labor ·Growth of the country's competitiveness ·The growth of scientific and technical potential ·Expansion of export opportunities ·Reduction of transfer payments ·The increase in tax revenues ·The increase in aggregate demand and supply ·Accelerated development of new innovation technologies

Social	<ul style="list-style-type: none"> ·Improving the quality of life ·Improving working conditions ·Satisfaction with work ·A healthier lifestyle ·Implementation of creative abilities 	<ul style="list-style-type: none"> ·Formation of a favorable social and psychological climate ·Favorable conditions for refresher training ·Quick adaptation to the environment, to the needs of the information economy 	<ul style="list-style-type: none"> ·The formation of the foundations of civil society ·Improving the health of the nation ·Formation of the middle class ·Reducing the criminalization of society ·The development of democratic values, attitudes and cultural norms
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Source: Kateryna V. Astakhova, et. al., 2016.

On the other hand, a number of scholars, including the World Bank, pointed out that one of the factors driving economic growth of high-performed East Asian economies, including Korea, is the high investment in education. A functional expression of the relationship between education and economic growth can be seen as the supply of the factor of labor.

In Korea's example, appropriate labor supply and education policies contributed greatly to economic growth. Policies such as the expansion of compulsory education in the early stage of economic growth, the expansion of technology education in the period of heavy chemical industrialization in the 1970s, and the fostering of science and technology manpower to transform the industrial structure to the high-tech industry (Joonhyun Cho, 2009).

III. Cambodia's higher education and social development

1. Status of higher education in Cambodia

Cambodia's education system includes early childhood education (3 years: 3 ~ 5 years), elementary education (6 years: 6 ~ 11 years), secondary education (6 years: 12 ~ 17 years), and post secondary education (5 years: 18 ~ 18 years). 22 years old). Primary education is compulsory.

After completing 3 years of Lower Secondary for our middle school and 3 years of Upper Secondary for high school, you will receive a diploma when you pass the graduation exam from the Ministry of Education. If you fail, you will only receive a certificate. Passing the graduation exam determines the degree of scholarship and the

ability to enter higher education. On the other hand, students who graduate from middle school may go on to the upper secondary level of our high school, or to vocational training centers for Technical and Vocational Education and Training (TVET).

Table 2. Cambodia Education System

kindergarden		1 year course	3-5 years old / 3 stage
Elementary School		6 years course	Certificate of Completion
Secondary school		3 year course	If you pass the graduation test (tested by the Ministry of Education), you will receive a certificate of completion.
high school	Technology job education training	3 year course	Big exams after completing the course. Highly qualified students choose universities, receive scholarships and earn diplomas. (Anyone who fails the exam will not receive a diploma.)
University		4 years (Bachelor) 2 years (Master)	Undergraduate students must complete Khmer literature. Natural Science students must complete mathematics. The public university is one of the Royal University of Phnompenh. (College is considered as an independent university-> 6 universities)

Cambodia's National Strategic Development Plan NSDP 2009-2013 promotes education quality and TVET under the two pillars of the blind spot strategy, 'private sector development and employment' and 'capacity building and human resource development'.

In 2014, the total enrollment rate of each educational stage is high, but as of 2014, the total enrollment rate of primary education is high, but the total enrollment rate of early childhood education is low. The total enrollment rate of secondary education was 45.05% in 2008, and the total enrollment rate of post-secondary education was 15.90% in 2011.

Table 3. Total enrollment rate by educational stage in Cambodia

(unit: %)

division		2007	2008	2009	2010	2011	2012	2013	2014
Early Childhood Education	total	12.36	13.18	-	12.5	12.43	14.52	14.63	17.6
	female	12.63	13.45	-	12.63	12.61	14.82	14.97	17.56
	male	12.1	12.91	-	12.37	12.26	14.22	14.31	17.64
Primary education	total	127.39	123.31	122.84	123.39	121.7	121.35	123.01	116.39
	female	122.89	119.28	118.63	119.75	117.42	117.06	117.15	113.14
	male	131.71	127.18	126.9	126.92	125.88	125.56	128.75	119.57
Secondary education	total	42.53	45.05	-	-	-	-	-	-
	female	38.37	41.44	-	-	-	-	-	-
	male	46.53	48.5	-	-	-	-	-	-
Post Secondary Education	total	7.29	9.09	11.72	14.06	15.90	-	-	-
	female	4.79	6.16	8.41	10.48	12.09	-	-	-
	male	9.78	12	15.01	17.62	19.64	-	-	-

Source: <http://www.uis.unesco.org/>

In Cambodia, the Ministry of Education, Youth and Sports (MEYS) is responsible for the collection and management of educational statistics. On the MEYS website (<http://www.moeys.gov.kh/en/education.html>), there is a separate section on 'Education Statistics', which provides Education Statistics & Indicators and Education Staff Statistics. It also provides Nonformal Education Statistics.

On the other hand, the curriculum of higher education in Cambodia uses much of the French language, but the teaching process is modeled after the former Soviet Union. As it takes the method of relying only on professor's lectures, it is extremely rare to ask questions during lectures or classes during discussions (Yun Jong-hyuk, 2007).

Surveyed in 2010, low quality of post-secondary education and low employment rates after graduation helped graduate from high school and work rather than going to college to study education, agriculture, technology, industry, science, mathematics, etc. There is a tendency to enter the market, and the ratio of university entrance is low. Even if they go to college, they are seriously concentrated in management-related departments where employment is relatively easy and high income is guaranteed (Hyunjung, 2015).

Cambodia sought to expand and specialize in higher education by establishing higher education development policies in 2006-2010.

It failed to achieve its goals and established revised higher education development policies from 2010 to 2013, making efforts to equip access to education, improve the quality of higher education, and strengthen the capacity of educational institutions.

Meanwhile, the number of higher education institutions in Cambodia and the number of graduates with bachelor's, master's and doctoral degrees have been steadily

increasing. As of 2015, there were 110 higher education institutions in Cambodia, including 43 public universities and 67 private universities.

As of 2013-2014, a total of 11,566 professors (female: 1,667) worked at the university. The proportion of faculty is 30.0% for Bachelor's degree, 62.6% for Master's degree and 7.4% for Ph.D. Or it was only at the master level. MoEYS (2015), Education Statistics & Indicator 2014-2015.

The number of students at each level is 15,635 students (7,299 students) and 14,266 students (92543 students) under the bachelor's degree. Next, 18,010 students (3,772 female students) and 1,181 students (60 female students) are also enrolled in postgraduate master's degree programs.

Most Cambodians still have a much higher preference for arts schools than the tech world. There are also traditional humanistic cults, but socially, graduates from the technical world do not guarantee employment.

Because it does not. Today, the Cambodian government recognizes that vocational technical education is a way to create employment at the national level and alleviate serious social problems (HRINC, 2018).

Table 4. Policy Tasks and Policy Options for Cambodia's Development

Field	assignment	importance	Policy options
Build Human Assets to promote economic vitality and co-development.	Enhancement of technical skills through solid acquisition of contents of secondary education.	Very high	Implement the Lower Secondary School Effectiveness Standard.
			Improved certification and certification systems in college / vocational education.
	Investment in childhood (nutrition, preschool education).	height	Implement the Fast Track Roadmap for Infant Nutrition Improvement
			Increased access to early education opportunities through community centers.
	Strengthen home protection from shocks (medical costs in case of illness and accidents, disasters, etc.).	middle	Expansion of beneficiaries of the Health Equity Fund.
			Strengthening customized support system and cash support system for the poorest people.

Source: World Bank (2017), <https://consultations.worldbank.org/>

2. Major Issues in Education for Cambodian Social Development

Recently, the Cambodian government has shown rapid growth with its external-oriented economic development strategy. As the Cambodian national level of economic development rises relatively high, it is necessary to establish strategies in the long term and to invest in human resource development and education in order to foster sustainable growth engines.

From the traditional social and cultural perspective of Cambodian people, education is seen as honesty, sharing for a better life, knowledge and manners of social life. Thus, basic education as a “minimum educational level for living in society” played an important role in the socio-cultural and policy elements of the state. Most of the Cambodians are peasants, and while women care for babies and do housework, men regard the social, gentle, courageous, responsible and hard work of the outside as the ideal of life.

Women who keep their homes under the traditional Cambodian education system have not had the opportunity to educate themselves (Park In-won et al., 2010).

The biggest problem of Cambodian society today is that there are too many illiterate people of middle and old age who have a role to exercise their vocational skills and productivity. This illiteracy rate is more severe in women than in men. Accordingly, it is required to promote and coordinate the adult literacy education project at the national level so that everyone can have a basic education and receive a level of education that can help the national and economic development.

In Cambodia, due to economic growth, rapid industrialization and urbanization, rural and urban youths and young adults are seriously displaced and brought into the cities. Due to the concentration of higher education institutions in the cities, higher education is relatively high in cities, but the unemployment rate of urban youth has increased due to a violation of the principle of supply and demand. In contrast, rural youth have experienced a slowdown in higher education and lower regional competitiveness.

Table 5. Cambodian literacy rate for adults age 15 and older

(unit: %)

age	2004			2009		
	female	male	total	female	male	total
15 years old or older	59.9	59.9	69.4	69.4	82.7	73.9
15~24 years old	76.8	84.1	80.4	85.8	88.3	87.1
25~34 years old	63.7	79.5	71.4	69	81.3	74.9
35~44 years old	56.6	77.0	66.0	63.5	80.6	71.6
45~54 years old	54.6	81.2	65.7	54.6	77.2	64.5
55~64 years old	37.2	81.5	55.8	51.2	83.7	65.1

65 years old or older	14.3	64.8	35.1	18.6	70.5	40.1
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Source: National Institute of Statistics, CSES 2009.

According to the Organisation for Economic Co-operation and Development (OECD), many young people drop out of school. Access to secondary education shows high inequalities across gender, location and socio-economic groups, with a total secondary net enrolment rate of only 27.7 percent in 2014 (Sheith Khidhir, 2019).

The drop-out rate also gets high when it comes to secondary education, reaching 21 percent in lower secondary in 2014. Although rural and the poorest youth have an improved opportunity to enter higher grades, their rate of school enrolment is still low compared to urban and affluent youth.

Even though higher education remains far beyond the reach of most rural and female youth, the gross enrolment rate in tertiary education among youths aged between 18 and 22 has improved significantly over the last 10 years from 4.9 to 20 percent, including among the poorest households (from 0.2 to 2.6 percent) and women (3.3 to 17.4 percent).

“Both access and quality of education pose crucial issues and indicate a need for more relevant school curricula, sufficiently trained teachers, and more resources for school improvements(OECD)”.

While the organisation cites figures from 2014, the more recent INSEAD 2018 Global Talent Competitiveness Index does not paint a pretty picture for Cambodia either. Out of 119 countries, Cambodia ranked 108 overall. It also ranked 111 for talent growth which includes aspects like formal education, and quality of management schools. It ranked 103 for retaining talent which includes aspects like brain retention; it ranked 113 for vocational and technical skills; and 113 for global knowledge skills (Sheith Khidhir, 2019).

Meanwhile, Cambodia's 2017 HDI value of 0.582 is in the Middle East's human development sector and is located in 146 of 189 countries and territories. Cambodia's 2017 HDI is 0.582, below the average of 0.645 in middle developing countries and below 0.733 in East Asian and Pacific countries.

Table 6. Cambodia's HDI Trend

	Life expectancy at birth	Expected years of schooling	Mean years of schooling	GNI per capita (2011 PPP\$)	HDI value
2016	69.0	11.7	4.7	3,246	0.576
2017	69.3	11.7	4.8	3,413	0.582

Source: <http://hdr.undp.org/>

Table 7. Comparison of HDI and composition indicators of neighboring countries and Cambodia in 2017

	HDI value	HDI rank	Life expectancy at birth	Expected years of schooling	Mean years of schooling	GNI per capita (PPP US\$)
Cambodia	0.582	146	69.3	11.7	4.8	3,413
Lao People's Democratic Republic	0.601	139	67.0	11.2	5.2	6,070
Myanmar	0.578	148	66.7	10.0	4.9	5,567
East Asia and the Pacific	0.733	-	74.7	13.3	7.9	13,688
Medium HDI	0.643	-	69.1	12.0	6.7	6,849

Source: <http://hdr.undp.org/>

Table 8. Cambodia Education SWOT Analysis

Strength	Weakness
<ul style="list-style-type: none"> · Established the Educational Strategic Plan 2014-2018 in conjunction with the National Strategic Development Plan. · Various programs are in place to ensure equal educational opportunities · Recognizing the importance of tertiary education in Cambodia 	<ul style="list-style-type: none"> · High dropout rates, low graduation rates and low enrollment rates · Teacher shortage and low teacher level · Inferior school infrastructure and school inefficiency · Low educational mind
Opportunity	Threat
<ul style="list-style-type: none"> · Systematic cooperation between the government and donor institutions is possible through the Education Sector Working Group, a joint technical working group in the education sector. · High cooperative performance through higher education · Expanding effective contributions to the underprivileged and social development 	<ul style="list-style-type: none"> · Centralized operating system is not operating efficiently, and political instability and corruption are rampant · Insufficient capacity for educational cooperation of government personnel

IV. Conclusions and Implications

Since the 1980s, Cambodia has been making efforts to improve the education system and social infrastructure. As a result of these efforts, the country's social and economic development and educational opportunities have been expanded, but the development of high-quality manpower and supply and demand for national competitiveness is insufficient.

The higher education and science and technology sectors, in particular, lack government budgets and are at a very low level of international competitiveness.

As the Cambodian national economic development stage becomes relatively high, there is a growing awareness that long-term strategies should be established and investments in human resource development and education should be made to foster sustainable growth engines.

In Cambodia, the educational environment is relatively poor compared to the international community. In particular, after completing compulsory education in elementary and secondary education, there is insufficient support for subsequent education and the formation of educational institutions.

Therefore, expansion of higher education opportunities for young people, the driving force of social development, and research on higher education institutions should be conducted.

In addition, efforts to target targeted vocational education and training and related industrial employment expansion strategies are required in consideration of continuous industrial development.

In Cambodia, due to economic growth, rapid industrialization and urbanization, urban areas of young adults in rural areas and population inflow into the cities are seriously affected. There was a decline.

In addition, since higher education institutions concentrated in urban areas tend to focus on management-related majors, education of various disciplines such as social policy, technology and arts, and the activation of professional education to solve the urban unemployment rate are necessary.

On the other hand, the provinces need to improve their education and specialization to improve the economic feasibility of agriculture and to activate higher education.

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