

The Myanmar JOURNAL

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Letter from the Editor-in-Chief

Myanmar and Korea have many similarities and are complementary relationship. Therefore, we believe that research exchange will expand mutual understanding between Myanmar and Korea, and will be the cornerstone for mutual development.

KOMYRA and YUE have co-published The Myanmar Journal since August 2014. So far, many scholars have published numerous papers through the journal, and We are sure that this journal has helped many people understand Myanmar and Korea more clearly and closely.

The Myanmar Journal covers various issues in Myanmar and Korea. It covers various topics that can promote bilateral development and mutual understanding, not limited to specific topics such as economy, industry, society, education, welfare, culture, energy, engineering, healthcare, and agriculture.

We hope that this journal will continue to promote understanding of the current status and potential capabilities of Myanmar and South Korea and promote in-depth international exchange and cooperation.

We would like to express our deepest gratitude to the editorial board and YUE and KOMYRA for their valuable support in The Myanmar Journal publication.

August 30, 2020

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.

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Students' Perception Of Service Quality In Higher Education: Perspective Of Final Year Students At The Universities In Yangon

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ABSTRACT : In this era, education is the world leading symbol of prestige and in the first two decades in 21st Century, education has become one of the largest service industries. These kinds of industries perform several tasks to maintain and upgrade their identities, to provide quality services that offer golden opportunities, to attract applicants either locally or internationally, to support a continuum of high-quality teaching /learning process that learners needs and wants. The students' experience to education services in any higher educational institutions is intricate and multifaced. After learning one or more terms (or) semester, the students have different perception and perspective depending on situation and experiences that they face. This paper aims to analyze the perception of service quality and to assess their perceptions of service quality in the difference perception they expected and perceived in higher education from the perspective of final year students. Education plays an important role at any level such as national, local and individual level. There is concrete evidence that education is positively related to economic development at national level. As an additional benefit to society, education is also important to determine lifetime returns of individual. This survey is conducted among 50 final year students from universities in Yangon to find their perception towards quality of teaching and learning process and the services provided by the support staff especially in academic and administration of this institution. We found that students' perception of service quality in education is at a moderate level.

Key words : Higher education, Teaching and Learning, Service Quality, Perception,

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I. Introduction

Five main capitals for human being survival are human capital, natural capital, financial capital, social capital and physical capital (Crook, 2001). Development for education plays an important role to accumulate those capitals. It increases the capability, knowledge and employment opportunities that lead to Human capital and could decrease the poverty rate with integrating and using other capitals. Higher education institutions are governed by the ministry of education and other various ministries in Myanmar. Higher education reform in Myanmar started in 2011 when the time beginning of democratic government era. At that time, the strategic level or national level, they set the policy and development plan represent overall strategy on higher education sector development but it didn't work. To formulate and implement the strategies successfully, every level of management needs to collaborate and coordinate. Especially in operational level, management have to prepare plan for resource allocation and effectively implementation provided by quality service. To be a successful organization, how the customer perceived the service quality is one determinant (Mukesh et al, 2009). Actually, the students expect to have access not only to get quality teaching but also support services from the institution that they want to join. In educational service, students such as customer not only come from learners with satisfaction but parents and the agency or institutions that support them. The forecast of these customers are not only on the students but also the teaching learning process that the students go through before they successfully graduated. According to Berry and Parasuraman (1991), the key indicator to success in service quality depends on primarily on the services offered in enhancing the customer satisfaction. Quality graduates will be produced by the quality educational services that will give a positive impact on the educational institution. They are definitely looking for good quality services for the price and time that they have to pay. This paper aims to find the students' perception towards service quality of education in Myanmar.

II. Literature review

As the world entering into the age of knowledge, Education for all works of lives becomes priority throughout our planet. Myanmar is no exception like any other Asian nation, waking up for renaissance, starving for development thus pressing readiness to acquire the technology and knowledge. Myanmar youths are very keen to pounce on and tap the International Standard learning process both home and aboard. For all these opportunities to be created within Myanmar, Higher education Universities and

schools in Myanmar, offering academic programmes that equal or exceed those of the Universities and College in neighboring countries and in the region in terms of fulfilling the intellectual, academic, professional and vocational potential of students through the creation of stimulating, enabling, empowering and supportive learning environments that incorporate the finest educational practices, standards and procedures.

In Universities and colleges, educational services in line with the updated education system that are designed to develop young people within a reasonable timeframe to become independent learners with well-developed and well-practiced learning strategies and techniques of their own, who possess a sound foundation of well-rounded general knowledge, an inquiring mind and a strong motivation and confidence as well as the interpersonal skills to pursue different fields of specialized study effectively, at an advanced level.

As the marketers, educational institutions need to know about the importance of understanding consumer buying behavior in developing marketing plan and marketing mix. Consumer buying behavior can be defined that the decision processes and acts of individuals involved in buying and using products or services by Marketing Concepts and Strategies.

1. Perception

According to Schiffman and Kanuk, 2000, perception is a process of selecting, organizing and deducing information into a clear comprehensive and meaningful image done by an individual. Depends on the one's interpretation, how each individual choose and manage the information may be different. Different people perceive service quality differently. Service quality depends on one's needs and expectation of the services quality and how the service quality meet with its expectation (Evangelos and Graham, 2007). Relationship between customer perception and customer satisfaction towards service quality is positively correlated in this research. The students' sense of belonging and loyalty towards the university or college can be affected by the students' perception.

2. Teaching and Learning

The Oxford Dictionary (1990) defines that learning is gaining knowledge or skill by studying from experience or being taught. Definition of Slavin(2003), learning is a change in an individual caused by experience. Teaching is a showing or helping someone learn something supporting with knowledge, causing one to know or understand. Brown (2007) believed that teaching and learning always occurs together

because teaching cannot be defined apart from learning and involves guiding and facilitating.

3. Support Staff

To operate an organization, support staff, an employee, need to help. Support staff can be classified technical or administrative staff. Support staff like administrative staffs in higher education perform a variety of duties such as data entry clerk, analysts, secretaries and executives. Responsibility of technical staffs are in maintaining the smooth running of lectures, equipment and buildings. Students always expect the support staffs to be dedicated, efficient and able to work individual or part of a team. Yeo (2009) stresses that an organization is heavily depend on the human resources to give a good services to its customers. Support staffs in higher education institutes are not only to greet customers and help other staff, but focus on customer service, and need to possess good time management and technology skills, something related to education.

4. Service Quality

Service quality is one of the capabilities that will lead to fulfilling the person's needs and wants (Edward, 1968). According to Nitecki and Hernon(2000), Service quality is meeting or exceeding customer's expectations in terms of services brought together. Min Wang and Shieh (2006) describe service quality as the difference between customers' visual perception and intuitive preconception of services delivered by an institution.

5. Customer Satisfaction

Oliver,(1997) define satisfaction as fulfilment of customer's needs and expectation. Customer is a person who uses adjusted technique to match the product (services) and the price in order to meet with his or her needs (Timm,1998). Elements of customer satisfaction are the ways they choose, believes, being objective and amount of money, Steward (2000) believes. Because customers are people who perceived a quality of a goods or service, customer satisfaction is defined positive or cognitive reaction within an individual self (John and Joseph, 2002). According to Philip Kotler (2000), customer satisfaction is a person's feeling of pleasure or disappointment resulting from comparing a product's or service's perceived performance in relation to this experience. Because satisfaction is based on consumer expectation and perceptions of service

quality, the higher the service quality, the more satisfied the customer will be. To ensure the students' satisfaction service delivery is very important. Service quality is essential to the organizations for their success, it can give great financial implication. In a higher education institution, learner can be considered as customer. Therefore, learner perceptions and opinions towards service provided affected his/her loyalty and sense of belonging.

The SERVQUAL, a service quality model identifies five key areas that forms of service quality from the customers' perception. It is useful to improve customer services and developed by Zeithaml, Parasuraman and Berry, in 1990. The Five dimensions in RATER model, reliability is the ability to deliver the service promised to the students. The service offered by the organization should be satisfied the students' needs and expectations. To make students feel more relaxed and happy, the institution need to provide trust and confidence called assurance. The appearance of physical facilities, equipment, personnel and communication, tangibility, includes the sport facility, banking, accommodation, café and other service facilities in campus. When the students face difficulties, the organization gives the students the caring individual attention, empathy. Admin staff and academic staff plan an important role in empathy as whether they demonstrate understanding when dealing and communication with the students. Responsiveness is the response students receive from the school regarding the problem that they face.

Table (1) SERVQUAL model rated by relative important from Zeithaml, Parasuraman and Berry (1990)

Dimensions	Relative Importance
Reliability	30%
Assurance	20%
Tangibility	12%
Empathy	18%
Responsiveness	20%

Source: Survey

III. Research Design and Research Methodology

1. Statements of problem

Every organizations needs to do decision making to get knowledge, and relevant information. To get information, organization requires interpreting data, facts, figures and etc. Thus why, the organizations should do the research. Nowadays, there are many organizations not only private organizations but also public organizations in the market

that produce many kinds of education services. Some try to improve their service, some try to intensity distinctive, some try to make low costs and some emphasize on advertising. The success of the organization depends on ability to get relevant information; knowledge about their consumers, competitors, suppliers and etc. in time. To solve these problems, organizations are doing market research. Moreover, organization needs to determine the characteristics of an individual or a group of activities and the frequency of its occurrence. To do research, organizations collect relevant data, facts, information and interpret it. By doing this, organizations know consumers' needs and wants, and also satisfaction. Based on the knowledge gain from research, organizations change market segments, positioning strategy, targeting, the Seven Ps and develop new marketing plan. If they are not doing the research, organizations can't know consumer's needs and wants.

2. Objective of the Research

Nowadays, business environment becomes global and very competitive, complex, and unstable. Organization has to communicate and collaborate with various stakeholders such as government, customers, suppliers, competitors and so on. Among the stakeholders the customers are the main stakeholders. The objectives of the research are to analyze the perception of service quality and to assess their perceptions of service quality in the difference perception they expected and perceived in higher education from the perspective of final year students.

3. Sample size

This refers to the number of terms to be selected from the universe to constitute a sample. This size of sample should neither be excessively large not too small. A sample is a subset or part of a population. The purpose of sampling is estimate some characteristics of the population. The sample size of the study consist 50 respondents of final year university students.

4. Data collection method

There are many methods of data collection, because there are many research techniques. Data can be collected in a variety of ways, in different settings and from different sources. The two main categories of data collecting method are primary and secondary. We look at these from our perspective as a researcher. Primary data is data that are collected specifically by or for the user, at source – in other words by our in

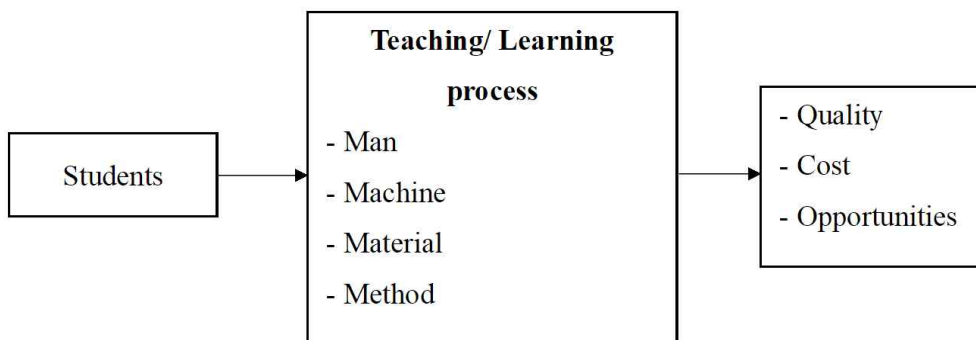
the course of our research. And secondary data is data neither collected directly by the user nor specifically for the user, often under conditions unknown to the user – in other words, data collected by someone else for their own purposes or for general use.

5. Data analysis method

Analysis is the process of breaking down data and classifying it into its component parts. Synthesis is the process of arranging and assembling various elements so as to make a new statement or plan or conclusion—a unique communication. Quantitative analysis of data can be very simple or highly complex, with methods ranging from, for example, presenting your results in a table, to sophisticated statistical modeling involving, for example, cluster analysis or factor analysis. Quantitative analysis is likely to involve three important techniques. They are operationalization, measurement and analysis.

6. Conceptual Framework

Table 1. Conceptual framework of the study



Source: Own Compilation

To analysis the service quality of Operation (Education Service) management system, how efficiently convert/create the student (input) by 4 Ms of Operation such as Man-Teaching staff (Lecturer and supervisor) , Support staff; Machine- Teaching aids; Material – Teaching Materials; and Method – Teaching Methods within the processing (teaching/ learning process) are considered importantly. After creating or converting, the output or result should be consistent with three conditions - quality, cost and delivery. To check whether the service quality is good or not, the perception of the students towards teaching learning process, and support staff and teaching staff who play an important role in process are analyzed.

IV. Findings

Data analysis and interpretation techniques will be vital to us if we are to produce good results from our research. A wide range of methods and techniques is available and part of our task will be to select the most appropriate ones.

An important concept introduced in this sub-objective is the data transcript. A data transcript may be thought of as a summary or 'hard copy' of any kind of potentially volatile data. The most basic form of transcript is simply a written record of spoken words. We will probably produce transcripts of this type to record the details of interviews, where we may produce a verbatim transcript from an audio recording or an abbreviated record in the form of responses to a questionnaire.

We research on the perspective of students in education service of higher education institutions in Myanmar. In this research, I take the survey from the 50 students of final year students from various university. At this survey, we observed that the total number of 50 respondents in researching of education service. It includes the 25 male respondents and 25 female respondents. And the 30 respondents are in the age group of 15 to 20, the 20 respondents are in the age group of 20 to 25 and the no respondent in the age group of 25 to 30. 10 students out of 50 stay at students hostel. All students are Myanmar nationals.

Table 2. Distribution of respondents by Demographic profile

Categories	Characteristics	Frequency	Percentage
Gender	Male	25	50
	Female	25	50
Age	15-20	30	60
	20-25	20	40
	Above 25	-	-
Place	Hostel	10	20
	Apartment (day)	40	80
Race	Myanmar	50	100
	Other nationals	-	-

Source: Survey

Table 3. Students Perception towards Teaching and Learning

Sr No	Level	Mean	Male	Female	Total	(%)
1	Low	1.00 - 2.33	5	2	7	14
2	Moderate	2.34 - 3.67	15	20	35	70
3	High	3.38 - 5.00	5	3	8	16
Total			25	25	50	100

Source: Survey

Table 4. Students Perception towards Support Staff

Sr No	Level	Mean	Male	Female	Total	(%)
1	Low	1.00 - 2.33	4	3	7	14
2	Moderate	2.34 - 3.67	18	17	35	70
3	High	3.38 - 5.00	3	5	8	16
Total			25	25	50	100

Source: Survey

Table 5. Overall Perception towards Teaching and Learning & Support Staff

Sr No	Types	Dimension	Mean	Total
1	Teaching and Learning	Teaching & learning	3.45	Moderate
		Lecturer/Supervisor	3.63	Moderate
2	Support Staff	Support staff - technical	3.59	Moderate
		Support staff - Admin	3.42	Moderate
Total Overall Mean			3.52	Moderate

Source: Survey

The satisfaction level among final year graduate students towards teaching and learning process quality is moderate from the results of the study. Students' perception toward teaching and learning is one of the key elements to understand what students' value in their higher learning experiences. The result of the study shows that satisfaction level toward lecturer or supervisor is also moderate. The graduate students would expect best support from their teaching staff and support staff.

V. Conclusion

The results of the research show that the students' perception towards educational service quality at universities in Myanmar is at a moderate level. However, in providing better quality service in higher education sector to fulfill the needs and expectation of the students, management in higher education institutions need to analyze and evaluate their service at a periodic interval. To find the solution for every issues in the institution, management need to take into consideration the students' perspective, feedback and suggestions. Their response could assist in identifying problem, be

modified, improved and upgraded. To become one of the best universities in the country, the institution need to recognize for its management that's high quality service especially to learners.

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Factors Influencing Market Participation of Mango Farmers in Kyaukse District of Mandalay Region, Myanmar

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ABSTRACT : This study aimed to analyze the factors influencing on market participating among mango smallholder farmers in Kyaukse district of Mandalay region. The survey was conducted to a total of 120 mango small holder farmers in two townships among four townships in Kyaukse district including in the administrative of the district for the study by using snowball sampling method. The data collected through the use of a structured questionnaire were analyzed using binary logistic regression model. The probability of participating in mango marketing of smallholder farmers in Kyaukse district was statistically significantly influenced at 1% level by access to credit, the amount of mango produced at 5% level land size for mango farming, at 10% level. The positive regression coefficient of remaining all independent variables has indicated enabling market participation of smallholder farmers. According to the study result, government institutions and Non-Government Organizations should support and can aware farmers through capacity building activities such as farmer group strengthening and business training activities as smallholder farmers have been necessary to meet the social capacity for improving their livelihood and income generating activity by participating mango market.

Key words : Market participation, Smallholder farmer, Mango marketing, Binary logistic regression,

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I. Introduction

In Myanmar, rice is traditionally regarded as main export and cash crops for farmers, but globally, horticulture production and products play a significant role and in improving the country's income and high nutritive value for consumption. Among the cultivated crops, the ranking of horticultural crops cultivated in Myanmar is fifth in the agriculture sector. The area devoted to horticultural crops is estimated at 17% in which culinary crops are 1% and fruit, vegetables, and other horticultural crops are 16%. Its products – including fresh fruits, vegetables, and flowers – provide earnings for about 15% of rural households in Myanmar. Mango is widely grown in Ayeyarwaddy, Bago and Yangon Regions, Mandalay and Sagaing Divisions, and in the Southern Shan State. Especially, the exportable quality cultivars are mainly popularly produced and widely grown in Kyaukse district among districts of Mandalay Region.

Especially, markets act not only as a pivotal point in the agricultural transformation process but also one important route to reduce poverty in rural areas is to enhance the market participation of rural mango farmers, which in turn increases the net returns to agricultural production (Anantavasilpa and Luna-Martinez 2007). Moreover, market participation is important to economic growth and poverty reduction arising from the fact that market participation leads to market-oriented production where the smallholder farmers specialize in the production of those goods for which it holds comparative advantages.

Especially, markets allow farmers to benefit from increased production, but smallholder mango farmers in the district have been facing many constraints that impede them from taking advantage of a market opportunity with participating in the mango market. In Kyaukse district, the other districts Mandalay region, especially mango, is economically and socially crucial crop and providing great importance to the welling of smallholder farmers in terms of generating cash income and job creation. However, the mango produced to bring the market is challenged by socioeconomic and market-related factors that have impeded from gaining the benefit of mango farmers. In this study, the importance of access to market participation of smallholder farmers is explored. The results are expected to provide identification and generation of appropriate measures that have enabled the rural population to benefit from the mango market.

The objectives of the study are (1) to examine the market participation of mango farmers in the Kyaukse district and (2) to identify the factors influencing market participation of mango farmers in the Kyaukse district. The primary and secondary data were employed in current study. For primary data of information, 120 smallholder mango farmers who have been actually participating mango production and trading

within the Kyaukse district are interviewed with conducting self-administered questions in Kyaukse District, in 2020, February. This study uses snowball sampling method. Secondary data are gathered from relevant textbooks, internet web site, and previous researches. Descriptive methods and Binary logistic regression were used to analyze the factors influencing market participation of mango farmers in the Kyaukse district.

II. Literature Review

Market participation is one of the key concepts in agribusiness management, and it concerns with participation in any related activity which encourages the sales of produce, as the individual farming household's economic transactions with others in cash or kind or commercialization. Market participation refers to the integrating of subsistence farmers into the inputs and output markets of agricultural products, with the aim of boosting their income level resulting in poverty reduction. Soundy, Mmbengwa et al. (2019) suggested that investment in public goods such as an efficient legal system, telecommunication, a road, farmer support service (extension, marketing information, and research) would raise farm and non-farm income by reducing transaction costs. Their results found that (19%) of smallholder farmers had participated in the agro-processing industry of the Gauteng Province and that factors such as educational level, land tenure, agro-processing training and, information has a positive influence on the decision to participate and distance to market and off-farm income negatively influence the decision to participate.

Lee, Ahn and Kyaw (2018) recommended that establishing of balanced policies, investment in public goods, building up infrastructures such as telecommunication and a road, and supporting farmer support service by Myanmar government and policymakers would encourage to participate smallholder rice farmers in the market which in turn increase farm's output and thereby improve the income and livelihood of smallholder. The authors' results revealed that the decision to participate in the rice market is influenced by different factors such as socio-economic factors, market factors and institutional factors.

Alemayehu, Yigez,u, and Kassa (2017) suggested that alleviating the problems associated with fruit commercialization in the area has to be done attention in tackling the constraints of smallholders' market participation will improve the contribution of the fruit sector to producers. They investigated that fruits were the second important component of smallholders' income and it shared 18 percent of income as the share of total annual income. Their result showed that the different factors age, household size, extension service, income, landing, proximity to the road, and livestock ownerships had

identified the participation of smallholder banana growers.

Baiyegunhi, Wale, and Mmbando (2015) and Sigel (2014) asserted that policies supported by the government and other policymakers need to establish for improving the rural road infrastructure, market information systems, smallholder asset accumulation, human capital, and promotion of farmer association that could reduce transaction costs and enhance market participation and marketed supply by smallholder farmers. They investigated that market participation and intensity of participation have been significantly influenced by household characteristics and transaction costs associated with market factors.

Farmers' market participation decisions and the intensity of market participants have been determined by socioeconomic factors, institutional factors, market factors, and external factors (Jagwe, Machethe and Ouma 2010). The findings of their results described that gender, fixed transaction costs, and access to market information largely determine a farmer's decision to participate in the market and that the geographical location of the household affects market participation as some locations have better infrastructure and hence are more commercialized. They recommended that policies measures should be established for encouraging market information access, investments in rural infrastructure, and collective action by farmers that may help to lower transaction costs and thus enhance market participation.

Market participation has motivated the farmers to move from subsistence farming to commercial farming, which increases the farm's output and thereby enabling the farmer to earn more income (Makhura June 2001). Market participation has led to contribute the rural road development, rural electrification, industrialization in the rural, among other development activities. Makhura argued that direct policy measures such as policies dealing with land reform, extension services, education, and legal reforms need to establish and there has to require indirect intervention and private sector involvement such as road networks and market availability.

Market participation of farmers plays a crucial role in that population derive benefits such as income and rural employment in farming, which includes pre- and post-harvesting, sorting, grading, transportation among activities. Market participation let to move smallholder farmers from subsistence farming to commercialization and translate into agro-processing industrialization. Horticulture has to be higher returns than most of the cash crops and are suitable for production on the current declining farm sizes. Despite high mango market value, smallholder farmers in the study with the problems of accessing market participation by socioeconomic and market-related factors that impeded from gaining the benefit of mango farmers. It is interesting in the determinants of market participation for smallholder farmers

III. Methodology of Data Analysis

To analyze the influence of the participation of mango farmers in the market, a logistic regression model was employed. By using logistic regression, the probability of a result being in one of two response groups (binary response) is modeled as a function of the level of one or more explanatory variables. For this study, the dependent variable is 1 when the farmer participated in market and 0 when the farmer did not participate, and the independent variables are a gender of household head, age of household head, education of household head, land size owned for mango farming, farming-materials owned, quantity mango produced, quantity of mango tree owned, experiences mango marketing and access to credit. The binary logistic regression model is defined as follows:

$$Y = \text{Logit}(P) = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \beta_7 X_7 + \beta_8 X_8 + \beta_9 X_9$$

Where; P (1,0) =market participation or not, X_1 = gender of household head,
 X_2 = age of household headed, X_3 = education of household head,
 X_4 = Land size owned for mango farming, X_5 =farming-materials owned,
 X_6 = quantity mango produced, X_7 = quantity of mango tree owned,
 X_8 = experiences mango marketing, X_9 =access to credit, = Error term

IV. Result and Discussion

In this section, descriptive statistic and binary logistic regression analysis for socio-economic, institutional and market characteristics in relation to test the factors influencing market participation of mango farmers were performed.

1. Socioeconomic, Institutional and Market Characteristics of Farmers

In the following Table 1 associated with the mango farmers' market participation, the average age among market participants was 50.01, while the average age of non-participants was 52.65. The youngest market participant was 21 years old, while the oldest was 79 years old. On the other hand, the youngest non-market participant was 30 years old while the oldest was 78 years old. The average number of household members for market participants was 4.89, while market participants were 4.51. In terms of household size, the smallest household size among market participants was found to be one member, while the highest was found to be ten members. The smallest

household size of non-market participants was found to be three members, while the highest was found to be nine members.

Table 1. Socio-economic Characteristic of the Farmers

Particular	Variables	N	Min	Max	Mean	Std. Deviation
Non-market participation	Age HH	46	30	78	52.65	11.831
	Family Size	46	3	9	4.89	1.354
	family income	46	1	4	1.48	.722
	Mango farming Acre Owned	46	.25	10.00	3.49	2.45833
	Quantity of mango produced	46	0	1100	23.91	162.186
	Farming Experience	46	3	40	19.07	8.357
	Quantity of Mango Tree	46	20	410	119.02	88.513
Market participation	Age HH	74	21	79	50.01	12.499
	Family Size	74	1	10	4.51	1.730
	Mango farming Acre Own	74	.50	18.00	4.14	3.00679
	family income	74	1	4	1.49	.726
	Quantity of mango produced	74	0	3060	671.05	537.219
	Farming Experience	74	2	40	19.76	8.623
	Quantity of Mango Tree	74	15	645	133.69	119.365

Source: Survey data (2020, February)

In terms of monthly family income, the result Table 1 presents that the average income level of market participants and non-market participants is 1.49 and 1.48. The mean of land acre allocated in mango farming of market participants was 4.14 acres, while non-market participants were 3.49 acres. In terms of land acre allocated in mango farming, the smaller number of land acre allocated in mango farming of market participants was 0.50 acre, while the largest was 18 acres. On the other hand, the smaller number of land acres allocated in mango farming of non-market participants was 0.25 acres, while the largest was 10 acres.

The average number of farming experience in mango production of market participants and non-market participants is 19.76 years and 19.07 years. The smaller number of years in farming experience among market participants and non-market participation was found to be two years and three years, while the highest was found to be 40 years. The average number of mango trees owned in mango farm of market participants and of non-market participants have been 133.69 and 119.02. The smallest

number of mango trees owned among market participants and non-market participants is 15, and 20 while the highest number of market participants and non-market participants is 410 and 64.5.

Table 2. Gender of the Respondents in relation to Market Participation

Gender	Market participants		Non-market participants		Overall Freq
	Freq	Percent	Freq	Percent	
Male	71	59.2	39	32.5	91.7
Female	3	2.5	7	5.8	8.3
Total	74	61.7	46	38.3	120

Source: Survey data (2020, February)

According to the Table 2, the sample of 120 farmers revealed that 74 farmers had participated in the mango market and 46 farmers did not. The results show that 59.2 % of the market participants were male, while 2.5% were female. On the other hand, 32.5 % of non-market participants were male, while 5.8 % were female. The result indicates that the male household headed who participate in the mango market were more than female household head who participate in the mango market. It is found that the women who participate in the mango market in Kyaukse district are disadvantaged in marketing because of unequal distribution of resources than men.

Table 3. Institutional Characteristics in relation to Market Participation

Variables	response	Frequency		Total Percentage
		Market participants	Non-market participants	
Members Association	Yes	7	2	5.8
	No	69	44	94.2
Loan taking	Yes	8	1	7.5
	No	66	45	92.5
Easy to use road infrastructure	Yes	65	0	54.2
	No	9	46	45.8
Access to Market Information	Yes	74	38	93.3
	No	0	8	6.7

Source: Survey data (2020, February)

The above Table 3 indicates that all of 74 farmers in participating mango market and 38 farmers of non-market participant are access to market information while 8 farmers of non-market participants had not been accessing to market information. It can be seen that only 8 farmers and 6.7 % of non-market participants did not access to market information. The results indicate that only 65 farmers and 54.2% of market participants are easy to use road infrastructure while all of 46 and 9 farmers of non and market participants and the total percent of 45.8% had been easy to use road

infrastructure. It can be seen that the road infrastructure in the study area still poor because poor roads are perceived to increase the transport cost which discourages farmers from participating in the mango market.

In the following Table 4, the mean price of mango for market participants was about 25322.50 kyats per box while that for non-market participants was about 5656.04 kyats per box. The lowest price per mango box of market participants and non-market participants is 12000 kyats and 5065 kyats while the highest price per mango box for market participants and non-market participants is 22000 kyats and 21000 kyats. In terms of mango marketing experience, the results table 4 shows that the mean year of mango marketing experience for the market participants and for non-market participants was found to be nearly around 16 and 14 years.

Table 4. Market Characteristics for Market Participation

Particular	Variables	N	Mean	Mini	Maxi	Std. Deviation
not participate	Mango Price per box	48	5656.04	5065	21000	2887.190
	Experience of mango market (Year)	48	14.02	3	35	7.634
Participation mango market	Mango Price per box	72	25322.50	12000	22000	99.626
	Experience of mango market (Year)	72	16.11	2	40	7.622

Source: Survey data (2020, February)

2. Factors that Determine the Market Participation of Smallholder Mango Farmers

In this section, Binary logistic regression model was applied to study the influence of independent variables on the market participation of smallholder farmers. The result of model summary indicates that the likelihood ratio test for the overall model fit in logistic regression is 36.956 which measures how poorly the model predicts the market participation of smallholder farmers in ok status, the smaller the statistic the better the model. The R^2 of Cox and Snell and Nagelkerke for measures of goodness-of-fit is .646 and .873 which support that the model fits the data well and the explained variation in the dependent variable based on our model ranges from 64.6 % to 87.3 %. The result of Hosmer and Lemeshow (HL) for goodness-of fit indicates that P-value is .998 is greater than the level of significance at 5%. It is concluded that the data fits the model well and the fitted logistic regression model is good fit since the p-value is .998 which is insignificant.

Table 5. Binary Logistic Regression Analysis for Market Participation

Variables	B	S.E.	Wald	df	Sig.	Exp(B)	95%C.I.for EXP(B)	
							Lower	Upper
Hhead (1)	-1.861	1.896	.964		.326	.156	.004	6.389
AgeHh	-.050	.051	.949		.330	.951	.861	1.052
EduHhYr	-.158	.137	1.328		.249	.854	.652	1.117
OMgFrAc	.560	.303	3.417		.065*	1.750	.967	3.167
OFrmMats	.703	1.726	.166		.684	2.021	.069	59.477
QtyPrPAc	.014	.005	7.864		.005**	1.014	1.004	1.024
QtyMgoTr	-.002	.007	1.104		.747	.998	.985	1.011
ExpMgoTrd	-.677	.469	2.081		.149	.508	.203	1.275
Access to Credit	8.594	2.019	18.114		.000***	5399.154	103.163	282569.66
Constant	-1.852	2.787	.442		.506	.157		

Source: Analysis of the survey data (2020, February)

Note: ***, **, and * is Significant at 1%, 5% and 10% probability level respectively.

According to the studied result, the factors influencing market participation of smallholder farmers is expected to be influenced either positively or negatively by eight factors including gender of household head, age of farmers household head, educational status of household head, land size owned, farming-materials owned, quantity of mango produced, quantity of mango trees, and access to credit service. From nine explanatory variables to influence the decision of market participation, three of them; namely, access to credit, land size owned for mango farming, and the quantity of mango produced were found to be significantly influencing the probability of market participation of smallholder household head at 1%, 5% and at 10% level of significance. On the contrary, the remaining five non-significant explanatory variables; sex of household head, age of household head, educational status of household head, farming-materials owned, quantity of mango trees and experience of mango marketing are influencing the market participation of smallholder farmers but not statistically significant. The results of the study indicated that all independent variables used in the model have positive regression coefficient which means enabling market participation of smallholder farmers.

According to the result Table (5), it is observed that the estimated odds ratio 1.750 acres indicate that land size owned for mango farm to participate in market is .967 acres more likely to perform better in market participation compared to those smallholder farmers who have not enough land size owned controlling for other variables in the model. Similarly, the estimated odds ratio 1.014 indicates that smallholder farmers who are not influenced by the amount of mango produced are 1.004 boxes more likely to perform better as compared to those farmers influenced by the amount of mango produced are 1.014 boxes controlling for other variables in

the model. Based on the result, access to credit from informal institution was found to be positively and significantly affecting the market participation of smallholder farmers at 1% probability level. The estimated odds ratio 5399.154 indicates that smallholder farmers who are not influenced by access to credit from informal institution are 103.163 kyats more likely to perform better as compared to those farmers influenced by access to credit from informal institution are 5399.154 kyats controlling for other variables in the model.

V. Conclusion and Suggestion

From the logistic regression analysis, it was also concluded that the odds of land size owned for mango farming, the quantity of mango produced and access to credit are significant predictor variables seems to indicate the market participation of smallholder household farmers as compared to those factors influenced by sex of household head, age of household head, educational status of household head, farming-materials owned, and quantity of mango trees and experience of mango marketing are influencing the market participation of smallholder farmers. It is found that all independent variables used in the model have positive regression coefficient which means enabling market participation of smallholder farmers.

According to the study result, to be getting the required result of increasing income for the smallholder farmer by participating mango market, smallholder farmers have been necessary to meet the capacity building. Therefore, government institutions and Non-Government Organizations can aware farmers through capacity building activities such as farmer group strengthening and business training activities while the government also incorporates technology in the curriculum of institutions of higher learning and research institutes.

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Organizational Capabilities and Performance of Selected Private High Schools (A Case Study on Hlaing Tharyar Township)

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ABSTRACT : This study focuses on the organizational capabilities and performance of selected private high schools in Hlaing Tharyar Township. This study conducts three private high schools. They are Goon Htoo U Maung Maung, PyinNyar Myo Sat and ICEC (San Me) private high schools. It aims to compare the organizational capabilities and performance of selected private high schools and to analyze which factors are most influencing on school performance of selected private high schools in Hlaing Tharyar Township. The sample size of 150 students' parents in selected private high schools in Hlaing Tharyar. Descriptive research method is applied in this study. To analyze the collected data, correlation and multiple regression analysis were used. The findings show that PyinNyar Myo Sat has the highest physical infrastructure scores than Goon Htoo U Maung Maung and ICEC (San Me). Goon Htoo U Maung Maung has the highest human resources scores and financial resources scores than the ICEC (San Me) and PyinNyar Myo Sat. According to result on overall organizational capabilities and performance, Goon Htoo U Maung Maung has the highest organizational capabilities scores than PyinNyar Myo Sat and ICEC (San Me) private high schools. Human resources are the most influencing factor to achieve school performance and followed by physical infrastructure and financial resources. Moreover, the study shows that there is strongly and directly relationship between physical infrastructure and school performance of private high schools. . This shows that there is strongly and directly relationship between human resources and school performance of private high schools.

Key words : Organizational Capabilities, Physical Infrastructure, Human Resources, Financial Resources,

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I. Introduction

In today's world, education is a very important role in our lives. The people strongly believe that the development or the decline of a society is primarily based on quality of individuals which is input by education. Consequently, education is regarded as an instrument because it serves to produce quality production of services and it supports the necessary skills to the human who will generate the production of goods. Myanmar is mainly under the responsibility of the Ministry of Education. The tasks of Ministry of Education are carried out through the Basic Education Sector and the Higher Education Sector. The Ministry of Education is implementing its tasks, in accordance with the laws of education. Private schools that have developed capabilities will be in a better position to understand customer needs and how to continuously design products that will meet customer satisfaction (Wernerfelt, 1984). In order to maintain market share and achieve more market share, investors need to adapt with the right organizational capabilities in competitive environment.

1. Rationale of the Study

In Myanmar, private high schools are opened to fulfill the requirements of the education system. Private high schools need to build better organizational capabilities than its competitors. Private high schools have better physical infrastructure when it tries to meet customer needs and wants. Private high schools must have qualified teachers and efficient financial resources. To get great success in this competitive market, possessing and retaining right performance are crucially important for private high schools. To get high performance, private high school's owners plan better organizational capabilities over competitors. The reason to study is to find out which factors make to achieve high performance based on organizational capabilities which are physical infrastructure, human resources and financial resources. Therefore, this study mainly emphasizes the organizational capabilities and school performance of private high schools.

2. Objectives of the Study

The specific objectives of this study are;

To compare and analyze the organizational capabilities and performance of selected private high schools in Hlaing Tharyar Township.

3. Scope and Method of the Study

This study mainly focuses on organizational capabilities and performance of selected private high schools in Hlaing Tharyar Township. According to the data of Township Education Office, there are twenty-three private schools in Hlaing Tharyar Township. Among them, three private high schools were selected by simple random sampling method. They are Goon Htoo U Maung Maung, PyinNyar Myo Sat and ICEC (San Me). Descriptive research method is applied in this study. A sample of 150 customers who are only parents was asked about their satisfaction on organizational capabilities and performance of selected private high schools using structured questionnaires. This research also uses both primary and secondary data. The primary data was collected from founders, principals, and responsible. The secondary data are obtained from previous research paper, text book, internet website and other available resources.

II. Literature Review

1. Organizational Capabilities

Organizational capability is a broad concept with many elements and attributes. An early generic description by Nelson and Winter (1982) categorizes capabilities as lower-order organizational knowledge and skills, and higher-order co-coordinating mechanisms. Madhok (1997) refers to capabilities as a combination of resources that creates higher-order competencies while Fiol (2001) defined organizational capabilities as a firm's collective physical facilities and skills of employees, and in particular, the abilities and expertise of the top management layers.

2. Physical Infrastructure

In a school environment, learning infrastructure includes; classrooms, laboratories and libraries. Fisher (2006) conducted research on the impact of school infrastructures on student outcomes and behavior in Georgia and established that academic achievement improves with improved building conditions, lighting levels air quality and temperatures. . Good facilities appear to be; an important precondition for student learning, provided that other conditions are present that support a strong academic program in the school. "Learning environment" is a term used liberally in educational discourse because of the emerging use of information technologies for educational purposes on the one hand, and the constructivist concept of knowledge and learning on the other

(Mononen-Aaltonen, 2008).

3. Human Resources

Teachers are an essential resource for learning; but not every teacher attribute is related to student outcomes in the same way. Previous studies have shown, for instance, that teachers' knowledge of the subject they teach and the quality of their instruction have a measureable impact on student performance – stronger than their level of education, experience, qualifications, work status or salaries (Allison-Jones and Hirt, 2004; Hanushek and Rivkin, 2006; Hanushek, Piopiunik and Wiederhold, 2014; Lockheed and Komenan, 1988; Metzler and Woessmann, 2012; Palardy and Rumberger, 2008). The type and quality of the training teachers receive, and the requirements to enter and progress through the teaching profession, shape the quality of the teaching force. Attracting, developing and retaining effective teachers are priorities for public policy (Mourshed and Barber).

4. Financial Resources

According to Van Deventer and Kruger (2003:234) assert that education is mainly funded by the following two sources:

- Private or individual funding: this includes school fees contributed by parents and various costs paid by learners and parents, e.g. transport, textbooks, school uniforms and tuition fees.
- Public funding: This refers to the responsibility of the state to fund public schools from public revenue on an equitable basis.

Most parents and educators assume that greater resources make it possible to improve schools. Nonetheless, there is considerable controversy among educational researchers over the relationship between school finance and students' achievement

5. Organizational performance

Didier Noisye (2002) believes that the performance consists in "achieving the goals that were given to you in convergence of enterprise orientations". In his opinion, performance e considers is not a mere finding of an outcome, but rather it is the result of a comparison between the outcome and the objective. According to Ray, G. (2004), firm performance is not always the ideal dependent variable due to the fact that firms can have other competitive disadvantages, which reduce the return. On the contrary, strategic resources are generally knowledge-based and the trade-off often

concerns non-monetary factors.

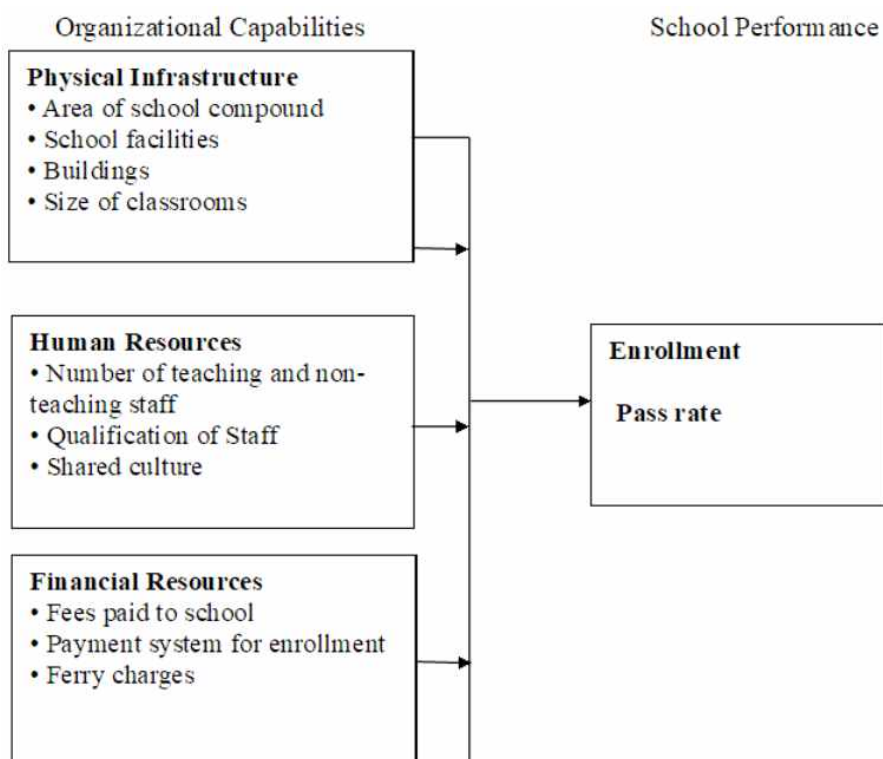


Figure 1. Conceptual Framework of the Study

Source: Own Compilation

III. Data Analysis and Discussion

Table (1) Organizational Capabilities that influence School Performance

No	Organizational Factors that influence School Performance	Mean	Standard Deviation
1	Availability of physical infrastructure	3.71	0.822
2	Using of right teaching staff	4.37	0.619
3	Availability of funds/capital	3.42	0.877
	Overall Mean	3.83	

Source: Survey Data, 2019

The result in Table (1) show that the overall mean score of 3.83 and standard deviation of 0.773 respectively. Use of right teaching staff is high (mean score=4.37,

SD=0.619). This shows that respondents agreed that the use of right teaching staff is important to achieve school performance. The second important is availability of physical infrastructure (mean score=3.71, SD=0.822) and the third is availability of funds/capital (mean score=3.42, SD=0.877).

Table (2) shows the analysis of organizational capabilities and school performance of Goon Htoo U Maung Maung, PyinNyar Myo Sat, ICEC (San Me Private High School. The results are discussed in the following.

Table (2) Organizational Capabilities and School Performance of (I) Goon Htoo U Maung Maung, (II) PyinNyar Myo Sat, (III) ICEC (San Me) Private High Schools

Organizational Capabilities	Organizational Capabilities and School Performance	Mean	I		II		III	
			Average	Mean	Average	Mean	Average	
Physical Infrastructure	School has large area of school compound	3.32	3.25	3.00	3.69	3.13	3.15	
	Modern building like school buildings, classrooms and offices.	3.09		4.20		2.96		
	School has full facilities such as library, photocopiers, computer etc.	3.18		4.08		3.22		
	There are school ferries to facilitate students	4.03		3.52		3.22		
	School offers optional canteen facility and playground for its students.	2.62		3.65		3.24		
Human Resources	School has large numbers of teachers	3.86	3.70	3.40	2.99	3.67	3.16	
Financial Resources	Teaching experience is positively associated with student achievement gains throughout a teacher' career.	3.74		2.75		3.31		
	School offers short term	3.25		2.95		2.96		

	course and seminar attended to be effective teaching method.						
	School has office staff, sweeper and security to support daily work.	4.11		3.25		2.96	
	School has study guides to support students who were absent in lecture time and misunderstanding the lessons.	3.55		2.60		2.91	
	Suitable fee rate to facilitate for students.	4.46	4.2	2.75	3.23	3.11	3.08
	Suitable ferry fee for students	3.94		3.70		3.04	
Average Mean of Organizational Capabilities(Overall)		(3.6)		(3.32)		(3.14)	

Source: Survey Data, 2019

According to Table (2), the result from the questions of “financial resources” is obtained the largest mean score of 4.2 has encountered higher the standard mean score 3, respondents have higher positive perception towards financial resources of Goon Htoo U Maung Maung private high school. Regarding to the question of “physical infrastructure”, the mean score is 3.25 which is little higher than of the standard mean score 3. Therefore, it can conclude that respondents do not highly enjoy in the physical infrastructure of Goon Htoo U Maung Maung private high school.

The result from the question of “physical infrastructure” obtained the highest mean score 3.69 which is higher than the standard mean score 3, respondents have higher positive perception towards physical infrastructure of PyinNyar Myo Sat private high school. Regarding to the question of “human resources”, the mean score is 2.99 which is less than the standard mean score 3, it can be assumed that PyinNyar Myo Sat private high school need to develop human resources.

The mean score of human resources is 3.16 which is higher than the standard mean score 3, respondents have higher positive perception towards human resource of ICEC (San Me) private high school. Regarding to the question of “financial resources”, the mean score is 3.08 which is little higher than of the standard mean score 3. Therefore, it can conclude that respondents do not highly enjoy in the financial resources of ICEC (San Me) private high school.

IV. Analysis on School Performance of Selected Private High Schools

Table 3. School Performance of Selected Private High Schools

No	School Performance Factor	Mean	Standard Deviation
1	Provided projector and computer for effective teaching method.	4.07	0.795
2	Having a number of good teachers to meet quality standard.	4.24	0.705
3	Recruiting the well-trained persons to fulfill the trust to the school	4.10	0.708
4	Effective communication of the teachers and staff helps to build the right performance	4.09	0.750
5	School has consistency rules and policies that affect the students.	4.18	0.715
6	School used performance based pay to improve the quality of teachers.	4.20	0.682
7	School supports allowance for outstanding students to improve the school performance.	4.13	0.688
8	Passed students refer new students this school because of teacher's good performance	4.03	0.689
	Overall Average	4.14	

Source: Survey Data, 2019

According to Table (3), it shows that the result from the question of "Having a number of good teachers to meet quality standard", obtained the highest mean score 4.24 with the standard deviation of 0.705 which is higher than the standard mean score 3, it can be assumed that "having a number of good teachers" is very important to achieve school performance.

Regarding to the item, "Passed students refer new students this school because of teacher's good performance" obtained the mean score 4.03 with standard deviation of 0.689, which is less than other items of mean score.

Table 4. Correlations between each Organizational Capability and School Performance

Organizational Capability	Correlation Coefficient
Physical Infrastructure	0.66**
Human Resource	0.82**
Financial Resource	0.45**

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Source: Survey Data, 2019

Note: ** Correlation is significant at the 0.01 level of significant (2-tailed)

Table (4) demonstrates the correlation coefficient for organizational capabilities on school performance of private high schools. The correlation coefficient between physical infrastructure and school performance is 0.66 at significant at 1% level. This shows that there is strongly and directly relationship between physical infrastructure and school performance of private high schools. The correlation coefficient between human resources and school performance is 0.82 at significant at 1% level. This shows that there is strongly and directly relationship between human resources and school performance of private high schools.

The correlation coefficient between financial resources and school performance is 0.45 at significant at 1% level. This shows that there is normally and directly relationship between financial resources and school performance of private high schools.

Table 5. Multiple Regression Models of Organizational Capabilities and School Performance

	Unstandardized Coefficient		Standardized Coefficient	t value	p value
	B	Standard Error	Beta		
Constant	0.282	0.051		5.47	.000
Physical Infrastructure	0.574	0.179	.812	3.20	.023
Human Resources	0.811	0.167	.081	4.85	.000
Financial Resources	0.448	0.122	.168	3.66	.036
R square	0.710				
Adjusted R square	0.675				
F value	88.211 (p value = .000)				

Dependent Variable: School Performance

Source: Survey Data,2019

The result of multiple regression analysis from Table 5, provided that each organizational capability: physical infrastructure (B = 0.574, t = 3.20, p < 0.01), human resources (B = 0.811, t = 4.85, p < 0.01) and financial resources (B = 0.448, t = 3.66, p < 0.01) were statistically significant and positive relationship with school performance.

According to the estimated multiple linear regression model, the F-value of 88.211 is significant at the 0.01 level. This indicates that the overall regression model with

these three independent variables (physical infrastructure, human resources, and financial resources) can well explain the variation of the school performance. The adjusted R² for the model is 0.675 which indicates 67.5% of the variation in school performance can explained by the variation of each school capabilities.

According to the results, physical infrastructure ($\beta_1 = 0.811$) is the most influencing factor on private high school performance. This can be explained as every unit increase in human resources will result an increase in private high school performance, holding other variables constant. Subsequently, physical infrastructure ($\beta_3 = 0.574$) has the second influencing factor and followed by financial resources ($\beta_2 = 0.448$).

V. Suggestions and Recommendations

Based on the findings of the analyses, some suggestions are made for the sake of private high schools. Goon Htoo U Maung Maung should develop better physical infrastructure to meet customer needs and wants. PyinNyar Myo Sat private high school should consider training and development program for staffs and to make performance appraisal for teaching staffs. ICEC (San Me) private high school should develop better physical infrastructure, human resources and financial resources because of parents have less satisfaction on organizational capabilities of this school.

Private High Schools must ensure to undertake examining to the general environment changes and trends and weighting up strengths and weaknesses of their organization in the educational industry carefully. Moreover, they should focus on their targeted students by emphasizing their needs, wants and demands. They should every try to fulfill the students' demands to meet their satisfaction. Today, modernizing the higher education system will require more upgrading buildings, classrooms and related physical infrastructure. Therefore, there should be greater emphasis on physical infrastructure.

Teachers of private high schools are very important because parents want their children to get a qualified education and prepare to invest a lot of money to achieve this. So, private high schools should emphasis to improve the capacity of the teachers

1. Needs for Further Study

In this study, the respondents comprise only 150 respondents because of time limitation. Therefore, it is suggested that further studies should collect data based on more respondents to get more accurate data. Another recommendation is that the further study can be done by focusing on the impact of organizational capabilities on

organizational performance such as small and medium enterprises besides education industry should also be studied in the future.

2. Conclusion

Based on the results from the assessment of the profiles of the selected private high schools, it was founded that Internet service has not in these schools because these private high schools strongly prohibited in using internet for students not to lose concentration in their studies. There are many students who are learning in schools and the classrooms that are designed for 30 or 40 students and facilitated with air-condition in three private high schools. Moreover, all the schools have enough classrooms for all students and arrange school buses. By analyzing the organizational capabilities and school performance of these private high schools, it was found that parents' satisfaction on physical infrastructure of PyinNyar Myo Sat is higher than the physical infrastructure of Goon Htoo U Maung Maung and ICEC (San Me). Parents' satisfaction on Human resources of Goon Htoo U Maung Maung is higher than the human resources of ICEC (San Me) and PyinNyar Myo Sat. Parents' satisfaction on financial resources of Goon Htoo U Maung Maung is higher than the financial resources of PyinNyar Myo Sat and ICEC (San Me). In addition,, the study shows that there is strongly and directly relationship between physical infrastructure and school performance of private high schools. Therefore, there should be greater emphasis on human resources of private high schools. Moreover, private high school should develop their capabilities by ensuring that they have sufficient infrastructures, human resources and financial resources to enhance their school performance.

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Human Security: Conceptual Challenges and Acceptance

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ABSTRACT: Human security is still an emerging field of study; it got prominence only in last two decades. Though human security is emerging as the important field of security study, still it is criticized on the grounds of conceptual clarity and lack of definitional aspects. Question which surface is, regardless of conceptual clarity why human security came into light in the recent years or what is the reason behind its acceptance? Second question that follows the first one, what makes Human security conceptually not viable? What can be done to crystallize the definition of the Human security? The paper would discuss the puzzle question as mentioned above in reverse manner, by first discussing the second question and from that build arguments for the first question.

Key words : Human Security, Conceptual Clarity, Acceptance of Human Security,

I. Introduction

The genealogy of the human security can be related to if not traced back to the growing dissatisfaction with prevailing notions of development and security in the 1960s, 1970s, and 1980s. Economics undoubtedly led the way with its critiques of the dominant models of economic development beginning in the 1960s. In the middle of 1970s, in International Relations, the home of security studies, the multinational World Order Models Project (WOMP) launched an ambitious effort to envision and construct a more stable and just world order, and as a part of this endeavor drew attention to the problem of individual well-being and safety.¹⁾ Conventional definition of security which

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1) Saul B. Mendowitz, On the Creation of a Just World Order (New York: The Free Press, 1975) and Rajni

was centered on national and international security was proving incompetent to solve the problems arising out of the post-Cold War world order. Contrary to traditional security that emphasised on state security, new form of security adopted a multi-sectoral approach which consists of military, environmental, economic, political and societal sectors. As Emma Rothschild has shown, over the past three hundred years or so, there has been seasonality to security thinking and principles. With dramatic change in politics in 1989, something had to give in the dominant conception of security. Human security is one way of characterising the new insurgent conception of security.²⁾ Human security is more appropriate and fitting concept that would make interpretation and analysis of security easier. In broad terms, human security is 'freedom from want' and 'freedom from fear': positive and negative freedoms and rights as they relate to threats to core individual needs. Human security is normative; it argues that there is an ethical responsibility to re-orient security around the individual in line with internationally recognized standards of human rights and governance.³⁾

II. Lack of Conceptual Clarity

Human security is generally criticized for lack of conceptual clarity, but as a matter of fact the concept of security is itself ill defined. According to Baldwin, conceptual analysis is not concerned with testing hypotheses or constructing theories, though it is relevant to both. It is concerned with clarifying the meaning of concepts. Baldwin in his article "Concept of Security" has mentioned certain criteria for understanding concepts: 1) Concepts should be operational in the broadest sense, although this should not be interpreted as requiring quantification. 2) Concepts that establish definitional connections with other terms are to be preferred. 3) Concepts that draw attention to the theoretically important aspects of the subject matter that might easily be overlooked are desirable. Similarly, Baldwin mentions that explicating the concept of security does not provide empirical propositions, theories, or analytical frameworks.⁴⁾ Baldwin takes as a starting point Arnold Wolfers' famous discussion of security as "the absence of threat to acquired values" and modifies this to read "a low probability of damage to acquired values." Security policies are those actions one takes to reduce or limit the probability of damage to one's acquired values. This leaves open a number of vital questions that Baldwin argues must be answered if the term security is to be analytically and prescriptively useful. From this proposition of Baldwin arises series of questions: security

Kothari, *Footsteps into the Future* (New York: Free Press, 1974).

2) Rothschild Emma (1995), *What is Security?*, *Daedalus*, vol. 124 (3), p. 53

3) Newman Edward, *Critical Human Security Studies*, Draft for WISC Conference July 08

4) Baldwin David, *Concept of security*, *Review of International Studies* (1997), 23, 5–26

for whom, security for which values, how much security, security from what threats, and security by what means?⁵⁾

Human security differs from the traditional security in a sense that for the traditional security on the question of 'security for whom' nation state would be a referent object, but in case of Human security it is 'individual'. Taking individual as the referent object that is to be provided with the security, scholars are not engaging in the concept of security in ontological sense. Individuation is ahistorical method where individuals are extracted from different background, and all individuals are treated as same despite their historical background. It is like the standardization process where certain standards are set for every individual despite their different preferences. The concept of Human Rights is the example of standardization process. Certain values are portrayed as quintessential for the existence of the Human is applied to all the individuals in the world despite their different backgrounds and preferences. As Edward Newman argued that Human security is not engaged in exploring ontological and epistemological debates which seek to deepen understanding of security.⁶⁾ Another impediment for the conceptual clarity of Human security is its close ties with the policy makers. Instead of engaging in ontological and epistemological debates to gain certain conceptual clarity, human security is interested in making ties within policy circles. Though individual is the referent object in human security, however does not problematize the state. Human security generally adopts a policy-oriented approach which attempts to improve human welfare within the political, legal and practical parameters of the 'real world'. For this purpose, the proponents of human security endorse the state. It is through the endorsement of state only that human security proponents can be close to policy circles. Another problem in the conceptual clarity of Human Security is that through a broad human security lens, it takes into account anything that presents a critical threat to life and livelihood is a security threat, whatever the source. If the individual is the dependent variable, then it is possible to identify and codify every physiological security threat. However, this would be of little use, as it would generate an unmanageable array of variables.⁷⁾ Human security is normatively attractive, but analytically weak. The broad approach to human security that includes social and economic afflictions has attracted the greatest degree of criticism in this regard. Critics have argued that the broad approach is so inclusive – in considering potentially any threat to human safety– that as a concept it becomes meaningless. It does not allow scholars or policy makers to prioritize different types of threats, it confuses sources and consequences of insecurity, and it is too amorphous to allow analysis with any degree of precision. MacFarlane and Khong argue that the "conceptual overstretch" of the broad definition

5)Ibid

6) Newman Edward, *Critical Human Security Studies*, Draft for WISC Conference July 08

7)Ibid

of human security makes it “meaningless and analytically useless”.⁸⁾

As argued above, the concept of security itself is a contested concept a value laden term which is difficult to conceptualize and which is deliberately left ambiguous as it suits the interest of certain group. From the question that arises during conceptualization of security, it seems that human security is contradicting itself. It takes the individual as referent object but endorses the state to achieve its objectives. Moreover, the conceptual overstretch has made human security analytically weak.

III. Conceptualizing Human Security

The concept of human security is theoretically substantiated, attractive and modern, however it embraces almost everything, making it difficult to implement. This leads to the lack of conceptual deficiency. Always human security is seen different from traditional security, on the grounds like, referent object which is individual and state in respective cases. In terms of threat also, human security is different from traditional security where apart from traditional threats, non-traditional threat is also incorporated. To conceptualize the notion of human security, certain features of human security require change. Ontologically, the concept of security is ill defined, but there is agreement among the scholars that traditional security is better conceptualized and defined compared to human security. As discussed earlier, the subject of traditional security is state whereas that of human security is individual, but human security legitimizes the state for providing security to individuals. Similarly, looking at it from threat perspective, human security converges with traditional security, as human security incorporates both traditional and non-traditional threat. It is pertinent to note that human security is not negating traditional security because it incorporates traditional threats and means. Naturally, extreme stressing of one of them leads us to exposing conceptual differences. On this basis, one cannot confirm the thesis that human security is something completely opposite from traditional security.⁹⁾

This means that human security is complementing the notion of national and international security by focusing it more on the human component. Human security is complementing the traditional security and is not complete opposite to it. Therefore, for better conceptualization of Human security there can be synthesis between the traditional security and non-traditional security. Traditional security is better

8) S.Neil MacFarlane and Yuen FaonKhong (2006), *Human Security and the Un: A Critical History*, Indiana University Press

9) Prezeljztok, *Challenges in Conceptualizing and Providing Human Security*, HUMSEC journal, Issue2,2008

conceptualized in security studies, so the synthesis of the two that is, traditional security and human security would help in better conceptualization of human security. Other obstruction in the conceptualization of Human security is its 'conceptual overstretch', as it encompasses anything that poses threat to human make human security analytically very weak. To overcome this problem adherence to the suggestion recommended by Tadjbakhsh and Chenoy in their book *Human Security: Concepts and Implications* seems to be a solution. Tadjbakhsh and Chenoy have argued that human security must necessarily embrace a broad range of threats because threats are intrinsically linked.¹⁰⁾ Others have suggested that the definition of human security should not be preoccupied with broad and narrow models; instead, the definition should be based upon a threshold. According to this, threats are regarded as security challenges when they reach a certain threshold of impact, whatever the source. An attempt to articulate a threshold-based definition of human security is "Human security is concerned with the protection of people from critical and life threatening dangers, regardless of whether the threats are rooted in anthropogenic activities or natural events, whether they lie within or outside states, and whether they are direct or structural. It is 'human-centered' in that its principal focus is on people both as individuals and as communal groups. It is 'security oriented' in that the focus is on freedom from fear, danger and threat." Thakur & Newman opine that for a large number of people – in civil society, governments and international organizations – interested in promoting human security as a normative movement, the definitional debate is incidental.¹¹⁾ They have a simple objective: to improve the lives of those who are perilously insecure. Conceptual coherence or purity is not essential for this task. Unfortunately, in the world of scholarship, the differences between a broad and narrow approach have undermined the unity of human security. Attempts to overcome this – for example through a threshold approach – have not as yet resolved this debate. Nevertheless, the debate itself is an interesting space for considering competing visions relevant to security and international politics, and the study of these. As such, what is sometimes dismissed as a fruitless and interminable debate about the definition of human security is actually a creative process.¹²⁾ This is how through engaging with state, and correcting its conceptual overstretch and incorporating threshold approach one can find the more comprehensive and normative definition and yet analytically well-built structure of Human security.

10) S. Tadjbakhsh and A.M. Chenoy (2006), *Human Security: Concepts and Implications*, Routledge, UK

11) Ramesh Thakur and Edward Newman (2004), *Broadening Asia's Security Discourse and Agenda: Political, Social, and Environmental Perspectives*, UN University Press

12) Newman Edward, *Critical Human Security Studies*, Draft for WISC Conference July 08

IV. Acceptance of Human security

As discussed in the previous sections, human security is conceptually very weak and it lacks definition. Despite its shortcomings, human security in recent decades is a popular concept. Here I will draw my arguments on the review essay of David Chandler, "Human Security: The Dog That Didn't Bark".¹³⁾ In this essay he points out three reasons why human security has gained acceptance in recent decades.

- 1) *The exaggeration of new post-Cold War security threats.* It is clear that political elites and radical advocates of human security approaches both share a normative desire to exaggerate the existence of threats. It is here that human security advocates come into their own, outdoing any 'dodgy dossiers' about Saddam Hussein's weapons of mass destruction with their assertions that in our globalized world, everything is interconnected and interdependent. Therefore, "dysfunction in one sphere is structurally and sequentially expressed in other subsystems and leads to a vicious circle of causes and effects".¹⁴⁾ Allegedly, we are approaching a 'tipping-point' for Armageddon, where 'drugs, disease, terrorism, pollution, poverty and environmental problems' are 'mutually reinforcing'.¹⁵⁾ In the absence of traditional enemies, human security approaches fill the gap with the securitization of every issue from health, to economy, to the environment.
- 2) *The location of new security threats in the developing world.* The two central planks of the human security framework, those of 'freedom from fear' and 'freedom from want', clearly locate the threats to human security in the developing world. The sharpened focus of the threat stemming from non- Western states can be seen in the human security concerns around the dangers posed by the 'failed state' and the need for policy to be framed in terms of the security–development 'nexus' – that is, the focus on the interplay between human rights, poverty-reduction, good governance and state capacity-building. As the editors of A Decade of Human Security argue, "in a 'new world' of some 200 states, many regimes – probably between a quarter and a third – are poor and weak and cannot contain threats from rich and strong militias and mafias. Such 'failing' or 'failed' states are not aberrations, but rather continuing features of global inequalities. They are not limited to 'Africa' but are present in all regions, especially 'new' post- Soviet ones like Central Asia and Central Europe, and even the South Pacific."

13) Chandler David, The dog that didn't bark, Security Dialogue vol. 39, no. 4, August 2008

14) S. Tadjbakhsh and A.M. Chenoy (2006), Human Security: Concepts and Implications, Routledge, UK

15) Ibid

The problematization of the non-Western state, facilitated by the human security framework, is as central to security discourses shaped by the unilateral 'realist' 'war on terror' as it is to the multilateral 'critical' discourses of poverty-reduction, sustainable development and climate change adaptation. It seems that 'realists' have no disagreement with the 'human security' argument that the world's poorest countries now pose the biggest security threat to the West.

3) *The facilitation of short-term policymaking in the absence of clear strategic foreign policy visions.* In the absence of the geostrategic Cold War order and the domestic framework of the politics of left and right, leading Western states and international institutions have found it difficult to draw up long term strategic visions of the future. Human security approaches have assisted in the process of rationalizing these difficulties and legitimating the lack of clear strategy. Human security advocates suggest that, first, the interdependence of threats means that 'threats should not be prioritized'; second, that 'policy-making is not a vertical process but a networked, flexible and horizontal coalition that needs a complex paradigm'; and, third, that the prioritization of human security goals and outcomes 'may be a futile exercise', as the interdependence of threats means that work in one area may achieve little success if the intervention is not comprehensive and holistic enough to tackle all the relevant factors.¹⁶⁾ Human security approaches therefore enable governments and policymakers to opt out of taking responsibility for foreign policy, encouraging a shift from strategic thinking to sound bites and ad hoc policymaking. What may appear to some critics of human security as a useless 'shopping list of threats'¹⁷⁾ is, in fact, the mainstay of both national and international security agendas, where governments lack strategic priorities. Multilateralism and the integration of non-state actors in policymaking is also a reflection of governments' increasing unwillingness to take accountability for policymaking and implementation. Furthermore, human security approaches argue that causal relationships are impossible in an interconnected world, making it much easier for governments to evade responsibility by seeking praise for their 'good intentions' rather than being held to account for the policy consequences of their actions.

V. Conclusion

¹⁶⁾Ibid

¹⁷⁾ Krause Keith (2004), "The Key to Powerful Agenda, If Properly Defined" in J Peter Burgess and Taylor Owen, eds, 'Special Section: What is Human Security?', Security Dialogue, 35(3), p.367-368

Often personal liberties are curtailed and some rights are suspended citing security reasons, yet very less attention is paid to the conceptual clarity of the term security. Paradoxically, the very rights and liberties which are curbed citing security reasons, jeopardizes human security. Lack of conceptual clarity and tendency to treat traditional security which is related to nation state and military in isolation from non-traditional security further complicates the situation. Today, the greatest security threat to nation state is from global warming, climate change and other anthropogenic activities, recent COVID-19 crisis which has crippled the world is the latest example. These are considered as non-traditional security threats which are not accorded equal significance compared to traditional security. Human security is classified as non-traditional security but the non-traditional security has overwhelming effect on nation state, therefore it cannot be treated in isolation from traditional security. To make concept of human security more acceptable it has to be synthesized with traditional security, which is better defined than non-traditional security and has more acceptability.

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Factors Affecting on Brand Loyalty to Cosmetics Brands: Case study of consumers in Yangon

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ABSTRACT : This study aims to investigate factors affecting on brand loyalty to cosmetics brands of the consumers in Yangon. In the current turbulent and highly competitive environment, brand loyalty is gradually becoming more important as the number of options for the consumers continue to increase. Nowadays, companies are competitively seeking for loyalty purchasers because loyalty is the only thing that can create long term relationship with customers, persuading the purchasers not to switch over to the other brand. The objectives of the study is to identify the brand loyalty to cosmetics brands of the consumers, to examine the influencing factors on brand loyalty to cosmetics brands of the consumers, to analyze the relationship between influencing factors and brand loyalty to cosmetics brands of the consumers in Yangon. Questionnaires were administered and data were collected form sample of 500 respondents, who are brand-purchaser, using simple random sampling method. Data were analyzed using descriptive research tools, and Multiple Linear Regression method. The factors which can build brand loyalty are perceived value and quality, price, convenience, trust and satisfaction on the products. The research result shows that customers are loyal on products of cosmetics brands due to perceived value and quality, trust and satisfaction. The result provides critical implication to cosmetics brand in order to retain customers and enhance sustainability and profitability.

Key words : Perceived Value and Quality, Price, Convenience, Trust, Satisfaction on Products, Brand Loyalty,

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I. Introduction

Nowadays, the number of cosmetics brands in Myanmar has been increasing. In order to attract more customers; marketers are trying to provide better quality than others. By getting the information about consumers satisfaction and why they choose a particular brand or not, marketers have to make important marketing decisions. Moreover the markets can get the appropriate way to promote sale volume and can fulfill the consumer's needs.

In worldwide beauty industry, people love to wear branded cosmetics more these days when it is compared with the olden days. Customers' perceived value, brand trust, customers' satisfaction, repeat purchase behavior and commitment are found to be the key influencing factors of repeated purchase of the same brand which leads loyal to one brand; brand loyalty. To be successful and to stand in the market, the profitability is very important for the company. So, each and every brand has to try very hard to stand to be a brand. Hence, brand loyalty is the thing that all brand need to focus.

Brand loyalty is well known as a key factor of marketing activities. This means that a consumer purchasing products and services from the same brand over and over rather than changing to other brands. Brand loyalty consists of a consumer commitment to repurchase or continue to use one brand. In this competitive world, especially in cosmetic industry, consumers buy the products, believing the perceived value offered by the brands. Consumers use the cosmetic products which are the most suitable for their skin and once they get full satisfaction, they rarely switch to other brand. Therefore, brand loyalty plays an important role in cosmetic industry. In Myanmar, there are a lot of International cosmetic brands including US brands, Thai brands, China brands, and Korea brands etc.

In this study, the factors affecting on brand loyalty of cosmetics brand will be measured focused on the cosmetics product consumers in Yangon.

1. Objectives of the Study

The main objective of this study is to examine the factors effecting on brand loyalty of cosmetics brands among consumers in Yangon. To realize this objective, the specific objectives are as follow;

- (1) To identify the brand loyalty of cosmetics brands
- (2) To examine the influencing factors on brand loyalty of the consumers in Yangon on cosmetics brands
- (3) To analyze the relationship with those factors on brand loyalty of cosmetics brands

2. Expected Outcomes

This study is expected to measure how loyalty factors of perceived value, price, convenience, trust and satisfaction on products can affect buying behavior of cosmetics products consumers in Yangon. As these loyalty factors can affect consumer's behavior in many other cases, the results of the study are also expected to contribute these factors strong evidence that, these factors have positive and significant effects. Moreover, the chosen brands "The Faceshop Myanmar", "Etude House", "L'Oréal Paris", "Revlon" and "Maybelline New York" have their fame and reputation s, it is also expected to show significance in the target area , Yangon, which is the commercial city and former capital of the country.

II. Literature Review

The capability to attract customers towards its brands plays an essential role in the success of a firm or a production company. In determining a success of a business or a company, the successful brand can be a determining factor (Haig, 2004). Normally, if a firm can create a brand in the market, it can also gain the share in the market competitively. This means that, a strong brand or a brand with a high range of loyal customers can occupy large market shares and get competitive advantages. According to Kotler and Keller (2005), firms can create a lasting impression in the minds of individuals and organizations through product experience and marketing activities and can differentiate their product or service from that of their competitor.

Therefore, a brand should be easily identifiable so that customers can easily recognize and remember it in their minds. Moreover, a brand is not merely a representation of a product or a service, but it is a symbol of the company itself, and that is the point where the core of brand loyalty really exists.

Loyalty can be achieved when customers perceive that the right product features, image, or level of quality at the right place that are offered by the brand. The more loyal the customer, the longer time the customer retains, and then the more sales and profits the company will achieved (Edvardsson et al., 2000). Brand loyalty can be occurred through existing consumers as well as from new consumers. Brand loyalty is defined as "keeping purchase same product and services repeatedly as the customer has a positive feeling towards brands without switching over to another brand" (Lazarevic, 2012). Thus, brand loyalty also reflects the likelihood of a customer switching over to another brand, especially due to that brand's change in price or product

features. When consumers become loyal to brand, they make repeated purchases over time. Moreover, brand loyalty is a result of consumer behavior and is affected by a person's preferences. According to all of these factors mentioned above, it is obvious that, managers must realize the importance of brand loyalty and give it sufficient consideration in their decisions. Besides, Aaker and Keller, (1990) state that customers may be loyal owing to high switching barriers related to technical, economical or psychological factors, which make it costly or difficult for the customer to change.

Day (1969) was one of the earliest researchers who proposed a two-dimensional concept of loyalty, and believed that "it had to be evaluated according to attitudinal criteria together with behavioral ones". From the standpoint of some researchers, loyalty is what the customer does; that is nothing more or less than repeated (purchase) behavior.

Lam (2005) contributed the theory of loyalty behavior (repeat purchase behavior and non- purchase behavior). The repeat purchase behavior refers to repurchasing particular brand while the non - purchase behavior refers to positive behavior toward a particular brand without purchasing like a positive word-of-mouth. The theory of Loyalty Behavior is shown in the following Figure 1.

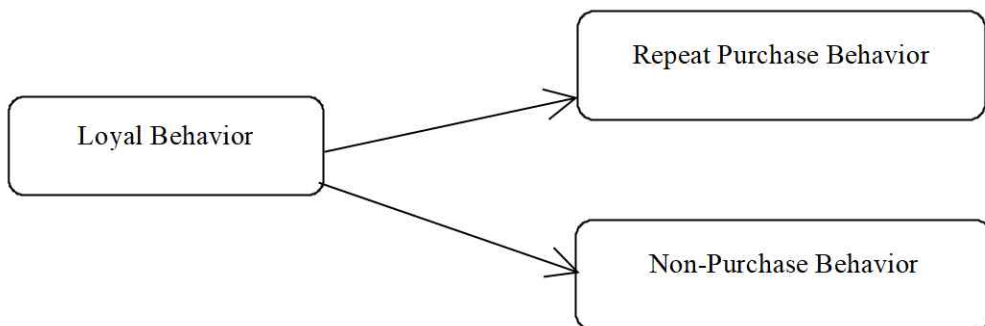


Figure 1. Theory of Loyalty Behavior

Source: Lam (2005)

Based on the theories of Lam (2005), the determinants for brand loyalty in this research are perceived value and quality, convenience, trust, price, and satisfaction on products.

Perceived value and quality represents reasonable price and acquisition value (Omanga, 2010) in the cosmetics market. Moreover, a study of Waarden (2013) found that "perceived benefit leads to repurchasing intention associated with loyalty behavior". Customer may repeat the purchase of single brand or switch around several brands due to perceived value and quality of the products.

Levy & Weitz (2012), states that although the cost is high, loyal customers are ready to buy a product. Similarly, consumers with high brand loyalty are willing to pay a premium price for the brand they favored, so their purchase intention is not easily affected by price. In addition, customers have a strong belief in the price and value of their favorite brands so much so that they would compare and evaluate prices with other brands of the same products (Keller, 2003).

Another factor is convenience, which can be defined as the awareness of time and energy expenditure for consumers to purchase or accept service (Berry et al., (2010)). Chang,(2008) divided convenience into time effectiveness, easy access, easy to carry, applicability, portability and avoidance of displeasure. If consumers think the corporate service is convenient, then their repeat purchase will be higher.

The other factor that leads to brand loyalty is "Trust of a customer on brand" which results to commitment and association of that customer with that brand and then creates highly valued exchange relationships (Rehman , Rehman & Akhtar, 2011).

According to Ou et al. (2011), the quality of the product or service would increase customer satisfaction and it would lead to brand loyalty. Moreover, the good performance of product or service can increase the customer satisfaction, and the satisfaction directly affected loyalty behavior positively (Chen & Quester, 2006). Satisfaction can also lead to repeat purchase. Finally, satisfied customers become loyal and dissatisfied customers end up switching over to another seller (Heskett et al. 1994). Customers with the high purchase frequency are most likely considered as satisfied with the products and loyal to the brand. Many researchers directly investigate a link between satisfaction and loyalty, and all found a positive relationship between the two constructs.

1. Conceptual Framework of the Study

The conceptual framework was developed on the basis of the aforementioned theories. In this study, reviewing on the relevant literature, proposed five factors such as perceived value and quality, convenience, trust, price, and satisfaction on products. The proposed conceptual model of the study is constructed in Figure -2.

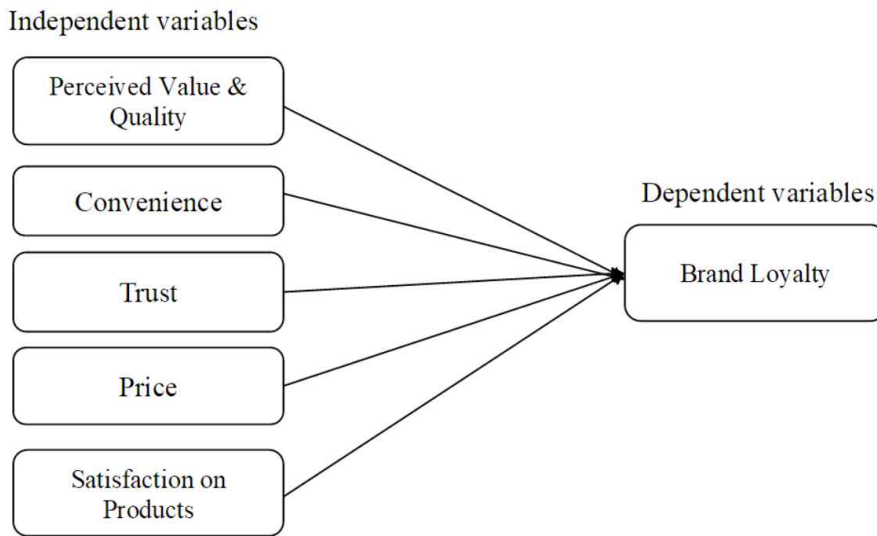


Figure 2. Conceptual Framework of the Study

Source: Own Compilation

The proposed conceptual framework includes two kinds of research variables: independent variables and dependent variables. Independent variables (perceived value and quality, convenience, trust, price, and satisfaction on products) are considered as the influencing factors that effect on brand loyalty of cosmetics.

III. Empirical Analysis

1. Research Methodology

This study focuses on the factors that influence on brand loyalty of cosmetics brand. In Yangon, there are varieties of cosmetics brands available in Myanmar including international brands, Korean brands, Thai brands, etc. Among them, this study selected cosmetics brand namely, "The Faceshop Myanmar", "Etude House", "L'Oréal Paris", "Revlon" and "Maybelline New York". The study applies quantitative methods by using primary data and secondary data in order to get better qualify result. The primary data was collected from the 500 respondents (female), who use the cosmetics brands in Yangon city. The study does not cover the other city or other area of the state. The method of collecting primary data was by a survey questionnaire that was constructed to measure the level of response in each variable. The secondary data were collected

from external resources such as websites, articles, research paper and previous studies. The research design is based on survey questionnaire and using Likert scale.

2. Data Analysis

Data was collected from the 500 respondents (female), who used the cosmetics brands in Yangon city. Among 500 respondents, the majority of respondents whose age group is between 21 years to 30 years (52.2%) consume cosmetics products more than other age group. Table -1 reveals that 74.6% of respondents are students. 19.6%, 3.4%, and 2.4% of respondents are employees, housewives and other occupation respectively. Most of the respondents are students, so they have proper knowledge about cosmetics and they are more likely to buy cosmetics products and they have more interest in cosmetics products.

Table 1. Profile of Respondents

Age	Frequency	Percentage
Below 20	197	39.4
21 years to 30 years	261	52.2
31 years to 40 years	28	5.6
Over 40 years	14	2.8
Occupation		
Students	373	74.6
Employees	98	19.6
Housewives	17	3.4
Others	12	2.4
Monthly Income		
Less than 200,000 kyats	291	58.2
200,001 kyats to 400,000 kyats	141	28.2
400,001 kyats to 600,000 kyats	38	7.6
More than 600,000 kyats	30	6.0
Monthly spending on cosmetics brands		
Less than 20,000 kyats	181	36.2
20,001 kyats to 40,000 kyats	234	46.8
40,001 kyats to 60,000 kyats	57	11.4
More than 60,000 kyats	28	5.6
Total	500	100

Source: Survey data (2019)

Moreover, the monthly income group between less than 200,000 kyats and more than 600,000 kyats. Most of the respondents usually spent on cosmetics products between 20,001 kyats and 40,000 kyats per month (46.8%).

Table 2. Descriptive Statistics

Variable	Mean	Std. Dev.	Cronbach's Alpha
Perceived Value and Quality	3.5284	0.63378	0.874
Price	3.5636	0.73025	0.872
Convenience	3.6173	0.77286	0.866
Trust	3.6163	0.62135	0.867
Satisfaction on products	3.6040	0.78082	0.862
Brand Loyalty	3.3346	0.73676	0.880

Source: Survey data (2019)

This study was tested for reliability of all questions which are reliable to be used. Each variable's mean, standard deviation and Cronbach's Alpha are indicated in Table -2. Among five variable factors, the mean value of convenience, trust and satisfaction on products larger than other factors. The high level of satisfaction on products and belief can enhance the relationship of the customer with the brand which leads to loyalty. As managers, who would seek to create brand loyalty in cosmetics industry may have to consider these factors in order to position their products and enhance relationship with the customers.

In this study, the brand loyalty is determined by Perceived Value and Quality, Price, Convenience, Trust and Satisfaction on products. To determine whether these factors influenced on the brand loyalty, multiple linear regression analysis was used. The results are presented in Table -3.

Table 3. The Effect of influencing factors on Brand Loyalty of Cosmetics Brands

Variable: Brand Loyalty	Unstandardized Coefficients		t	Sig	VIF
	B	Std. Error			
(Constant)	.069	.151	.453	.650	
	.387***	.054	7.114	.000	2.196
Perceived Value and Quality					
Price	-.039	.047	-.823	.411	2.192
Convenience	-.005	.051	-.107	.915	2.917
	.366***	.059	6.217	.000	2.472
Trust					
	.205***	.050	4.102	.000	2.805
Satisfaction on products					
R ²	0.713				
R ² (Adj.)	0.503				
F-test	102.070***				

Source: SPSS Outputs

Statistical significance indicate*** at 1% level** at 5% level

According to the multiple regression analysis, only Perceived Value and Quality, Trust and Satisfaction on products are significant on brand loyalty. The result shows that the other two factors are not significant and this means they do not effect on brand loyalty. It can be concluded that customers become loyal to cosmetics brands because they prefer to cosmetics products which have perceive value with high quality, trust in brand and the satisfaction on the products. The higher the level of customers' trust and satisfaction, the more loyal the customers to the brand. So, as marketers concerning with cosmetics brands, they should focus more on perceive value with high quality, trust and satisfaction on products in order to increase brand loyalty of its customers. The Effect of influencing factors on Brand Loyalty of each brand presented in the following tables - 4 and 5.

Table 4. The Effect of influencing factors on Brand Loyalty of The Faceshop Myanmar, L'Oréal Paris and Revlon

Variable: Brand Loyalty	The Faceshop Myanmar			L'Oréal Paris			Revlon		
	B	SE		B	SE		B	SE	
Perceived Value & Quality	.069	.128	.058	.171	.116	.149	.054	.066	.068
Price	.085	.117	.072	.132	.099	.115	.064	.097	.058
Convenience	-.078	.111	-.071	-.003	.103	-.003	.248*	.126	.211
Trust	.358**	.149	.307	.342**	.121	.319	.486**	.143	.380
Satisfaction on products	.520***	.149	.450	.271**	.111	.244	.186	.113	.153
R ²	.589			.432			.525		
R ² (Adj.)	.567			.402			.500		
F-test	26.914***			14.324***			20.810***		

Source: SPSS Outputs

Statistical significance indicate*** at 1% level** at 5% level

Base on the results of The Faceshop Myanmar, of L'Oréal Paris, only trust and satisfaction on products are significant and have positive relationships with brand loyalty and other three factors are not significant. This means they do not effect on brand loyalty. As customers used The Faceshop Myanmar, L'Oréal Paris, they become loyal to these brands because they trust in brand and they satisfy about the products. Therefore, the brand loyalty of The Faceshop Myanmar and L'Oréal Paris are built upon the trust and satisfaction than the other three factors.

Concerning with Brand loyalty of Revlon Cosmetics is influenced on convenience and trust factors. To the surprise, it is not the price factor, not the perceived value & quality factor; it is not the product satisfaction factor, and it is the convenience and

trust factors that play a vital role for influencing users to be loyal customers.

Table 5 The Effect of influencing factors on Brand Loyalty of Maybelline New York and Etude House

Variable: Brand Loyalty	Maybelline New York			Etude House		
	B	SE		B	SE	
Perceived Value and Quality	.378***	.115	.318	.328**	.117	.328
Price	-.076	.116	-.100	.044	.094	.042
Convenience	-.160	.106	-.241	-.051	.094	-.052
Trust	.636***	.125	.503	.267*	.141	.254
Satisfaction on products	.234**	.102	.370	.288**	.116	.290
R ²	.756			.804		
R ² (Adj.)	.548			.627		
F-test	24.805***			34.297***		

Source: SPSS Outputs

Statistical significance indicate*** at 1% level** at 5% level

Findings revealed on Maybelline New York and Etude House that perceived value & quality, trust and Satisfaction on products are the major influencers of brand loyalty. It means that the respondents accept that Maybelline New York and Etude House products have quality which meet their satisfaction and provide trust to them. Although these brands perceived value & quality and, these products of these brands need to fulfill their needs and exceed their expectation concerning with price, convenience and, satisfaction on products.

V. Conclusion

Based on the research findings, the following actions are recommended to improve th customers' perceptions on the brand loyalty of cosmetics brand.

1. Findings and Recommendation

1) Perceived Value and Quality

Concerning with perceived value and quality, Face shop Myanmar, L'Oréal Paris and Revlon may consider adding value to the brand. They should try managing customer expectation to be conforming to the value their products can provide. Promising more than what can be done will result in customer having higher expectations than they should be which can essentially create dissatisfaction among customers even with

quality product. So it must seriously be careful not to give higher expectation to the customer. Deviation in fulfilling needs and exceeding expectation are by no means bad. With the right approach, they can create an image of value exceeding their costs for the customers with showing unique values and benefits of the products such as hygienic and clean production process. To improve the aspect of the perceived value of the products, the most important thing is the quality improvement. Offering a stronger guarantee about the skin safety and increasing the durability of the products would make the improvement in the perceived value of cosmetics brand and brand loyalty.

2) Price

The research revealed that price hasn't effect on brand and so cosmetics brand should focus on its pricing strategy. As marketers, they should also think the role of price in consumer perceptions of products. So, cosmetics brand must keep promises to provide products and services at an acceptable price and make sure that customers are worth to pay for the product. Here, top selling products in each category should be equal to or very close to other competitors. So, the customers always think that prices are acceptable and will keep coming back to make repeat purchase. Moreover, they should offer good pricing for their products with a wide different price ranges for different consumer segment. Its price is affordable to all of the consumers with different kinds of discount and also its quality is worth to buy with a wide range of price compared to the other brands. However, customer doesn't think they get discount offer to the products, with the discount offer being lower in the basket. The firm should maintain their brand image by not offering Discounts all the time. So, maintaining this condition would be effective for consumers in building long- term brand loyalty on cosmetics products.

3) Convenience

Although the result of Revlon is convenient to purchase products for consumers, other cosmetics brands need to improve for convenience of the products. Findings shows that convenience factor has a less impact on brand loyalty. Although cosmetics brand have branches in Myanmar, they should research its geographical area and consider opening new branches in other towns. They also need to make sure the product availability in all branches especially for the bestselling products. As customers, they will switch over to other brands when the products they desired to buy are not available or takes a long time to acquire. Hence, they should focus on checking its stock at all branches. Therefore, cosmetics brand should ensure up-most conveniences to consumers, making the products available at all time. Putting the right product at the right place and right time can make more convenient to buy which leads to brand loyalty. Moreover, to support the customers with more transparent and sufficient

information for helping in choosing this brand, the more availability of the products; in every marts, drug stores, convenience stores and cosmetics shops. It also needs to improve the products displaying style in the stores for helping the customers in seeing the products clearly. The explanations and suggestions of the salesgirls plays a key role, that their capability must be improved by giving trainings to them. Furthermore, the makeup videos by the trendy beauty bloggers, which are hosted by the cosmetics brand and online programs for sharing makeup tips should be arranged.

4) Trust

For the aspect of the trust of cosmetics brand, trust is the most influence factor for the brand loyalty. As cosmetics brands, trust is also one of the important factors and customers' belief on the brand that it will lead to improve their commitment and loyalty to the brand. So, cosmetics brands should keep its promise that its products are extracted from only natural ingredients and not from chemicals. To improve the trust on the products, the brand reputation is the most important thing. Consumers use cosmetics products because they trust on the quality that brand ambassadors said in the advertisement. Moreover, cosmetics brands should also focus on its advertising to increase loyalty. Got7, a Korean boy band, is the global ambassador of cosmetics brand. So, cosmetics brand should improve its advertising to gain more customer trust by creating a good brand reputation, collecting good reviews and fulfilling the gaps needed in some bad reviews. Negative reviews and word-of-mouth on social media can also affect trust on the customers because they are also important for building trust between customers and the brand.

5) Satisfaction on Product

Regarding with satisfaction on product, customers of Revlon shift to the products of another cosmetics because he or she does not meet their satisfaction anymore. Revlon should analyze the market situation and develop a strategy for their customers to use their products again. Besides, they need to understand thoroughly the buying behavior before implementing any marketing strategy. Therefore, cosmetics brand can increase the loyalty of consumer toward their brand by providing a more reasonable price, satisfactions and the quality they want to perceive about cosmetics brand. Furthermore, they attempt to improve the level of customer satisfaction on products brand by resolving their complaints quickly and ethically and make access for them to be comfortable in delivery system and making decisions. That will support them to achieve brand loyalty. Finally, to increase the level of the satisfaction on the products, it is based on the above factors such as; perceived value, convenience, trust and price of the products of this brand, so that, once the above variables have made the improvement, the satisfaction of the products would be increased and lead to the

stronger customer's loyalty on each brand. Cosmetics brands have to value its brand image and improve brand loyalty in the eyes of consumers which can help to increase its market shares. By knowing the influencing factors of brand loyalty clearly, cosmetics brands could consider these factors explicitly and use to create competitive advantage among other competitors.

2. Limitation and Needs for Future Research

This research examined only five main predictors of brand loyalty to cosmetics brands. However, there might be other factors that account for creating and retaining loyal customers to the brand. Thus, further research should be studied in other determinants of brand loyalty such as brand image, celebrity endorsement, etc.

Due to the time and cost constraints, a limitation of this research is the inclusion of only one product which is cosmetics. Different product may have different response from the respondents. Moreover, the targeted area is only Yangon, and the different results can be expected from other cities in the country such as Nay Pyi Taw, Mandalay, etc. where the cosmetic brands are widely consumed. Despite these limitations, the study makes some contribution by providing important information regarding to factors that affect brand loyalty in Yangon for marketing strategies and promotional planning.

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Does the Public Health Expenditure and Life Expectancy at Birth Crucial for Economic Growth of Myanmar? (Empirical Analysis on a sample period from 1980 to 2019)

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ABSTRACT: This study explored the crucial role of public health expenditure, life expectancy at birth and economic growth of Myanmar for the period of 1980 to 2019. The econometric analysis namely Time Series Analysis, VAR co-integration test and VEC based Granger Causality test are applied as main statistical tools in this study. Firstly, this study found that there is the long run relationship between health expenditure, life expectancy at birth and economic growth. Secondly, this study discovered that there is unidirectional causal relationship between health expenditure and economic growth. This result highlights that health expenditure leads to economic growth but economic growth does not lead to health expenditure in Myanmar. In the third, it is investigated that there is bidirectional causal relationship between life expectancy at birth and economic growth which means that life expectancy at birth causes economic growth and economic growth as well causes life expectancy at birth. Further, this study found that no causal relationship exists between health expenditure and life expectancy at birth. This implies that health expenditure does not support life expectancy at birth and life expectancy at birth as well does not depend on health expenditure. Based on this finding, this study suggests that as Myanmar is human resource abundant economy, building human resources through sufficient investment in health sector can be generated more healthy and productive human capital. Better health can raise productivity and national income; and citizens as well can enjoy a higher living standard. Thus, an increase or sufficient allocation for health expense to the health sector is crucial factor of Myanmar. In addition, it should be noticeable that lower productivity can be affected by the poor health and shorter life expectancy; this in turn leads to sluggish the pace of economic development. Hence, It is recommended that Policy makers should actively looking not only providing health care services but it should improve the quality of national health in order to enhance health status and the life expectancy of the people so as to raise their productivity as well as the quality of life and to promote sustainable economic growth of Myanmar Economy.

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Key words : Economic Growth, Health Expenditure, Myanmar, Time Series Analysis, Unrestricted Vector Auto Regressive (VAR), Co-integration test, and Vector Error Correction (VEC) Granger Causality test,

I. Introduction

Health plays an important role in human capital because better health leads higher human capital. Higher investment in health can create higher productivity and then economic growth. Thus, building human capital by providing better health, higher investment in health and increasing accessibility of health care services to all citizens is essential matter for every society and nation.

II. Brief Information of Health Activities and Public Health Expenditure in Myanmar

1. The Socialist Era (1962/63- 1978/79)

In Myanmar, under the socialist period from 1962/63 to 1987/88, programs for expansion of education, health and other social services had been implemented. With regard to the in health facilities and services, there was increase of hospitals, dispensaries, hospital beds, doctors, dental surgeons, nurses and midwife during the plan period. The public expenditure on health had been increasing from 1980 to 1986 which was the near end of Socialist era. As the government used the total public expenditure on disease eradication and prevention programs and other activities such as the establishment of co-operatives dispensaries nutrition and medical research, the expenditure on health had increased in those periods. However, public spending on health declined substantially after 1986 at the near end of socialist era.

2. SLORC& SPCD¹⁾ Era (1987/88-2010/11)

After 1988, the health sector has been given as one area of priority in the development work in nation. The government had laid down the social objective, which included uplifting health, fitness and educational standards for the entire nation and

1) State Law and Order Restoration Council & State Peace and Development Council

this was to be fulfilled by the implementation to the national health policy together with the education policy. The government formed a National Health Committee (NHC) which formulated a new national health policy in 1993 envisaging adopting of the HFA (Health for All) goal with primary health care as the main approach and provision for sufficient as well as efficient human resources for development of a national health care system. Followed by the objectives of the National Health Policies, the Ministry of Health laid down the National Health Plan (2001-2006) under the guidance from the National Health Committee. The objectives were to implement the national objectives were uplifting of fitness and educational standards for the entire nation, to implement national health policy, to develop a new health system in keeping with the political, economic and social conditions and to strengthen rural health services.²⁾The Ministry of Health is chiefly responsible for implementing the National Health Policy. As such, it has taken on the responsibility of improving the health of the people through the Primary Health Care approach, which encompasses the use of promotive, preventive, curative, and health restorative measures with the involvement of NGOs, U.N. agencies, bilateral and multilateral agencies. As a result of such efforts some improvement has been made in the health status of the nation particularly in the remote border areas of the country. However, one notable feature during the present SLORC/SPDC regime was that although the special emphasis being given to improving the health of people, the budgetary allocations to the health sector have always been low.

3. Health Expenditure under SLORC Era

Due to the limited availability of government revenue, there was a persistent budget deficit in government budget over the years, which caused the budget cut in social sectors such as health and education and which had been quite severe over those periods. As a result, the Health in Myanmar has long suffered from low public spending accounting for only less than 1% of GDP over the years. As can be seen in figure (1), in real term, expenditures on health as percentage of GDP declined since 1990 at the percentage of 1.04 percent to less than one per cent of GDP over the years until 2011, except the year 2006.

2) National Health Plan and Policy; Ministry of Health (2006)

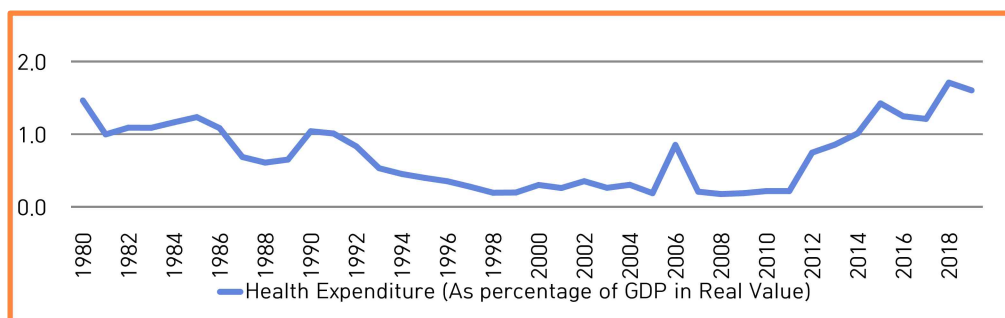


Figure 1. Public Health Expenditure as a percentage of Real GDP (Base year is 2010)

Source: Author computed result based on secondary data (1980- 2019)

Myat Thein (2004) indicated that the expenditure cut to reduce fiscal deficits had fallen most heavily on the social sector health and education and in fact, the health sector was the only sector to have had a negative growth rate in expenditure. Only a year 2006, the expenditure on health had paramount which was the year-end of the national health plan from 2001 to 2006. During those periods, the implementation of the objectives of NHP (National Health Program) was remarkable. Under the objectives, the new establishment of, upgrading of and expansion of hospitals at all levels was an integral part of the national health policy.

4. USDP³⁾ (2010/11-2015/16)

Under USDP, the ministry began revising health policy, which supports free dispersal of essential medicines at station hospitals and other facilities. Moreover, the government has a plan to set up a health care system covering the participation of the State, the people and altruistic organizations to beef up community health care and to work more closely with international organizations in pursuit of the national projects on control and prevention of the three diseases: AIDS, tuberculosis and malaria. The government intended to improve quality of hospital and skills of medical staff and the quality of rural health centers and medical staff in order promote the national health. Thus,

3) Union of Solidarity and Development Party

currently the budgetary expenditure on the health sector has substantially increased in 2012 and in 2013 at 2% of GDP.

5. NLDP⁴) (2015/16-2018/19)

In 2015-16, the new government of NLDP took place as a national leader, the objectives and guide lines of the National Health Policy were developed with the initiation and guidance of the National Health Committee in 1993. The National Health Policy has placed the Health for All goals as a prime objective by using Primary Health Care approach. The National Health Policy is designated and implemented by the Ministry of Health and Support (MOHS) as according to the 13 objectives as set in the national health policy. Accordingly, it has been increasing use of health expenditure in term of real value it is 2% of real GDP in 2018-19.

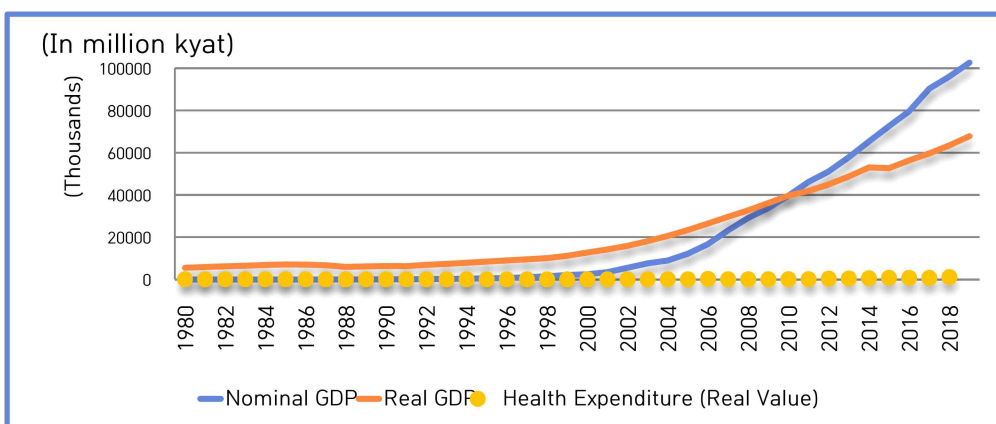


Figure 2. Nominal GDP, Real GDP and Public Health Expenditure in Myanmar
Source: Author computed result based on secondary data (1980- 2019)

As shown in figure (2), it can be observed the nominal GDP, real GDP and public health expenditure in Myanmar in term of kyat in million from 1980-81 to 2018-19. As compared to the value nominal and real GDP, the share of health expenditure allocation to the health sector is relatively small over the years. As describe in Figure (3), it can be examined the life expectancy of Myanmar over the years. The life expectancy in 1980 was 53 years, it has

4) National League for Democracy party

increased to 60 years in 2000 and 64 years in 2010 and it has been gradually increasing up to 67 years for both sexes, on average. The life expectancy at birth has been enhancing only 14 years within the 40 years from 1980 to 2019.

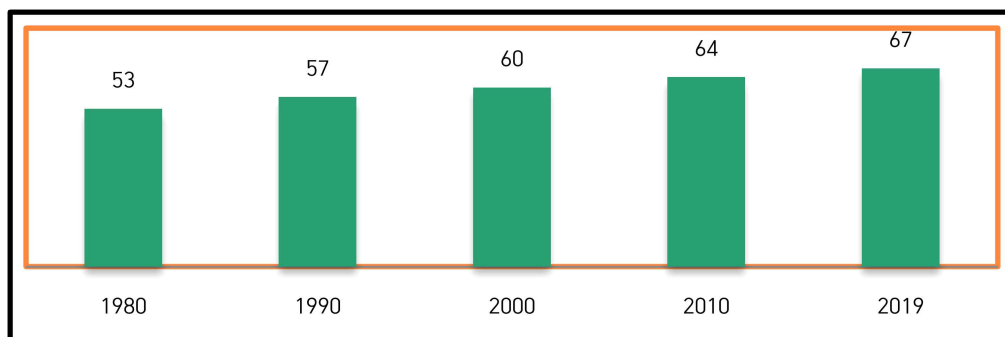


Figure 3. Life Expectancy at Birth (1980, 1990, 2000, 2010 & 2019)

Source: Author computed result based on secondary data (1980-2019)

III. Rationale and the Objectives of the Study

As mentioned above, it is noticeable that the contribution of public health expenditure to the health sector can be seen as it has been increasing; however, by looking at the health expenditure as a percentage of GDP is still small thus it is more required to share health expenditure for this sector. Owing to limited availability of government revenue, there was a persistent budget deficit in government budget over the years, which caused the budget cut in health sector which had been quite severe in term of the share of GDP. Thus, this fact makes highly interesting to this study to explore how much health expenditure, life expectancy at birth is essential for economic growth and to examine whether there is any relationship between public health expenditure, life expectancy at birth and economic growth in Myanmar economy from 1980 to 2019 and to find out solution based on the computed results.

IV. Empirical Analysis

1. Data Sources and Variables

To carry out the empirical analysis, this study used Real Gross Domestic Product as a proxy for economic growth and 2010 is taken as a base year for the Real Gross Domestic Product. The public health expenditure and life expectancy at birth were applied as proxies of health indicators which represented the performance of national health system and human capital respectively. The public health expenditure is transformed into logarithm value. These time series data were collected from annual report of social, economic and financial situation which was annually released from planning department of CSO, MNPED & MOPF⁵⁾. The value of health expenditure was converted to the real value and it is transformed into the natural logarithm.

2. Theoretical Model & Methodology

Theoretical model employed in this study based on the functional relationship between economic growth and health expenditure as rooted by Wagner (1890). It was the first model that introduced relationship between government expenditure and economic growth of a country. In concerning with methodology, this study utilizes VEC Granger Causality Tests and Eview -8 is used as a main statistical tool in this study. The VEC based Granger Causality model for this study was constructed as follow.

Model-1

$$\begin{aligned} \Delta \text{RGDP} &= \beta_0 + \beta_1 \Delta \text{RGDP}_{t-1} + \beta_2 \Delta \text{LOGHEA_EXP}_{t-1} + \text{Ect}_1 + \varepsilon_{t1} \\ \Delta \text{LOGHEA_EXP}_{t-1} &= \delta_0 + \delta_1 \Delta \text{LOGHEA_EXP}_{t-1} + \delta_2 \Delta \text{RGDP}_{t-1} + \text{Ect}_1 + \varepsilon_{t1} \end{aligned}$$

Model-2

$$\begin{aligned} \Delta \text{RGDP} &= \beta_0 + \beta_1 \Delta \text{RGDP}_{t-1} + \beta_2 \Delta \text{LEAB}_{t-1} + \text{Ect}_1 + \varepsilon_{t1} \\ \Delta \text{LEAB} &= \delta_0 + \delta_1 \Delta \text{LEAB}_{t-1} + \delta_2 \Delta \text{RGDP}_{t-1} + \text{Ect}_1 + \varepsilon_{t1} \end{aligned}$$

Model-3

$$\begin{aligned} \Delta \text{LOGHEA_EXP}_{t-1} &= \delta_0 + \delta_1 \Delta \text{LOGHEA_EXP}_{t-1} + \beta_2 \Delta \text{LEAB}_{t-1} + \text{Ect}_1 + \varepsilon_{t1} \\ \Delta \text{LEAB} &= \delta_0 + \delta_1 \Delta \text{LEAB}_{t-1} + \delta_2 \Delta \text{LOGHEA_EXP}_{t-1} + \text{Ect}_1 + \varepsilon_{t1} \end{aligned}$$

Where: RGDP_i is the total value of Real Gross Domestic Product for sample period, LOGHEA_EXP_i is the total real value of health expenditure for sample period, LEAB_i is life expectancy at birth for time (i) period. Ect₁ is the error correction term, β_0 & δ_0 is constant terms, ε_{t1} is error term and time and β_i is the slope and coefficient of regression.

3. Testing and Estimation Procedures

5) Central Statistical Organization, Planning Department, Ministry of National Planning and Economic Development & Ministry of Planning and Finance

To see the causal effect of between the three variables namely health expenditure, life expectancy and growth variables, it is necessary to perform estimations and these estimations were done in accordance with procedures. At first, to check whether the series of variables are stationary or non-stationary, Augmented Dickey Fuller (ADF) unit root test was implemented. If all variables are stationary meaning that their combinations will not lead to spurious regression. Second, the optimum lag length that can be used for the analysis is specified by using the VAR lag length criteria. Then, Johansen Cointegration test is utilized for confirming whether the variables used in this analysis are integrated and finally VEC Granger causality test are employed to see the causal effect of economic growth and education expenditure.

V. Results and Discussion

1. ADF Test Results

The following table (1) reported the results of ADF test. Real GDP (RGDP), public health expenditure (LOGHEA-EXP) and Life expectancy at birth (LEAB) are stationary at the first difference and their p-values are strongly significant at 1% and 5% level respectively. Moreover, the three variables are integrated of order I (1) with the lower value of ADF t-statistics than the ADF (t-critical value) at 1% significant level, respectively. Thus, it is implied that there is a high possibility of a long run relationship between economic growth, public health expenditure and life expectancy at birth in Myanmar.

Table 1. The Results of Unit Root Testing for RGDP, LOGRHEA-EXP and LEAB [ADF Test with Automatic Selection at Maxi-lag (p-value)]

Sr. no	Variables	ADF		ADF (t-Critical Value)			
		(t- Statistic)	(p- value)	1%	5%	10%	Order of Co integration
1	RGDP	-5.304711	(0.0006)	-4.219126	-3.533083	-3.198312	I(1)
2	LOGRHEA-EXP	-7.986299	(0.0000)	-3.615588	-2.941145	-2.609066	I(1)
3	LEAB	-4.048801	(0.0173)	-4.284580	-3.562882	-3.215267	I(1)

Source: Author's computed results

2. VAR Lag Order Selection Criteria Results

As shown in Table (2), VAR Lag length criterions such as Sequential modified LR

test statistic (LR), Final prediction error (FPE), and Akaike information criterion (AIC) indicated lag order (3) as maximum lag length while Schwarz information criterion (SC) and Hannan-Quinn information criterion (HQ) determined lag order (2) as optimum lag length for this analysis respectively. Among the Lag length criterions, this study choose AIC and accepted the optimum lag length as (3) for this analysis since AIC has smaller value than that those of SC and HQ.

Table 2. The Results of VAR Lag Length for Cointegration test

Lag	LR	FPE	AIC	SC	HQ
0	NA	2.43e+13	39.33314	39.46376	39.37919
1	358.5360	7.56e+08	28.95490	29.47736*	29.13909*
2	11.91658	8.36e+08	29.04417	29.95848	29.36651
3	19.31150*	6.84e+08*	28.81542*	30.12157	29.27590

Source: Author's computed results

3. Co-integration Test Results

As described in table (3), Trace Test reported that there is co- integration between the variables -since the p- value is well significant at 5% with 0.0126 whereas Max-eigenvalue Test presented that no variables are cointegrated because the p- value is not significant at 5% level. But both tests show there is on error term in the model. Based on the reported results, this study selected the trace test result and rejected the null hypothesis that there is no integration between variables. By this mean, this study accepted that variables in the model are integrated. Hence, it is concluded that health expenditure, life expectancy and economic growth have long run relationship and they move together in the long run.

Table 3. The Results of Unrestricted Cointegration Rank Test

Trace Test				Max-eigenvalue Test			
H0:no integration	Trace Statistic	Critical value	p-value (0.05)	H0:No integration	Max-Eigen Statistic	Critical value	p-value (0.05)
None*	34.69213	29.79707	0.0126	None	18.56976	21.13162	0.1100
At most 1*	16.12237	15.49471	0.0402	At most 1*	14.43656	14.26460	0.0470
At most 2	1.685806	3.841466	0.1942	At most 2	1.685806	3.841466	0.1942

Note: ***, **, * represent the p-values are significant at 1%, 5% and 10% level, respectively

Source: Author's computed result (1980-2019)

4. VEC Based Granger Causality Test Results

Having accepted the trace test result of the long run relationship between among the variables, the study continues to precede the causality test by employing VEC based Granger Causality Test. The final summarized results are reported in Table (4).

Table 4. The Result of VEC based Granger Causality Test

Model -1	Chi-sq	Prob.	Direction of Causality
RGDP Does not Cause LOGHEA-EXP	1.195034	0.5502	(Unidirectional) -Causality flows one way from Health Expenditure to Real GDP (LOGRHEA-EXP → RGDP)
LOGHEA-EXP Does not Cause RGDP	4.691818	0.0958*	
Model -2	Chi-sq	Prob.	Direction of Causality
RGDP Does not Cause LEAB	15.80551	0.0004***	(Bidirectional) -Causality is running between Health Expenditure and Life Expectancy at Birth RGDP ↔ LEAB
LEAB Does not Cause RGDP	8.787100	0.0124**	
Model -3	Chi-sq	Prob.	Direction of Causality
LOGHEA-EXP Does not Cause LEAB	0.490143	0.7826	(No Causality exists between LOGRHEA-EXP and LEAB)
LEAB Does not Cause LOGHEA-EXP	0.752609	0.6864	

Note: ***, **, * represent the p-values are significant at 1%, 5% and 10% level, respectively

Source: Author calculation based on sample (1985-2018)

In the first model, it tested the whether there is causality running between economic and public health expenditure. In this case, the results described that there is unidirectional relationship between the two variables since p value significant at 10% level for the directional relations from health expenditure to economic growth. This means that health expenditure causes economic growth but economic growth does not cause health expenditure. As it has mentioned in the rationale of the study, health sector has been long suffering insufficient public funding allocation since the contribution of health expenditure as a percentage of GDP in Myanmar has been relatively small at less than 1% of GDP over the four decade from 1980 to 2019 despite a sharp increase in spending allocation has been occurred after 2011. As the result reported that economic growth does not cause the heath expenditure, this result highlights that it is necessary to reconsider the budget allocation of heath expenditure to heath sector in order to improve health performance in term of not only quantity but quality. Having healthy, energetic, and productive labor force or citizens, it can raise productivity and national income of a country. The citizens also can enjoy and enhance their wellbeing and happiness with higher living standard. As human capital is a key determinant of growth, it should be noticeable that an increase or sufficient allocation for health expense to the health sector is crucial factor of Myanmar.

The second model examined the causality running of economic growth and life expectancy at birth. It is presented that there is bidirectional relationship between economic growth and life expectancy at birth since both p-values are significant at 1% and 5% level respectively. It can be concluded that economic growth lead to life expectancy at birth and life expectancy at birth as well causes economic growth for Myanmar. As WHO (2013) defines "a broader definition of health as "a state of complete physical, mental and social well-being and not merely the absence or infirmity"; accordingly, a country with healthy citizens is more productive and it can generate more production and income as compared to a country with unhealthy citizens and it has a positive effect on its economic growth. This is especially evident in indicators of health, such as life expectancy, infant mortality and per-capita expenditure on health. As the results found that there is bidirectional relationship between economic growth and life expectancy at birth, it can be described that healthy persons have a longer health life and increase life expectancy at birth which can help to contribute further economic growth. As the life expectancy of Myanmar is 67 years, it is necessary to consider this fact at a crucial factor to the economy since the life expectancy is relatively lower as compare to other neighboring countries such as Cambodia at 68.8; Vietnam at 75.11; Philippine at 70.6 and Bangladesh at 71.5⁶). A country can raise it saving, investment, production and higher living standard as long as its citizens are healthier, productive and more ability to access to health services and education. In this concern, it can be concluded that building a nation based on the development of human capital still take a crucial role for Myanmar Economy.

In the third model, the result interpreted that there is no causality exists between health expenditure and life expectancy at birth. This implies that health expenditure does not support life expectancy at birth and life expectancy does not lead to health expenditure since their p-values are not significant at any level. Based on this finding, it can be suggested that not only sufficient spending but also effective use of spending on health can improve to social services, basic needs and capability of the citizens, which in turn create better quality with a longer life expectancy and effective labor force then which increase productivity and higher incomes and income distribution which can reinforce to achieve higher economic growth. Thus, the policy should be targeted utilizing health expenditure as a mean of cultivating healthy human development and stimulating economic growth. In addition, it should be monitored the health sector to be more effective in implementing the national health policy. In addition, it should be more collaboration and cooperation with other organizations such as NGOs & INGOs and with the involvement of people so as to obtain the significant impact on the health status and then to support sustain economic growth of Myanmar.

6) World population prospect, UN population division (2019), WDI

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The Effect of Corporate Social Responsibility on Organizational Identification and Work Engagement of Tour Operators in Yangon: Moderating Effect of Personal Social Responsibility

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ABSTRACT: This study aims to examine the effect of perceived CSR of tour operators on their organizational identification, to determine the moderating effect of individually held personal social responsibility on the relationship between their perceived CSR and organizational identification, and to realize whether tour operators' self-identification with the organization impacts on their attitude and behavior in terms of work engagement in tour company in Yangon. The analyses are conducted based on the responses of 326 tour operators who are middle level managers working at 326 tour companies in Yangon. The results illustrate that the CSR activities towards community, employee, and customer have a positive impact on organizational identification of the tour operators. In addition, the results reveal the moderating effects of personal social responsibility of tour operators on the relation between perceived CSR towards community and customer and organizational identification. Moreover, self-identification with the company has effects on work engagement of the tour operators. The results of the study contribute the practical implications for tour companies to design their CSR programs in order to promote organizational performance and strengthen their competitiveness in highly competing tour industry.

Key words : Corporate Social Responsibility (CSR), personal social responsibility (PSR), organizational identification, work engagement, vigor, dedication, absorption,

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I. Introduction

The concept of Corporate social responsibility (CSR) has long been recognized as a strategic imperative for organizational sustainability. CSR has become a practice of modern business organizations as a pillar of triple bottom line: (economic, social, and environmental performance). Carroll (1999) asserted that CSR is a fulfilling obligation of a business to various stakeholders including customers, suppliers, employees, communities, and shareholders in conducting business activities. Among several stakeholders of any business organization, employees are considered as the most important internal stakeholders since their work-related attitude and behavior largely impact on organizational effectiveness.

Business activities in compliance with CSR values have meaningful impact on employees since such CSR activities make them have a higher degree of identification with their organization and feel prouder about their organization membership. Studies also illustrated the moderating effect of personal social responsibility (PSR) of employees between their perception on CSR and organizational identification. When socially responsible persons work for organizations that engage in CSR activities, they are more likely to find such organizations attractive and to identify with them.

High degree of organizational identification, in turn, reinforces employees' willingness to perform better and stronger engaging at work. He & Brown (2013) supposed that strong organizational identification of employees leads to enhancement of their work engagement characterized by vigor, dedication, and absorption.

1. Rational of the Study

Tourism sector has long been recognized as an attractive smokeless industry for the economic growth of the country with a large stream of revenues through related businesses of offering goods and services and employment opportunities. However, after 2015, inbound tourist has drastically decreased due to political consideration related to ethnic group tensions in Myanmar. Even though tourist arrival rate has gradually improved after 2016, the number of tourist arrival has not reached the level of 2015. In addition, average spending per day and average length of stay (night) also steadily declined since 2016. During the same period, the numbers of tour company has progressively increased year by year. (Table-1) The factors highlight the struggling of tourism related businesses for their sustainability.

Table 1. Tourist Arrival, Expenditure, Length of Stay & Licensed Tour Company (2015-2019)

	2015	2016	2017	2018	2019
Tourist Arrival	4,681,020	2,907,207	3,443,133	3,551,428	4,364,101
Average Expenditure per Day (US\$)	171	154	153	122	108
Average Length of Stay (Night)	9	11	9	9	6
Licensed Tour Company	1946	2453	2593	2712	3188

Source: Myanmar Tourism Statistics, MHT (Various Issues)

According to the nature of service industry, attracting and retaining customers mainly depend on the dedicated service personnel. Moreover, new tour companies attract skilled tour operators for expanding their businesses. Thus, under the context of increasing market competition, tour companies are facing the challenges of attracting talented employees and retaining their skilled staff especially marketing executives and service personnel. It leads tour companies to spend more time and budget for recruiting, training and developing their human resources. In order to retain their talented and experienced service personnel and promote their performance, tour companies have to find out the ways to enhance their perceived value of the organizations and to boost the identification of employees themselves in terms of membership in the organization. In addition, under the intense competition, work engagement of tour operators has become a determinant of organizational success. People devotes their engagement behavior in organizations which CSR practices bolster their self-esteem, enhance their self-image, and strengthen their self-respect through identification with organization.

Although there are several researches related to the effect of employee perception on CSR on their organizational identification and performance in tourism industry, it is still a gap in the context of Myanmar. Thus, this study is a step to fulfill this gap in tourism sector in Myanmar through identifying the employee perception on CSR activities of tour companies, and its impact on organizational identification and work engagement of the tour operators located in Yangon. Moreover, personal social responsibility is relatively new concept, this individually held social responsibility may be one of the determinants on what extent the perceived CSR affect organizational identification of the tour operators.

2. Objectives of the Study

This paper mainly aims to study the effect of CSR practices on organizational

identification and work engagement of tour operators. To reach this aim, this study specifies the following objectives:

- o To identify the effect of perceived CSR of tour operators on their identification with the organization in tour companies in Yangon;
- o To examine whether personal social responsibility of tour operators moderates the relationship between perceived CSR and organizational identification of tour operators;
- o To analyse the influence of organizational identification of tour operators on their work engagement in tour companies in Yangon.

3. Expected Outcomes

This study is expected provide the better understanding on the linkage between perceived CSR and organizational identification and work engagement of the employees. Moreover, it anticipates that individually held social responsibility will determine the extent of organizational identification due to the perceived CSR of employees. By providing comprehension on the impact of CSR activities on organizational identification and work engagement of employees, this study can provide an effective way to retain their dedicated and talented tour operators and thereby enhance organizational performance and strengthen their competitiveness in a contestable market.

II. CSR Practices of Tour Company in Myanmar

Although the term of CSR is relatively new, Myanmar people have been practicing philanthropic acts for a long time even before the term CSR became common. Than Hlaing Oo (2016) described that the motivation of engaging CSR activities is mostly related to moral/ personal values and the needs within the community that is influenced by Myanmar culture and traditions of philanthropic giving although business motives can be found in lesser extent. Philanthropic traditions of Myanmar mainly influence CSR activities that can create impacts at grassroots levels (Welford & Ziegler, 2013). Moreover, Myanmar tour companies embrace the concept of sustainable tourism and many CSR activities focus on the area of consumer preferences for socially and environmentally responsible tourism products (Bohdanowicz, 2008; Rodriguez, 2007).

CSR activities in tourism industry can be categorized into social-related activities and environmental-related activities. Generally, Myanmar tour operators are enthusiastic to participate in social activities such as taking care of monks, looking after the vulnerable people, involving in charitable donations like blood donations, in-kind donations,

highlighting the cultural influences to engage CSR.

Social-related activities includes community-related activities, employee-related activities, and customer-related activities. Among them, community-related activities are the most common types of CSR of tour companies due to the Myanmar tradition and Buddhist teachings to help others. The most common CSR practices of tour companies is charity to the community including emergency response programs as Myanmar prone to natural disasters which affect a large percentage of its people. Moreover, with the aim to support local businesses, community-based tourism programs are considered beneficial for both tour operators and the community. It is beneficial for tour companies by attracting tourists who want to see the natural lives of local people whereas it creates a source of income for local community to sell their goods and services. Regarding employee-related CSR, Myanmar tour companies mainly conduct trainings for skill development, taking caring of staff's health and well-being, employing staff with disability and recognizing and rewarding the staff. In terms of customer-related CSR, the activities includes encouraging customers to taking care of waste and plastic bags, asking customers to follow hotel green theme to safe energy, encouraging them to spend more money locally, giving advice who may wish to make donations in needed areas, and urging foreign investors to invest responsibly. Environmental-related CSR is relatively less emphasis and the activities mainly related to their internal system such as waste reduction and recycling, water and energy saving, and using recycle products. In addition, tour companies contribute to environmental-related issues such as reforestation, tree plantation and heritage conservation. (Than Hlaing Oo, 2016).

III. Theoretical Background

Engagement of employee at work is a predecessor of achieving goals and targeted performance of the organizations. Work engagement, in turn, can be enhanced when employees have the passion at work and identify themselves as a part of well-reputed and high-status organizations whereas reputation and status are the collective results of organizational practices that protect and enhance the well-being of the society as a whole along with the benefit of the organization.

1. Corporate Social Responsibility

Corporate social responsibility (CSR) is evolving and a multi-dimensional concept related to different stakeholders, including communities, employees, consumers, and the

environment. For the sake of avoiding confusion, this study adopts the concept of Waldman, Siegel & Javidan (2006) that CSR is the organizational behavior to protect or promote the welfare of society beyond the direct interests of corporations and their stakeholders as stipulated by law.

Scholars asserted that practicing CSR affects employees' attitudes and behaviors through enhancing their social identification with organization. However, the effects of CSR on organizational identification and work behavior of employees can be differed with their perception on CSR. Different perceptions of employees on CSR activities of an organization lead to difference in prosocial attitudes of employees toward the organization. Moreover, the extent of personal social responsibility of individuals can also differ the effects of CSR activities on their organizational identification

2. Personal Social Responsibility

Personal social responsibility (PSR) refers to the daily life behavior of the individual, as a member of the society to have positive impacts on his/her environment. Verghese (2015) defined individual social responsibility as prosocial actions to do good for society by people in their personal capacities. Alfaro-Barrantes (2012) supposed that when individuals who are socially responsible persons work for organizations that engage in CSR activities, they are more likely to find such organizations attractive and to identify with them. Thus, personal social responsibility is a possible determinant for the extent of individual's organizational identification. Therefore, this study proposes that personal social responsibility of individuals have moderating effect on the impact of perceived CSR on organizational identification.

3. Organizational Identification

Organizational identification is a precursor for different work behaviors of organization members. It can be defined as a form of social identification in which the individuals define themselves in terms of their membership in the organization. According to social identity theory (SIT) developed by Tajfel & Turner (1979), positive social identity is aroused when employees identify with their current group confidently and satisfactorily due to the unique and favorable aspects of the group. Based on SIT, firm's involvement in social issues and reputation through CSR have a direct effect on organizational identification of employees as they try to keep positive social identity (Aberson et al., 2000). The stronger an individual's identification with their organization, the more likely they will act in accordance with the organization's goals and expectations and will be willing to stay with the organization (Dutton, 1994; Reade,

2001). In this sense, organizational identification has an impact on individual's willingness to perform the job and their engagement at work.

4. Work Engagement

Scholars supposed work engagement as an indicator of affective-motivational state of work-related state of mind of an employee (Schaufeli, Salanova, González-Romá, & Bakker, 2002; Bakker, Schaufeli, Leiter & Taris, 2008). The engaged employees are characterized with high level of energy, strong mental resilience, willingness to invest their effort, perseverance, passion, and self-importance at work. These characteristics can be grouped as vigor, dedication, and absorption. Vigor represents high level of energy and mental resilience at work, willingness to contribute with high effort and persistence in completing the job. Vigor is mainly stimulated by the content of the job that employee performed. Dedication is characterized with strong psychological involvement such as enthusiasm, inspiration, pride, and high commitment to organization with great work ethic. Absorption refers to being highly concentrated and well absorbed in work and thereby, forgetting everything else around and passing time quickly. Absorption can be happened in work situations with high challenge and/or skill utilization (Schaufeli et al., 2002).

Based on above mentioned theories and empirical studies, this study proposes that the employees' perception on CSR of an organization have a direct impact on organizational identification of the employees and their self-identification with the organization lead to psychological states of engaging at work that, in turn, lead to achieving organizational goals. Moreover, the study makes a new proposition that personal social identification of employees can have moderating effect on the relationship between perceived CSR and organizational identification of the employees.

IV. Empirical Analysis

1. Methodology and Data

To examine the effect of perceived CSR on organizational identification and work engagement and the moderating effect of personal social responsibility of tour operators, the study is conducted based on the responses of 330 tour operators who are working at middle level management at tour companies in Yangon. The sample size is determined by using sample size calculator of raosoft.com at 95 percent confidence interval. Three hundred and thirty respondents are selected from total of 2325 tour

companies registered at Ministry of Hotel and Tourism and located in Yangon with simple random sampling method.⁸⁾

Employees' perception on CSR are examined with 8-item CSR scale adopted from Turker (2009) that include CSR practices towards four stakeholder groups: community, employee, customer, and environment. PSR is analyzed by developing 6-item scale that cover socially responsible practices towards social, ethical, environmental issues. Organizational identification is measured by 6-items adapted from Ashforth & Mael (1989). Work engagement is identified with the shortened version of the Utrecht Work Engagement Scale. Responses are gathered through self-administered questionnaire designed with a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The demographic variables of respondents include age, gender, education, functional area, and length of service in current organization.

2. Data Analysis

Statistical analysis is performed using SPSS 22.0 software including reliability analysis and multiple linear regression analysis to examine the effect of perceived CSR and the moderating effect of PSR on organizational identification and work engagement of tour operators in Yangon. Reliability of the collected data is firstly investigated using Cronbach's α .

3. Empirical Results

Out of 330 questionnaires fully filled for the purpose of the analysis, 326 valid questionnaires are used. The respondents' profile is presented in Table-1. The majority of respondents (59.5 percent) are within the age between 36 and 45 years old. Males are 44.2 percent and 55.8 percent are female. Among the respondents, 97.2 percent have a degree in which 8 percent possess post-graduate education and only 3.7 percent hold diplomas and certificates. In terms of functional area, nearly half of the respondents are from marketing department, followed by 36.8 percent from operation department and the remaining are from general function and other areas. The majority of respondents (55.8 percent) have less than 4 years length of service working in the current organizations (Table-1).

8) Ministry of Hotel & Tourism (2019)

Table 1. Demographic Profile of Respondents

Sr. No.	Demographics Variables	Frequency	Percentage
1	Age: 25 or younger	56	17.18
	26 – 35 years	96	29.45
	36 – 45 years	98	30.06
	46 – 55 years	54	16.56
	Older than 55 years	22	6.75
2	Gender: Male	144	44.17
	Female	182	55.83
3	Education: Diploma	12	3.68
	Bachelor	288	88.34
	Master & above	26	7.98
4	Department: General	48	14.72
	Marketing	145	44.48
	Operations	120	36.81
	Others	13	3.99
5	Service Year at Current Organization:		
	Less than 2 year	74	22.70
	2 to 4 years	108	33.13
	4 to 6 years	60	18.40
	6 to 8 years	42	12.88
	8 to 10 years	38	11.66
Over 10 years	4	1.23	

Source: Survey Data (January, 2020)

The mean value, standard deviation and Cronbach's α of each variable are described in Table-2. The variables measuring of CSR, PSR, Organizational identification, and dimensions of work engagement can be considered reliable as the value of Cronbach's α more than 0.70 criterion.

Table 2. Descriptive Statistics

Variables	Mean	Std. Div.	Cronbach's α	
PSR towards:	Social	4.27	0.75	.800
	Ethics	4.20	0.78	.804
	Environmental	3.60	0.86	.808
CSR towards:	Community	4.14	0.73	.789
	Employee	4.08	0.73	.790
	Customer	4.17	0.77	.790
	Environment	3.89	0.83	.787
Organizational Identification	3.47	0.75	.785	

Work Engagement: Vigor	3.43	0.89	.808
Dedication	3.48	0.83	.788
Absorption	3.40	0.91	.802

Source: Survey Data (January, 2020)

As presented in Table-2, among PSR variables, PSR towards social issues have the largest mean value followed by those of ethical issues that reflects the influence of Myanmar culture, religious belief, and traditions of philanthropic contributions to the society. CSR variables also show the same direction with PSR. CSR towards community has the largest mean values and followed by CSR towards customers. Both PSR and CSR towards the environmental issues have the lowest mean scores highlighting the low awareness and less concern on environmental issues in Myanmar. Among three dimensions of work engagement, dedication has the largest mean values followed by vigor and absorption. High score of dedication suggests the devotion of tour operators to their company through high commitment and enthusiasm.

To determine the effect of perceived CSR on organizational identification and to examine whether personal social responsibility of tour operator can enhance the effect of their perceived CSR on organizational identification, this study conducts 2 steps. At first step, organizational identification was regressed with tour operators' perception on CSR towards community, employee, consumer, and environment. At second step, the product terms of independent and moderating variable (each Perceived CSR × PSR) are entered into the model. To find out the influence of organizational identification on work engagement, each type of work engagement was regressed with organizational identification. The results are presented in Table-3 and Table-4.

Table 3. The Effect of Perceived CSR on Organizational Identification and The Moderating Effect of PSR

	Model-1			Model-2		
	B	SE	β	B	SE	β
CSR towards:						
Community	.186**	.047	.205	-.646	.371	-.697
Employee	.120*	.053	.123	.992*	.399	.964
Customer	.143*	.057	.138	-.213	.513	-.199
Environment	.108	.061	.104	.186	.446	.171
PSR				.133	.088	.099
Interaction Effect:						
Community * PSR				.194*	.096	1.223
Employee * PSR				-.233	.095	-1.441
Customer * PSR				.079*	.127	.478
Environment *				-.004	.111	-.024

PSR			
R ²	.198		.225
Adj. R ²	.191		.202
△ R ²			.225
F-Statistics	26.044**		9.911**

Source: Survey Data (January, 2020)

Note: * * Significant at 1% level, * Significant at 5% level

All regression models can explain about the variation of perceived CSR since the value of adjusted R-square is around 20 percent.⁹⁾ The overall significance of the model, F-value, is highly significant at 1 percent level in all models, thus, it ensures the valid of the models.

As presented in Table-3, the results of the Model-1 highlight that perceived CSR towards community, employee, and customer have significant direct effect on organizational identification of tour operators. According to the Model-2, personal social responsibility of tour operators has moderating effects between the relations between perceived CSR towards customer and community and organizational identification. The results suggest that high personal social responsibility of tour operators supports to enhance their self- identification with organization which practiced CSR towards customer and community.

Table 4. The Influence of Organizational Identification on Work Engagement

	Vigor			Dedication			Absorption		
	B	SE	β	B	SE	β	B	SE	β
Autocratic	1.791**	.192		1.926**	.191		1.047**	.147	
R ²	.147			.134			.405		
Adj. R ²	.145			.132			.404		
F-Statistics	73.303***			65.303***			288.595***		

Source: Survey Data (May, 2019)

Note: * * Significant at 1% level, * Significant at 5% level

The results in Table-4 shows that all coefficients of organizational identification are significant at 1 percent level. It implies that tour operators' identification themselves with their organization can enhance the all types of work engagement of the operators in tour company in Yangon.

9) In social science predicting human behavior, according to Gary (1986), the low R-square value does not imply that the model is not fit and conclusions can be done based on the significance of coefficient regardless of R-square value.

V. Conclusion

The analyses are conducted with the aims to examine the effect of tour operators' perception on CSR activities on their organizational identification, to analyze the moderating effect of personal social responsibility of individuals on relationship between their perceived CSR and organizational identification, and to find out whether tour operators' self-identification with the organization impacts on their attitude and behavior in terms of work engagement in tour company in Yangon.

1. Summary of Findings

The results of the study support the research objectives. Firstly, employees' perception on CSR of an organization towards community, employee, and customer have a positive impact on organizational identification of the employees. It suggests that the firm's involvement in social issues and reputation earned from CSR practices make employees to bolster their self-esteem and enhance their self-image through identification with organizations. Moreover, their self-identification with the organization promote motivation and psychological states of engaging at work for the better performance of the organization. Another factor illustrated by the results is moderating effect of personal social responsibility of tour operators. It indicates that when a socially responsible person works in an organization that engages in CSR activities, he or she have the feelings of some attachments with the organization and invest their time and effort for the betterment of the that organization. Moreover, the results demonstrate the positive influence of organizational identification on all types of employee engagement. It suggests that high personal identification with organizations leads to promote physiological or psychological states of tour operators, and thereby, higher level of engagement at working environment.

2. Implications

The results of this study contribute to the literature as well as practical implications. This study provides the better understanding on the linkage between perceived CSR and organizational identification and work engagement of the employees. Moreover, personal social responsibility is also a determinant for the extent of individual's organizational identification. It implies that when socially responsible persons work for the tour company that engage in CSR activities, they are more likely to find such company is attractive and to identify with them. The stronger an individual's identification with their organization, the more likely they are willing to stay with the

organizational and engaging at work for the benefits of organization in terms of organizational objectives and performance.

This comprehension on the impact of CSR activities on organizational identification and work engagement of employees can support the tour companies to design an effective strategy to retain their dedicated and talented tour operators and thereby enhance organizational performance and strengthen their competitiveness in highly competing tourism industry.

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Theoretical Review on Biomedical Ethics Consciousness

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ABSTRACT : Bioethics is a concern that cannot be overlooked for humans who live with life. The reason is that there are priorities and fundamental nobility in human life. However, today our society relies on materials to enjoy the convenience and benefits of life and prioritizes competition and individualism values. Biomedical ethics can be said to be the field of ethical review of the way of dealing with the lives of all living things, and the importance of bioethics is being emphasized as issues related to bioethics have recently been raised. Medical treatment. In addition, advances in today's healthcare have brought changes in the healthcare environment and require new responses from healthcare workers. As the protection of patient rights becomes important and patients are also concerned with rights violations and safety, healthcare workers have become concerned not only with patients' medical issues, but also with ethical and legal issues. Therefore, this study seeks to increase the dignity of human life, the unique characteristics of each individual, and human values by reviewing the literature to learn more about the biomedical ethical consciousness emerging in Korea.

Key Words : Biomedical Ethics Consciousness, bioethics awareness, biotechnology, life crisis,

I. Introduction

Bioethics is a concern that cannot be overlooked for humans who live with life. The reason is that human life has priority and fundamental nobility. However, today our society relies on materials to enjoy the convenience and benefits of life, and prioritizes competition and individualistic values.

In addition, various kinds of murders, suicides, euthanasia, and abortions, and other

acts that undermine human dignity such as human trafficking and torture are increasing secretly. The death of dignity, which is a recent social issue, or the cessation of life-sustaining treatment or the rapid increase in suicide is recognizing the importance of bioethics and demanding practical implications to increase the value of respect for life.

As the scope of science and medical technology expands along with the regression of bioethics, which is the evil of society, the method of treating diseases and maintaining health, creating new ways of life for infertile couples, and extending life through organ transplants. Although methods have emerged, we have experienced new ethical issues about human life.

Biomedical ethics can be said to be a field of ethical review of the way of dealing with the life of all living beings, and the importance of bioethics is being emphasized in recent years as problems related to bioethics have also been raised along with the development of medical care. In addition, the development of today's medical care has also brought changes in the medical environment, and a new response from health care workers is required. As the protection of patients' rights became important and patients also became interested in their rights violations and safety, health care workers became interested in ethical and legal issues in addition to patients' medical issues (Seonghan Kim, 2008).

Moral sensitivity is the ability to recognize and interpret moral problems. (Thompkins, 2009), moral sensitivities are also required in various ways in accordance with today's diverse and complex health care service changes. In a multifaceted and complex health care environment, medical professionals are often faced with moral judgment and ethical decision-making, and moral sensitivity and moral values need to be established accordingly (Ersoy & Gundogmus, 2003). For example, clinical nurses need to improve their moral sensitivity in order to resolve conflicts and perform the best nursing practices for patients in the clinical field where there are complex and diverse ethical issues. However, due to lack of time, control by supervisors, and structural problems of medical institutions, they experience moral anguish as they are unable to act according to moral decision-making and tolerate or avoid situations. Nurses with high moral sensitivity are able to make responsible decisions in ethical decision-making situations, and nurses with low sensitivity are unable to make appropriate decisions because they are not aware that they are facing moral problems (Park, 2018). In these various ethical judgment situations, nurses must make moral judgments in order to solve the subject's problems, and for this purpose, it is essential to establish moral sensitivity of clinical nurses.

In this way, in the medical field, people face problems of biomedical ethics such as cessation of life-sustaining treatment, refusal of treatment for blood transfusion and surgery, cessation of artificial pregnancy, and organ donation. When necessary, it can be

seen that it is very important to establish ethical values of these workers in a situation where they face ethical conflicts.

Therefore, this study aims to enhance the dignity of human life, the unique characteristics of each individual, and the value of human beings by examining the literature in order to learn more about the biomedical ethics consciousness emerging in Korea these days.

II. Literature review on biomedical ethics awareness

In order to examine the biomedical ethics consciousness, I would like to first look at the bioethics consciousness that is mixed with almost the same concept

1. Bioethics awareness

1) concept

The word bioethics began to emerge from the 1960s, when life science was consciously used, as a new ethics that humans should choose during the life science era (Kwon Seon-ju, 2003). In this way, bioethics became more popular than any other field in the late 20C. The rapid development of science and technology led to the rapid advancement of biotechnology, resulting in the destruction of the value system and the destruction of ecology due to materialism. This is because the overall value system can no longer be led only by the economic logic of technology worship and development priority.

Bioethics is a philosophy dealing with moral and ethical issues related to life. The term bioethics was first used by Potter of the United States in 1970. Potter defined bioethics as a new discipline that combines biology and value systems, and stated that "human survival depends on bioethics, a new ethics based on biological knowledge." Roh (2001) defined bioethical consciousness as a 'belief system that consistently expresses attitudes related to life', and the attitude toward life is consistent with a continuous orientation that has cognitive, emotional, and behavioral elements on life-related subjects. It can be said that it is a tendency expressed as.

As such, bioethics has not established itself as a definite academic system due to difficulties in the concept of life, but its status has risen thanks to the seriously emerging life crisis.

However, bioethics consciousness has a periodic and cultural specificity. That is, because people who live in a period are influenced by the ideology shared with the people living in that period and the historical and cultural background that dominates

the ideology. Taking suicide as an example, the Joseon era made Confucianism the state religion, and its culture was centered on Confucian values such as humanity, filial piety, loyalty, and righteousness. there was. However, in modern society, suicide is not considered a desirable behavior because it disturbs the social order and sees it as a reaction from frustration and disappointment

The development of today's science and technology is subject to value judgment, and it is ethics to help make this judgment. Hence, ethics does not deal with facts themselves, but judges the justification of facts. Therefore, the larger the scope of regulation as it is today, the more and more ethics are needed.

However, bioethics cannot stop with these fundamental considerations, but the four principles of life that suggest basic directions are as follows. The first is the principle of respect for autonomy. The principle of respect for autonomy means that a free and equal human being with reason should never be treated as a simple means, but always as an end. Second, it is the principle of prohibition of evil conduct. This principle is a moral principle that we must never harm others. This principle is strongly expressed in the Hippocratic Oath.

Third, there is the principle of good works. The principle of good deeds has a passive meaning that it should not harm others, as well as an active meaning that it should benefit others or promote the welfare of others. Finally, there is the principle of justice. The principle of justice is deeply related to the ethical concern surrounding the issue of fair distribution of harm and benefit.

In this way, bioethics can be said to have a very wide range of not only medical ethics related to humans, but also social and institutional dimensions including all living things.

2) Components of bioethics awareness

Previous studies reveal that bioethical consciousness is composed of three dimensions, each of which is exclusively and at the same time closely related. First, there is a biotechnology ethic that respects the existence value of oneself, others, and other organisms and environments. Second, there is a biotechnology ethic that deals with recognition of advanced biotechnology technology and problems arising during the research process. There is biomedical ethics, which is the standard for ethical value judgments occurring in the field.

First of all, life-respecting ethics fundamentally believes that life must be respected as it is and that even my life is related not only to myself but also to everyone around me. In other words, life itself has the meaning of existence and has its own value, so there is a legitimacy to be respected. So Kwang-hee (1999) said that respect for life is not only respect for the life of men, that is, human life, but also for all life, in other words, it means not only the ethics of interpersonal ethics, but also the ethics of

nature, or the ethics of the birthright. In this respect, human life itself should be valued and respected regardless of race, gender, nationality, difference between rich and poor, age, and education. Respect for life is the consistency of an attitude that pays homage to and considers the intrinsic value of life.

Next, biotech ethics began with the announcement of the birth of the Scottish cloned sheep 'Dolly' in 1997. At the time, the biggest issue was the position to advocate bioethics, such as the prohibition of embryo cloning, and the position to use technology to ensure greater quantity and quality. Today, not only these traditional technologies, but also gene recombination technology, cell fusion technology, and the recently spotlighted genome and embryo reproduction, have developed into technologies that artificially manipulate genes in living organisms. As such, as biotechnology is developed, serious ethical problems that have not been thought of in previous societies have arisen. Macer (1996) summarized the ethical issues deeply related to biotechnology as follows.

- Allow human cloning research
- Duplicated human rights issue
- Permission for gene therapy and research on somatic and germ cell genes
- Ethical issues that can arise when personal genetic test results are disclosed
- Pros and cons of artificial heritage
- Relationship between gender discrimination and artificial heritage
- Artificial heritage and women's rights protection
- Fetal right to life and pregnant woman's right
- Relationship between population control policy and artificial abortion
- Artificial abortion for deformed children
- Should artificial insemination for infertile couples be recommended?
- Bioethics caused by the commercialization of the uterus
- Using fertilized eggs for research purposes
- Allow human cloning research
- Duplicated human rights issue
- Permission for gene therapy and research on somatic and germ cell genes
- Ethical issues that can arise when personal genetic test results are disclosed
- Pros and cons of artificial heritage
- Relationship between gender discrimination and artificial heritage
- Artificial heritage and women's rights protection
- Fetal right to life and pregnant woman's right
- Relationship between population control policy and artificial abortion
- Artificial abortion for deformed children
- Should artificial insemination for infertile couples be recommended?
- Bioethics caused by the commercialization of the uterus

- Using fertilized eggs for research purposes
- Medical bioethics for fetal research
- Commercialization of surrogate mother fertility
- Can people with cognitive disabilities be selected for the test?

Lastly, biomedical ethics was born as a way to deal with new ethical problems caused by biotechnology and medical technology and to solve these problems. Therefore, it has an interdisciplinary nature that not only requires factual scientific inquiry, but also encompasses philosophical research (Kim Sang-deuk, 2000). In dealing with bioethics, Gong Byung-Hye (2001) emphasized the search for the standards of right and wrong in medical practice and the inquiry according to the decision-making process according to ethical standards.

As we have examined the components of the three bioethical consciousness above, bioethics is the ethics of all people for the survival of the human community.

3) Prior research on bioethics awareness

The bioethics consciousness has been researched while being used as expressions such as respect for life and consciousness of biomedical ethics. These preceding studies have emphasized the importance of consciousness of bioethics from various academic perspectives against the background of the reality that goes against the life culture.

Specifically, there are studies on socio-demographic variables that affect bioethical consciousness (Kim Seung-ju et al., 2014; So Byeong-wook and Park Hyeon-suk, 2004; Shim Hyeong-hwa, 2013; Korean In-sil, 2005), and programs that affect bioethical consciousness. There are studies on the effectiveness (Kyungae Kim, 2011; Jinsuk Kim, 2010; Yunju Nam, 2009; Hwaja Ahn, 2007; Doran Lee, 2013; Hyeryeong Cho, 2012).

Looking at the results revealed by previous studies, it was found that the higher the consciousness of bioethics is for women than for men, the harder they believe in religion, the higher for humanities students than for natural students, and for those who believe in Catholicism and Protestantism compared to Buddhism and other religions. In addition, the more firm the ethical values, the clearer perception of the meaning of life, higher family health, and higher personal morality, the higher the awareness of bioethics.

Although there are slight differences between studies, the consistent results suggest life education as a determinant of bioethical consciousness (Gwisoon Kim, 2001; Mihyang Ryu, 2011; Jinhee Bae, 2010; Kwanghee So, 1994; Minyoung Lee, 2013; Byeongrae Lee, 2004; Si-Hyung Lee, 2004; Mi-ra Jeong, 2012; Wan Joo, 2008). Kim Nam-soo (2000) emphasized that the modern society's educational demands related to life issues are the restoration of the dignity of human life and the restoration of ethical consciousness for the conservation of the natural ecosystem. Education should start with

cherishing, and in essence, increase awareness of values and beliefs about the dignity of human life, second, aim to improve moral judgment on issues related to bioethics, and third, completion of education. He emphasized that it is practice and that it is necessary to educate the habit of practice through moral thinking.

2. Biomedical Ethics Consciousness

1) concept

The term biomedical ethics began to emerge from the 1960s when life science was consciously used as a new ethics that humans should choose in the life science era (Kwon Seon-ju, 2003). In other words, it deals with the dignity and rights of human life as a field of applied ethics that was created to solve the ethical problems of the environment and the life of all living beings in humans. Therefore, biomedical ethics is a field that requires interdisciplinary research in biotechnology, medicine, ethics, and theology.

Biomedical ethics consciousness refers to the consistency that appears when judging life-related issues from the moral dimension of right and wrong. Gorovitz (1977) defined bioethical consciousness as a critical review of the moral dimension of the decision-making process occurring in the context related to health and biology related' by adding medical judgment. It was called ethical questioning about the practice itself and ethical practice arising from medical practice. In the same sense, Gyu-suk Lee (2002) also called a common ethic applied to the living world and an ethic that considers survival. Defined.

As such, biomedical ethics requires, above all else, ethical thinking, establishment of values for the dignity of life, and a high level of morality. Representative fundamental themes of biomedical ethics from the point of view of medicine include life justice, human dignity, and the principles of medical ethics. In this sense, Kang Jin-won (2011) clarifies the following four principles of medical ethics to be aware of when dealing with bioethics.

First, the principle of autonomy is that in a democratic society, individual autonomy should be respected and medical practices should also respect individual autonomy as much as possible. Also, since no one should be infringed on their rights unless they harm others, rather than the judgment of medical staff. Emphasizing that patients should make decisions on their own.

Second, it is the principle of prohibiting evil behavior. The principle of the prohibition of evil behavior is the principle of not using medical techniques that cause harm to the patient. The content of evil acts largely means damage to honor, property, privacy, and freedom, and in a narrow sense, it refers to damage to physical and psychological interests. it means.

Third is the principle of good deeds. Good deeds are an act of benefiting others, and in medical care, compassionate interventionism is involved in the use of medicine for the good, such as trying to cure other people's diseases and promote health. This means the prevention and elimination of harm and active good practice beyond the principle of prohibition of evil.

Finally, it is the principle of justice. This is the principle that the distribution of all goods should be justified, and this is the principle of the minimum right to receive medical care, as the problem of deciding how to allocate organs for transplantation. In other words, medical resources are limited, but when there are many patients who need it, it is a matter of distributive justice, meaning that it is fair to mediate various conflicting requests or claims.

In summarizing these concepts, biomedical ethics is defined as a critical review of the moral dimension of the decision-making process that arises in relation to human health and biology. It is the sum of values and norms that are expected to be possessed by those who use it.

2) Problems Needed by Biomedical Ethics

① Artificial abortion

The issue of artificial abortion is the most central part of the debate on biomedical ethics, which caused the most intense legal debate in the second half of the 20th century, and the debate continues to this day. Termination of pregnancy is decided due to physical or mental retardation, when it is impossible to raise a pregnant child, when a spouse is unable to provide assistance and has to raise a child, or when a child cannot be raised in poverty. Because these decisions are related to the most basic human rights of man, ethical and legal debate persists.

In previous studies on artificial abortion, even though they knew that abortion was not ethically and morally correct, single mothers were in favor of artificial abortion (Youngsook Lee, 1990), and the higher the age (Evers and McGee, 1980), the higher the education level. The higher the rate, the higher the tolerance for artificial abortion was in the case of no religion (Ebaugh and Haney, 1980).

② Artificial insemination

Artificial insemination is the opposite concept of natural insemination through natural intercourse, and can be said to be insemination through artificial manipulation regardless of any form of method. In other words, artificial insemination is an artificial combination of sperm and egg. Based on sperm, egg, and uterus, there are 16 types of birth depending on who provided these factors. When looking at the form of childbirth in detail, it is divided into assisted reproductive surgery and artificial conception, and it

is divided into in vivo fertilization and in vitro fertilization depending on the place of fertilization. In addition, intracorporeal insemination is divided into auxiliary insemination within sexual intercourse and artificial insemination outside intercourse according to the presence or absence of intercourse, and artificial insemination outside intercourse is divided into artificial insemination between non-spouse and artificial insemination between spouses depending on the source of semen.do.

In principle, artificial insemination between married couples cannot be a problem, but artificial insemination between non-spouses has many legal, institutional, and social problems.

③ fetal diagnosis

Fetal diagnosis is to diagnose whether the fetus is growing healthy and safe within the mother, such as the fetus's health status, abnormalities, and chromosomal abnormalities. Diagnosis is mainly performed through amniotic fluid test, ultrasound test, and maternal blood test. However, the original purpose of diagnosis is lost, and it is used as a method to determine the sex of the fetus, and the right to life of the fetus is sometimes deprived. In addition, since amniotic fluid test and chorionic biopsy, which are representative test methods for prenatal diagnosis, are dangerous tests that can cause death of a normal fetus, side effects from prenatal diagnosis should be considered (Kim, 2000).

④ Organ transplant

Transplantation refers to the removal of a part or all of a body tissue or organ and transferring it to the body surface or into the body of oneself or another entity. This is generally referred to as an organ transplant.

In organ transplantation, a person who gives an organ or tissue is called a 'supplier', when the provider is a living body is called a 'living provider', and when a corpse is called a 'cadaver'. On the other hand, the recipient of the organ is called the 'recipient', and transplantation is divided into four types according to the difference or relationship of genetic factors between these two individuals, that is, the supplier and the recipient (Kim, 1992).

Research on organ transplantation was enacted on February 8, 1999 in the "Law on Transplantation of Organs," prior to human tissue, acknowledging brain death and organ transplantation under legal protection. In view of the ultimate goal of organ transplantation for human life and health, human dignity is considered as a prerequisite and basic value, and organ transplantation without organ transplantation is impossible. I think we should put the most weight on the decision.

For organ transplantation in Korea, kidney transplantation was first performed from brain death in 1979, and liver transplantation was first performed in 1988 (Sootae Kim

et al., 1993). Since then, as medical insurance has been expanded, the burden of medical expenses for organ transplantation has greatly reduced, and the success rate of transplantation has also increased with the development of medical technology.

⑤ **euthanasia**

Euthanasia means killing the patient in order to relieve the suffering of the patient who has entered the stage of death due to an incurable disease. This can be classified according to the ethics of survival, the conduct of the implementer, and the will of the living subject. First of all, the classification according to the ethics of survival includes mercy history, dignity history, and selection, and passive euthanasia, indirect euthanasia, and active euthanasia are classified according to the behavior of the implementer. Other categories to the subject of life can be divided into arbitrary euthanasia, non-random euthanasia, and unintentional euthanasia.

In the debate about euthanasia, there are the principles of respect for autonomy, the quality of life, and the principle of double outcome. In the principle of respect for autonomy, you have the right to decide for yourself in everything that happens to your body, and that right must be respected.

It means everything (Kil Yeon-su, 2005). In terms of quality of life, the principle that human life is sacred and cannot be violated, but that the quality of human life is paramount. Since maintenance of life in a biological sense does not guarantee the quality of life, it is simple and meaningful. I think there is a clear difference between lives (Yoonjin Oh, 2003). The principle of double outcome refers to the principle that a doctor knows in advance that certain actions can lead to the death of the patient, but that it is only an unwanted incidental outcome and is not a direct intended outcome, so it is acceptable

However, in opposition to euthanasia, there are principles of respect for life, concerns of abuse, and Christian ethics (Yeonsu Gil, 2005). Specifically, first, the approach to euthanasia of terminally ill patients is an approach to destroy rather than fundamentally solve the problem. Second, it is ethically inappropriate to sacrifice parts for the whole. Third, if euthanasia is legally permitted, it can be used for political or other bad purposes. Fourth, the basics of the relationship between doctors and patients start from the approach of doctors who endeavor to maintain the lives of patients. If euthanasia becomes common, the basics of the relationship between doctors and patients can be destroyed. Fifth, for the treatment of terminally ill patients, hospice palliative care has been popularized in recent years, and awareness of this is steadily increasing. Can be reduced or prevented (Korea Medical Ethics Association, 2001)

⑥ **Brain death**

Brain death refers to a state in which the entire brain, including the brain stem,

irreversibly stops functioning (brain death), breathes with a ventilator or intensive care management, and the heart beats. Even with the current medical technology, patients with brain death usually die due to complications in the lungs or heart within a month (Kim Jin-mo, 2006).

Currently, brain death is recognized only for organ transplant purposes, but there are disagreements that in the case of patients suffering from diseases that cannot be sacrificed, such as terminal cancer, stop meaningless life-extending treatment to help them die without losing their human dignity (Kwon Kwon, 2003).

As modern medicine is able to replace the heart and lungs with other people's due to the development of organ transplantation surgery, the cardiopulmonary function theory has been challenged. As the problem emerged, a voice advocating for the recognition of brain death as the time of death of life emerged (Hak Tae Kim, 2004).

⑦ Newborn's right to life

Since newborns always have a caregiver other than the patient, the interests of the baby may be different from that of the parent or carer. The logic that if a disability leads to a painful life is ethically more appropriate to prevent it through extreme measures, it is not yet possible to defend his human rights. It becomes impossible.

In the study of Lee Young-suk (1990), the position of the nurse, the subject of investigation, was negative about the continuous life-prolonging measures of newborns who are less likely to resuscitate due to severe congenital anomalies.

⑧ Human biotechnology

Human bioengineering refers to science and technology targeting human life in the field of biotechnology (Boram Choi, 2010) and can be divided into artificial insemination and human genetic engineering. Human genetic engineering is the field of researching techniques for analyzing, combining, or transplanting human genes, and the subject of research is the process of manipulating genes in eggs, sperm, embryos, fetuses and humans (Jin-hee Kim, 2005). However, the dangers of human gene cloning and cloning of life lead to the destruction of life and life-threatening phenomena such as premature birth, abortion and stillbirth, in which fertilized eggs for experimentation are inevitably cultivated and discarded. (Seonju Kwon, 2003). In Korea, the Life Science Health Safety Ethics Act of the Ministry of Health and Welfare and the Basic Bioethics Act of the Ministry of Science and Technology were established for human cloning.

III. Conclusion

Science and technology are influenced by the goals and values pursued by the society and are sensitive to human desire to go out into a better world. In fact, science and technology have provided enormous abundance in human life, but only today humans are increasingly aware that such advances in science are threatening humans. Among them, humans gradually become alienated and lonely, and are experiencing that they are only a part in the enormous framework of society.

With the development of biotechnology, the expansion of knowledge about the nature of matter and life has led to a situation in which not only physical phenomena but also life can be selected and manipulated, and humans are now attempting to produce and discard life and are succeeding. For the purpose of experimentation and treatment, humans are wielding their power over life through cloning of human embryos and various genetic manipulations including crossing between humans and animals. Accordingly, new ethical issues that have not been experienced in the past are being raised, and their influence and ripple effects are becoming increasingly difficult to predict.

The death of dignity, the cessation of life-sustaining treatment, or the rapid increase in suicide, which is a recent social issue, raises the importance of bioethics. In other words, they are re-recognizing the importance of bioethics and requesting practical alternatives to overcome the crisis of life dignity and cultivate the value of respect for life.

Therefore, the theoretical consideration of biomedical ethics consciousness examined in this paper will be an opportunity to raise ethical consciousness for such a life crisis and confirm the necessity.

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The Impact of Product Innovation on Customer Satisfaction, Attraction and Retention - A Case Study on the golden jewellery products in Yangon -

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ABSTRACT: The study analyzes on the impact of innovation on customer satisfaction, Attraction and retention of innovative golden jewelry product in Yangon. Golden jewelry product innovation is the key factor in satisfying, attracting and retaining customers. Primary data were collected using questionnaire to 150 customers' who consume from golden jewellery retail stores in Yangon Region. Descriptive research, Correlation and Regression analysis tools were employed to assess the relationship between dependent and independent variables. A significant positive relationship was found between product innovation and customer satisfaction, attraction and retention. And the study also found that customer satisfaction impact on customer retention and customer attraction also impact on customer retention. The study suggests and contributes that golden jewelry shops should invest in providing innovative products by researching current and potential trends in order to estimate.

Key words : Product Innovation; Customer Satisfaction; Customer retention;
Golden jewelry shops,

I. Introduction

Under the changing environment that the external and internal business environment, it needs for business to fit itself in the changes in order to maintain its market and to face the aggressive competition in the open market. Innovation is one of the most vital drivers of competitiveness for every business organization. Innovation can be a new way to adapt the changing the business environment. Innovation has

attracted marketing scholars and practitioners since it has gained prominence as a mandatory requirement to distinguish and differentiate consumer products to create additional customer value (Wecht, 2006; Woodruff, 1997). Product quality improvements, lower production cost and customization of existing products can provide competitive advantage to get successful innovation. Thus, innovation can lead to improvements in terms of quality, design and customization of the existing products (Tidd & Bessant, 2009). Innovations start many innovative ideas. Therefore, the basic step of innovative process should be in the systematic ways to assess information from many different sources.

In recent years, the importance of innovation has been on the rise because consumer demands diverse products of gradually. Successful product innovation depends on the requirements of the target customers. Customers are the main sources of innovative ideas in the process of new products. It is true that any business cannot survive without customers. It is true that any business cannot run without customers. Thus, customer is a key of business activity including product innovation. During product innovation, every business needs to know and assess customer requirements and changing market trends. A successful innovation depends on customers need and then develops products to meet these needs. Customer is one of the external sources for successful product innovation.

The twenty first century ushered in a new era for golden jewellery industry, which need them to compete using many different product innovations in order to serve better expectation. These innovation products have created incentives for consumer's products and services. Today, golden jewellery buyers seek better quality and more innovative products in order to meet and satisfy their needs.

II. Rationale of the study

Golden jewelry is one of the most ancient forms of art that exists as it already existed during the Pre-historic period. People buy golden jewelry for much different purpose in Myanmar. People like to wear gold ornaments and buy it for beauty and hedging against 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 "Golden jewelry 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 its prices increase overtime. Gold ornament and golden jewelry can easy to resell at any time. Investing golden jewelry business is 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.

The rationale behind innovative driven products emanates from the assumption that such practices will enhance the level of customer satisfaction, attraction and retention. There are many golden jewelry shops in Yangon Region. Under the market economic system, golden jewelry business competes each other and tries to enter the global market. In order to maintain competitive position, golden jewelry business needs to make innovation on their products. This research is important step forward finding out the impact of innovation of product on customer satisfaction, attraction and retention. This research helps in finding out how product innovation will be done and how the innovate product would satisfy the customer satisfaction, attraction and retention.

III. Objectives of the Study

1. To examine the product innovation, customer attraction, customer satisfaction and retention of Golden jewelry in Yangon Region
2. To analyse the impact of customer attraction and customer satisfaction on customer retention of Golden jewelry in Yangon Region

IV. Scope and Method of the Study

The study only focuses on product innovation on customer attraction, satisfaction and retention. Target respondents were golden jewellery customers who buy from golden jewellery retail stores in Yangon Downtown area. Samples of 150 consumers are collected from Yangon Region. The target groups were interviewed with structured questionnaires and face to face interview. Secondary data is acquired from the relevant books and internet website. The analysis were used Statistical Package for Social Science. Descriptive and Inferential statistics were used in this study. Data analysis methods were mean value, correlation and linear regression.

V. Theoretical Background

Based on an extensive review of past definitions of innovation, Herregodts(2014) proposed a multidisciplinary definition: "Innovation is the multi-stage process whereby organizations transform ideas into new products, services or process. Danneels(2002) viewed product innovation as the linking of technology and customer competences. "Various product innovation typologies can be identified in the literature, primarily based on the degree of novelty associated with the customers. (Bersali&Guermat, 2014).

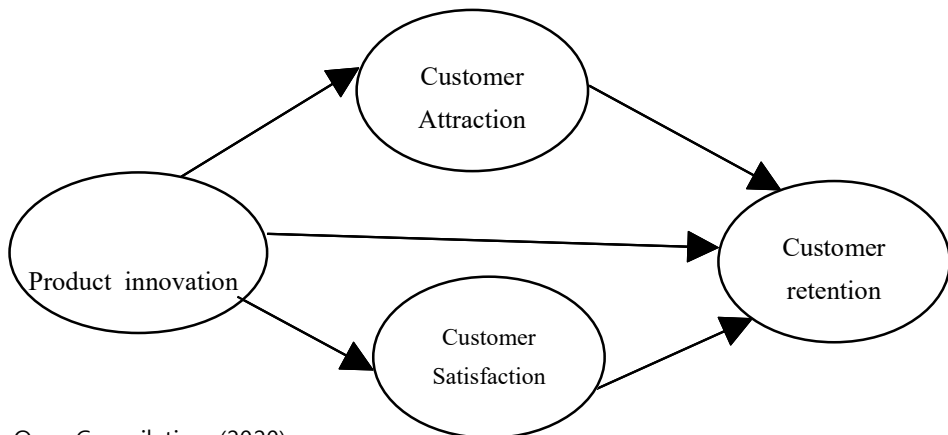
Innovation of product can be defined as the advancement and initiation of modern product to market or transformation of current products in words of function, look and good quality consistency (Liao et al., 2007). The innovation of product can use update knowledge or modern technologiesor that can be depend on update uses or addition of current knowledge or current technologies.Innovation of product is a complex process pushed by update technologies, new circumstances of customer needs, customer retention and satisfaction, short-lived of product life cycles, and rising in global competition.

Customer satisfaction and retention are incredibly important for growing a sustainable business in an extensively competitive environment. Anderson et al. (2004) also mention that customer's eagerness to pay more and positive word of mouth for a particular brand establishes levels of satisfaction. They also argue that if a business cannot satisfy customers efficiently and proficiently against its competitor(s), it can lose its market share. The term of customer satisfaction is used for evaluation either a good or service provided by any business may make customer happy/pleased or not (Nemati, Khan & Iftikhar, 2010). Kotler and Keller (2009) define satisfaction as "a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his/her expectations".

Customer retention is also necessary for developing a business in large-scale competitive climate. Marketers are coming more conscious that is cost effective to make certain customers never impressive the withdrawal path to competitors in prime place and are implementing pre-emptive and proactive retention strategies. Pre-emptive strategies mean that that strategies were used by marketers previously the acceptance the factionnoticeable from customers and proactive strategies means that is applied when the appreciation of first defection signals emerge; such as criticize in service and cut the usage of services.

VI. Conceptual Framework of the Study

This study used the qualitative paradigm that tests theories by measuring research variables and doing data analysis by following statistical procedures. Figure (2.1) describes how the variables of Product innovation influence on customer satisfaction, retention, attraction and customer attraction influence on customer retention and customer satisfaction influence on customer retention.



Sources : Own Compilation (2020)

VII. Research Design

In order to get research objective, descriptive research was conducted. Primary data were collected by using the structured questionnaires and face to face interview. Respondents are chosen by using simple random sampling methods.

The quantitative methodology is used to discover the effect of product innovation on customer attraction, satisfaction and retention in order to know the impact of factors influencing customer attraction, satisfaction and retention. The independent variables were innovation of product. The dependent variables were customer attraction, satisfaction and retention. After conducting the survey, the obtained data are processed and analysed using the SPSS Software version 22 to conduct analysis such as frequency, percentage, correlation analysis and regression analysis.

VIII. Analysis and Findings

Table 1. represents the gender of the respondents as below.

Table 1. Gender of the Respondents

Gender	Number of respondents	Percentage
Male	60	40
Female	90	60
Total	150	100.0

Source: Survey Data (2020)

According to the table (1) shows that the among of 150 respondents, male respondents are 40% and female respondents are 60% respectively. The female respondents are more influence than male respondents.

Age of the respondent is classified into four categories; 15-20 years, 21-30 years, 31-40 years and 41-50 years.

Table 2. Age of the Respondents

Age	Number of respondents	Percentage
15-25 years old	4	2.67
25-35 years old	11	7.33
35-45 years old	17	11.34
45-55years old	95	63.33
55 and above	23	15.33
Total	150	100

Source: Survey Data (2020)

According to the table(2) found that the age between 45-55 is more influence in this research as the number of 95 (63.33%) of the respondents and second largest was the age of 55 above years of groups was 23numbers, (15.33%) of the respondents, the age between 35-45 years was 17 numbers (11.34%) ,the age of (25-35) years was 11number, (7.33%) and the age of 55 years above was 23 number (15.33%) .

Income level can be classified into four categories which include between Kyats 100000-300000, Kyats 300001-500000, Kyats 500001-700000 and above Kyats 700000.

Table 3. Income Level of the respondents

Income	Number of respondents	Percentage
100000-300000kyat	31	20.7
300001-500000 kyat	79	52.7
500001-700000 kyat	28	18.7
More than Kyats 700001	12	8
Total	150	100.0

Source: Survey Data (2020)

According to the table (3) found that above more than Kyats 300001-500000 with 52.7%, more than Kyats 700001 with 8%, Kyats 100000-300000 with 20.7%, Kyats 500001-700000 with 18.7%. The income level of Kyats 300001- 500000 is more influence in this study.

Correlation between Impacts of product innovations on customer satisfaction, attraction on customer retention

Table 4. Correlation of the Independent Variables and Dependent Variable

	Innovation of product	Customer Satisfaction	Customer retention	Customer Attraction
Innovation of product	1			
Customer Satisfaction	.534**	1		
Customer retention	.294**	.273**	1	
Customer Attraction	.493**	.616**	.493**	1

Source: Survey Data (2019)

** Correlation is significant at the 0.01 level (2-tailed)

*Correlation is significant at the 0.05 level (2-tailed)

Correlation table shows that the innovation of product is correlated with customer satisfaction, customer retention and customer attraction. Innovation of product is positively and significance (.534**) with customer satisfaction, (.294**) with customer retention and (.493**) with customer attraction. Customer retention is positively and significance (.273**) with customer satisfaction. Customer attraction is positively and significance (.616**) with customer satisfaction and (.493**) with customer retention respectively.

Regression Analysis

Table 5. Regression result of Innovation of product on customer retention

	Beta	t	Sig
Innovation of Product	.294	3.737	.000

Dependent Variable= Customer retention

Independent Variable= Innovation of product

R Square=.86, Adjusted R Square = .080

F= 13.962 Sig= .000

The regression analysis indicates value of 0.86 for Square which shows that innovation has impact on customer retention to some extent. The value of F= 13.962 which is significant at 0.000. The Beta value (.294) is significant at .000 which show innovation has positive impact on customer retention.

Table 6. Regression result of customer satisfaction on customer retention

	Beta	t	Sig
Customer satisfaction	.273	3.450	.001

Dependent Variable= Customer retention

Independent Variable= Customer satisfaction

R Square=.074, Adjusted R Square = .068

F= 11.901 Sig= .001

The regression analysis indicates value of 0.074 for R Square which shows that customer satisfaction has impact on customer retention to some extent. The value of F= 11.901 which is significant at 0.001. The Beta value (.273) is significant at .001 which shows customer satisfaction has positive impact on customer retention.

Table 7. Regression result of customer attraction on customer retention

	Beta	t	Sig
Customer attraction	.493	6.896	.000

Dependent Variable= Customer retention

Independent Variable= Customer attraction

R Square= .243, Adjusted R Square = .283

F= 47.548 Sig= .000

The regression analysis indicates value of .243 for R Square which shows that customer attraction has impact on customer retention to some extent. The value of F= 47.548 which is significant at 0.000. The Beta value (.493) is significant at .000 which show customer attraction has positive impact on customer retention

Table 8. Regression result of Innovation of product on customer satisfaction

	Beta	t	Sig
Innovation of product	.534	7.677	.000

Dependent Variable= Customer satisfaction

Independent Variable= Innovation of product

R Square=.285, Adjusted R Square = .280

F= 58.933 Sig= .000

The regression analysis indicates value of 0.285 for R Square which shows that innovation has impact on customer satisfaction to some extent. The value of F= 58.933 which is significant at 0.000. The Beta value (.534) is significant at .000 which show innovation has positive impact on customer satisfaction.

Table 9. Regression result of Innovation of product on customer attraction

	Beta	t	Sig
Product innovation	.493	6.890	.000

Dependent Variable= Customer attraction

Independent Variable= Innovation of product

R Square= .243, Adjusted R Square = .238

F= 47.472 Sig= .000

The regression analysis indicates value of 0.238 for Square which shows that Innovation of product has impact on customer attraction to some extent. The value of F= 47.472 which is significant at 0.000. The Beta value (.493) is significant at .000 which show innovation has positive impact on customer attraction.

IX. Conclusions

Increasing emphases on innovation in recent times and customer satisfaction have directly created business opportunities for golden jewelry business in terms of customer retention and attraction. In order to attract and retain more customers to surpass competitors, the innovation capability must present uniqueness and be able to match customer needs. The study has showed that innovative golden jewelry products can estimate customer attraction, satisfaction and attraction. This study proof that customers are satisfied can be retained and attracted when attention is made on innovation of product .There is a positive relationship between the innovation of product and customer attraction, retention and satisfaction. And there is also found that customer satisfaction is positively related on customer retention and customer attraction is positively related on customer retention. The greater the extent of product innovation, the higher customer satisfaction, retention and attraction will receive. This paper suggests and contributes to the area of golden jewelry retail shops should encourage innovative products an enabling environment that will enhance innovations. It should, however, be noted that this model could only be partially fitting. This study depends on the previous literature of banking innovations. The innovation of golden jewelry products are also important element for customer satisfaction, attraction and retention. For getting customer satisfaction and customer retention of golden jewelry shops have to bring new changes and designs to attract customers. Golden jewelry shops must bring innovation and changes by using this new type of practices. This paper recommends that golden jewelry shops in Myanmar in order to attract, satisfy and retain customers should encourage innovation on product design, market and customer services.

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The Cyprus Conflict: Issues and Settlement Process

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ABSTRACT: The conflict between the two ethnic groups-the Greek Cypriots and the Turkish Cypriots on the island of Cyprus has been an important part of world politics for almost 50 years. In 1960, the Republic of Cyprus was founded on the island under the guarantee of Turkey, Greece, and Great Britain in order to establish a state in which both Turkish and Greek Cypriots would be represented. However, this constitutional order broke down with the escalation of intercommunal fighting in 1963, and the resulting Turkish intervention in 1974 led to the partition of the island into the northern Turkish and southern Greek zones. Efforts have been made over the course of 30 years to settle this situation through intercommunal talks, with the intervention of Greece and Turkey and, to some extent, of the United Nations (UN) and the European Union (EU) as well. However, no definite solution has been achieved yet, and the problem is still an integral part of the domestic and international politics of the involved parties. This study aims to analyse the nature and reasons of Cyprus conflict. The Cyprus question has been a major part of Turkey's political agenda for the last three decades, though nationalistic sentiments and security concerns have dominated the official discourse about the problem. However, Turkey's aspiration to join the EU and the significance of the Cyprus issue with respect to the accession process created a serious contradiction in Turkish foreign policy between Turkey's uncompromising attitude towards Cyprus and its willingness to become an EU member. This study would examine the settlement process for the Cyprus conflict.

Key words : Republic of Cyprus, Ethnic Groups, Constitutional broke down, Turkish intervention, Cyprus conflict, Settlement Process,

I. Introduction

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The Post-Cold war era promoted both order and disorder. With the end of the Cold war some old regional conflicts were solved, many like Cyprus lingered on in the Post-Cold War period. The end of cold war has negatively affected Turkish-Greek relations. Relations between Greece and Turkey, the two NATO allies in the eastern Mediterranean, remained tense after the end of the Cold war while the traditional cycle of conflict-negotiations-conflict prevailed as the common feature of new era. Despite the end of the Cold war and the dissolution of Warsaw Pact, their relations were worse in the 1990s. The fragile relations between the two NATO allies in the early Post-Cold war were not new. Rather it was the consequence of hostile bilateral relations of Cold war period which continued well into the post-cold war period.

Since 1960s when the Cold war situation changed and the Cyprus conflict emerged Turkish-Greek cooperation ended. Since 1960s both countries' bilateral relations deteriorated due to emergence of wide range of confrontational issues like escalation of Cyprus conflict in mid 1960s and disagreement on the Aegean Sea issue, especially on the issue of exploration and exploitation of mineral resources from Aegean Sea and Turkish military invasion in 1974 in Cyprus. For the first time, conflict on Aegean Sea had emerged due to disagreement over continental shelf in mid 1960s.

Due to exploration activity both countries came on the brink of war in 1976 and 1987 during cold war period. A series of confrontations on Aegean Sea issue emerged during cold war period. Again in 1982 conflict emerged between two countries due to Greece's sovereignty claim over territorial waters up to 12-nautical miles in the Aegean Sea. Apart from Aegean Sea dispute, Cyprus problem was another issue which led to deterioration of bilateral relations during cold war period. Turkey's invasion of Cyprus in 1974 was a turning point for Turkey-Greece relations. Turkey's Cyprus invasion was perceived by Greece as a major threat to its national security which was more than the threat of Warsaw pact during Cold war.

II. Cyprus Dispute

In the post-cold war period, many ethnic disputes remain unresolved and revival of nationalist aspiration and interest of external powers in this dispute make difficult for the resolution of these dispute. Cyprus dispute represents this kind of ethnic dispute. Since the cold-war period the conflict between the two ethnic community-Greek Cypriots and Turkish Cypriots are an important part of international politics. From the anti colonial uprising against British rule in the 1950s, through the emergence of fighting between the Greek and Turkish Cypriot communities in the 1960s, the Turkish invasion of the Island in the 1970s and subsequent thirty-year effort by the United

nations to reunite the island, Cyprus has received a disproportionate degree of international attention.

Figure 1. Greek and Turkish Cypriot Controlled Areas of Cyprus

Cyprus dispute is not only between Greek Cypriot community and Turkish Cypriot community but also it is between Turkey and Greece. In Cyprus, history has become the primary actor in battle fought on legal and diplomatic terrains as a result; narratives of the conflict represent a continuation of conflict (Lindsay 2011, p.11). The strategic location and unique history of Cyprus have involved external parties in this dispute. External powers involvement in this dispute has created problem in permanent



solution. The island's geographic proximity to Turkey and Greece, and their proclivity to protect and promote the interests of their related ethnic communities have influenced the scope and intensity of the conflict in Cyprus (Brayant and Papadakis 2012, p. 2). Interest and position of Greece and Turkey differ in regarding of Cyprus dispute.

Both Greek and Turkish government uses Cyprus as domestic political agenda and political purposes. Both countries' domestic politics and public opinion are important factor in settlement of Cyprus problem. Often if either the Turkish or Greek government is weak or if there is transitional uncertainty, it takes a hard line policy toward Cyprus to divert the attention of its people from domestic challenge, to criticise the policies of former governments and to improve its public opinion standing (Soysal 1999, p. 4). Since 1950s Cyprus has been an object of competition between Greece and Turkey,

which have close links and interest with the island. Cyprus occupies a prominent position among group of intractable conflicts including Palestine, north Ireland, Bosnia and Lebanon all of which transcend their national borders and whose sustainable resolution has eluded third- party mediation (Michael 2007, p. 592). The continuous conflict on the island is the result of outside intervention in the internal affairs of Cyprus.

The Cyprus conflict is based on existence of two nations and their struggle for self-determination. On the basis of historical legacy, cultural linkage and same ethnicity, Greek Cypriot believes in enosis with Greece. Turkish Cypriot opposes enosis on the basis of their right to self-determination. Turkish Cypriot wants Taksim on the basis of equality. This conflict is also the problem of Turkish Cypriot nationalism and Greek Cypriot nationalism. Cypriot nationalism has never existed in Cyprus. Greek Cypriots and Turkish Cypriots are always concerned to their motherland rather than united Cypriots. Both ethnic communities in Cyprus are concerned with political and cultural aspects to Turkey and Greece. Perceptions of common origin and history with Turkey or Greece have been instrumental in mobilizing each community in favour of competing national projects (Loizides 2007, p. 174). Both communities are more linked with Greece and Turkey respectively rather than to Cyprus.

III. Issues Involved in Cyprus Conflict

Central to the Cyprus conflict are issues that underline: issues of autonomous region for Turkish Cypriot and Cyprus settlement, issue of Greek Cypriot refugee, issues of demilitarization and disarmament of Cyprus. Since 1974 issues of Greek Cypriot refugees have created tension between Greece and Turkey. Greek Cypriot and Turkish Cypriot have been displaced from north Cyprus and south Cyprus respectively since 1974. "There are approximately 210000 displaced Greek and Turkish Cypriots in Cyprus. About 165000 Greek Cypriots and 45000 Turkish Cypriots became refugees in southern and northern part of Cyprus respectively after Turkish invasion in 1974 (Brayant and Papadakis 2012, p. 5). Since the 1974, most Turkish Cypriots have been resettled in the Northern Cyprus under the Turkish protection; whereas the Greek displaced Greek Cypriots have been pressurising this.

Issue of settlement of Greek refugees is not only related to right of return to the homeland the occupied parts of Cyprus but also it is related to property rights and political rights of the Greek Cypriots. Internally displaced Greek and Turkish Cypriots had leaved houses, lands and other immovable property as a result of inter-communal strife and military intervention. The future of the properties of internally displaced

people who abandoned their properties during inter-communal strife and Turkish invasion of 1974 are one of the most disputable issues between the two sides (Sonmez 2010, p. 177). Greek Cypriot refugees lost their properties in the north Cyprus. All properties of displacement Greek Cypriot has been taken over by Turkish Cypriots administration. Greek Cypriots demand the restoration of rights and their property without any condition and delay. Greece claims that Turkish Cyprus has not provided political rights to the displaced Cypriots.

Besides, the issue of refugee, demographic change has another dimension concerning the island-state. Since 1974 Population density of South Cyprus is more than twice as compared to north Cyprus due to a large number of displacements of Greek Cypriots from north. Moreover, the Turkish immigrants have changed the demographic structure of Cyprus. "There is more to the sordid situation, nearly ninety thousand Turks have been transplanted illegally to the occupied part of the Cyprus as colonist-settlers and given property usurped from the expelled Greek-Cypriots (Saksena 1997, p. 219). Greece protest illegal immigrants to Cyprus from the Turkish mainland. Greece's view on illegal immigrants is that only Turkish Cypriot and Greek Cypriot should be settled in territory of Cyprus.

What is more, the Greek Republic of Southern Cyprus considers the internal displacement as temporary, while Turkish Republic of Northern Cyprus believes that displacement is permanent. Both Greek Cypriots and Turkish Cypriots' definition regarding refugees are also different. The Turkish Republic of Northern Cyprus recognises refugees in Cyprus are only those which fall within the period from 1960s to 1974, living in uncertainty and insecurity, whereas Greek Republic of Southern Cyprus considers the problem as the result of Turkish military intervention in 1974 (Srebrnik 2004, p. 2004). Both communities' different attitudes on displacement have complicated settlement of displaced Cypriots. According to Greece, permanent solution to internal displacement is the return of all displaced Cypriots to their pre-1974 properties. Greece believes that within the structure of bi-communal and bi-regional federation implementation of basic principles of settlement of refugees and their right to property could not be possible. Greece demanded withdrawal of Turkish forces from north Cyprus and acceptance of principles of refugee settlement.

Like the refugee issue the disagreement over demilitarization and disarmament of Cyprus has hindered the process of peace settlement. For instance, Turkish Cypriots' security priority is linked to Turkey's strategic interest to Turkish Republic of Northern Cyprus. Greece and Turkey military officers are providing training to the forces of republic of southern Cyprus and republic of Northern Cyprus respectively. Greece demands withdrawal of Turkish military from north Cyprus. According to Turkey foreign military base should be removed from Cyprus territory. According to Greece major source of insecurity of Greek Cypriots is the presence of the Turkish army in Cyprus. In

contrast according to Turkish, Turkish army is for the security of Turkish Cypriots. On the basis of the Treaty of Guarantee to safeguard the independence of Cyprus and the security of the Turkish Cypriots community Turkey want recognition of permanent Turkish military presence in the Turkish Republic of Northern Cyprus (Dodd 2010, p. 110). Greece believes that Cyprus problem is a question of invasion and occupation of Cyprus territory by external intervention and not a question of inter-communal dispute.

The 1983 unilateral declaration of Turkish republic of Northern Cyprus has complicated the settlement of Cyprus dispute. Through inter-communal talks and involvement of United Nations (UN) and European Union efforts have been made for settlement of Cyprus problem. But settlement of Cyprus problem is not achieved. Cyprus problem is still integral part of the domestic politics of Turkey and Greece. Both Countries are disagreed on many settlement issues of Cyprus problem. Both countries' nationalistic sentiments, security concerns and their domestic politics make it difficult to find a permanent solution of Cyprus problem and contribute to the hostile relationship between the Greek Cypriots and Turkish Cypriots (Hatay 2010, p. 1615).

Greece wants a strong federation in Cyprus rather than weak federation. But Turkey supports for a confederation in Cyprus. Turkey supported total geographical division within a federal system composed of autonomous Turkish Cypriot and Greek Cypriot. Greece wants independence and demilitarized republic of Cyprus within single constitution. While, for the Turkey Cyprus sovereignty should be vested in the federated states of Cyprus within constitution of federated state. Turkey wants federation for Turkish community in Cyprus on the basis of geographical division. Turkey wants a joint government with equal participation of Turkish Cypriot and Greek Cypriot at central level or partition into two separate states with a weak central government (Sayin 2008, p. 54). But Greece demands strong federal government without any condition. Turkey is in favour of referendum in occupied territory of north Cyprus. Demands of right to self-determination by Turkish Cypriots constitute an obstacle for settlement of Cyprus dispute.

In 2004, the Greek Cypriots rejected the Annan plan in referendum while the Turkish Cypriots accepted it. United Nations (UN)'s Annan plan was related to reunite Cyprus into one federal state consisting of two equal constituent states. The Annan plan was presented to the Greek Cypriot and Turkish Cypriot consisted of permanent solution by establish a federal state and it dealt with many of controversial and sensitive aspects of the conflict in Cyprus. Apart from provision of federal state, Annan plan covered refugees issue, demilitarization and disarmament and delimitation of territory of Cyprus. AKP government has supported Annan plan as a peace plan for Cyprus (Sozen and Ozesay 2007, p. 126). Turkey is in favour of mutual compromise for Cyprus resolution with positive attitude.

Cyprus's Accession to the European Union has created obstacle for settlement of

Cyprus issue. Turkey argues that Cyprus accession to the European Union is other instrument of Greek Cyprus to integrate with Greece through European Union's institutional structure. Turkey's view on Greek Cyprus's accession in European Union is that it will be complicated situation. Turkey and Turkish republic of Northern Cyprus argues that Greek Cyprus had no authority to negotiate for accession in European Union on the behalf of the whole island. It is argued by Turkey that Cyprus accession to the European Union on the behalf of the whole island is violation of founding treaties of 1960 (Yilmaz 2009, p. 2). Turkey claims that treaty of 1960 prohibits Cyprus from joining of any international and regional organizations which both Turkey and Greece are not member.

Apart from core issues of Cyprus problem, hostile relations between Turkey and Greece are also obstacle for settlement of Cyprus dispute. Turkey and Greece are involved many disputable areas. Greek-Turkish conflict over Aegean issue and the Cyprus issue are closely linked; situation in the Aegean has affected Cyprus issue and vice-versa (Kaloudis 1999, p. 13). Turkey has interlinked Aegean problem and Cyprus problem for strategic goal. Turkey has, since 1974, managed to establish a linkage between the solution of the Cyprus problem and its claim in the Aegean, thus creating a cost for Greece from the solution of problem.

IV. Negotiations Since the Turkish Occupation of Northern Cyprus in 1974

The bi-communal government established in 1960 as sovereign independence at the behest of United Kingdom (UK), Greece and Turkey had failure within three years due to communal violence. Thereafter, no Cypriot government has represented both communities. The Cyprus dispute has been on the agenda of regional and global community for over four decades but despite some positive developments, Cyprus conflict is no closer to settlement. The Cyprus conflict is the focus agenda of United Nations, European Union, US, NATO, Greece and Turkey (Christou 2004, p. 104). Greek and Turkish Cypriots have had poor record in cooperation on their political differences. Since the establishment of sovereign and independent Republic of Cyprus in 1960, the relationship between Turkish and Greek Cypriots has been viewed by the Greek Cypriot government as minority-majority, while the Turkish Cypriot administration has viewed as two equal communities.

As a consequence, both communities' different perceptions and negative political developments has complicated Cyprus problem. On the other hand, Turkey and Greece have also conflicting view regarding the Cyprus problem. Since 1974 third party is involved in mediation process but has failed to find a compromise settlement. Both

Greek and Turkish communities are searching for ways to reconcile their difference on various issues against a back ground of failed cooperation and recurrent mistrust, with the presence of United Nations peacekeeping forces and territorial division of Cyprus Island. The Political developments and Negotiations process for settlement of the Cyprus problem has affected Turkey's foreign policy towards Cyprus problem (Larrabee 2010, p. 172).

After occupation of Northern Cyprus in 1974 by Turkey, the Greek side had immediately launched a policy to start negotiations in order to regain some of what was lost. In 1970s political approach of the Greek side on the issue of northern Cyprus was based on international law, practice and norms for return to the 1960s conditions (Diez 2002, p. 178). Hence in this perspective the Greek Cypriot side agreed to inter-communal negotiations and Republic of Cyprus officially agreed to a bi-communal, bi-zonal federal solutions. In the 1970s, the Greek and Turkish communities agreed to the principle of creating a federation but they have been unable to reconcile their visions of power sharing and federation. The government of Republic of Cyprus during 1970s wanted to gain more concessions from the Turkish Cypriot side through the international pressure (Evin 2005, p. 397). Therefore, the government of Republic of Cyprus established an economic blockade against Turkish Cypriot community and began to diplomatic initiative against Turkey and the Turkish Cypriot side.

On the other hand, Northern Cyprus objective was to prevent the withdrawal of the Turkish troops by emphasizing the threat posed by the southern Cyprus, to consolidate its new territory and legitimize its administration internally and externally. During 1970s Turkish Cypriot established different governing structures in order to maintain its sovereign existence as the autonomous Turkish Cypriot Administration (1974) and the Turkish Federated State of Cyprus (1975). In this situation Northern Cyprus unilaterally declared independence and foundation of the Turkish Republic of Northern Cyprus (TRNC) in 1983 and only Turkey recognised Northern Cyprus as a sovereign state.

Since 2002 Turkey has recognized that the Cyprus issue not only belongs to two communities but also belong to Turkey and Greece. Therefore, Turkey desires equal efforts from all concerned parties to find the settlement of Cyprus problem but the solution will be based on equal and sovereignty basis. On this, Turkey officially supports a just and lasting settlement of the Cyprus conflict which can be achieved through negotiation process between Turkish and Greek Cypriot people and active support of Greece and Turkey in these negotiations.

Since 2014, first phase of direct talks and structural talks began between Republic of Cyprus president Anastasiades and Northern Cyprus president Ergolu. Although, new issue emerged before the negotiations which is Greek Cyprus's exploration activity in the continental shelf of the island. The resumption of talks was made possible in 2015 when Greek Cypriot president Anastasiades and Turkish Cypriot president Akinci agreed

on the continuation of the talks in the Geneva with an exchange of maps and subsequent opening of the international conference on Cyprus. The open-ended international conference on Cyprus began in Geneva in January 2015. However, Turkish Cypriot government has left Geneva negotiations on the issue of departure of Turkish military from Cyprus.

V. Conclusion

Cyprus problem is consequence of both countries' involvement in this issue. These core issues of conflict are interconnected in terms of national security perception, their historical enormity and domestic politics. Turkish invasion of Cyprus in 1974 was turning point for both countries' relations. External powers involvement in Cyprus has complicated issue. Greece and Turkey are involved on the basis of protection of interest and security of their related ethnic communities. However, Britain is involved in Cyprus issue by treaty of agreement, treaty of alliance and treaty of establishment. Due to external powers' involvement Cyprus issue has become international problem. United Nations' failure in settlement of Cyprus issue highlights its complexity.

Since 1974 Turkish government adopted nationalistic and anti-settlement approach towards Cyprus issue. The situation changed with the election victory of JDP in 2002. The JDP government had two important foreign policy goals namely accession of Turkey into EU and zero problems with neighbours. For Cyprus issue JDP government realised that status quo of Cyprus issue is not favourable for Turkey. The JDP government indirectly accepted the link between Turkey's accession process and a Cyprus settlement. Meanwhile Annan Plan in 2002 had provided opportunity to Turkey to adopt conciliatory approach. Despite objection from military, JDP government decided to support Annan Plan for settlement of Cyprus issue. For this conciliatory policy towards Cyprus JDP government succeed to get support from public opinion.

In this situation, Turkey started to pressure Turkish Cypriot government to accept Annan Plan to reach a settlement. The Result of referenda proved that Turkish Cypriot wanted to settlement of Cyprus while Greek Cypriot was not ready to accept the settlement process. Despite Turkish Cypriots' positive response, the Turkish Cypriot community left out from EU, while Greek Cypriot under the Republic of Cyprus became an EU member. This was perceived by Turkish public as a failure of JDP government and EU to solve the Cyprus problem. On the one hand, after failure of Annan Plan and slow of EU accession process, JDP government realised that conciliatory approach towards Cyprus problem has worsen its image in the public opinion. on the other hand, Turkish Cypriot pressurised JDP government to avoid compromise on the price of

its interests.

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Environmental Sensitivity and Protection Commitment of Graduate Students of Yangon University of Economics

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ABSTRACT : The study was conducted in order to analyze the effect of environmental concern and sensitivity on environmental protection commitment and environment-friendly consumption behavior of graduate students at Yangon University of Economics. The theoretical premise of this study is based on the theory of planned behavior. This study used a cross sectional design and quantitative approach. Data was collected from 249 master (executive level) students using simple random sampling method. For data analysis, descriptive analysis and liner regression analysis were used. The result indicates environmental sensitivity significantly effect on the environmental protection commitment. Those with higher environmental protection commitment levels exhibited more environment-friendly consumption behavior. Environment-friendly consumption behavior is needed to practice not only in community, society, nation wised but also in region as internationally and globally.

Key words : Environmental Concern, Environmental Sensitivity, Environmental Protection Commitment, Environmental-friendly Consumption Behavior,

I. Introduction

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One of the most significant issues of globalized world is environmental problems. Environmental issues are vital problems as it is directly related to the existence of human life. The adoption of a pro-environmental-friendly behavior is critical in order to reduce the environmental impacts and to move toward a more sustainable future.

Cerda et al., (as cited in Heyl et al., 2013) note that “solutions to environmental problems must be sought not only in technology but also in a way of perceiving the environment; this in turn translates into a behavioral change” (p. 488). It has been argued that it is necessary to change existing behavioral patterns to achieve a more sustainable future (Rogerson et al., 2009).

The damage arising from environmental problems has led to increased environmental concern and the development of environment-friendly consumption behavior among the society including university students. Environment-friendly consumption considering the environmental benefits by minimizing damages to environment in consumption process, may be regarded as one element of environmental behaviors. This includes consuming ecologic and recyclable products and purchasing from companies that produce non-polluting, environmentally supportive, and environment-friendly products.

II. Objectives of the Study

This study was conducted with the following objectives:

- (i) To identify the perceived level of environmental concern and sensitivity of graduate students.
- (ii) To analyze the effect of environmental concern and sensitivity on environmental protection commitment of graduate students.
- (iii) To analyze the effect of environmental protection commitment on environment-friendly consumption behavior of graduate students.

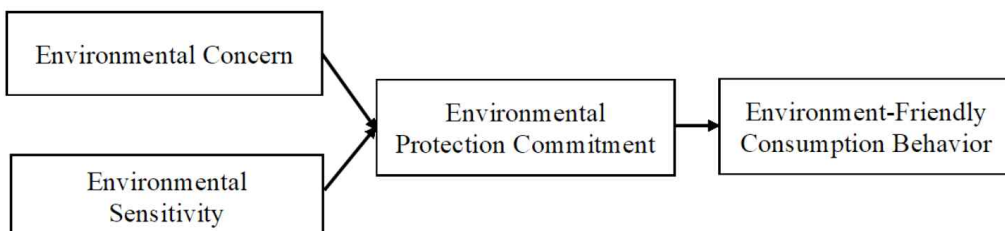


Figure 1. Research framework for the current study.

III. Method of the Study

The target population in the study were 650 master (executive level) students in Yangon University of Economics in academic year 2018-2019. There are 260 sets of questionnaires distributed to the students, of which 255 were returned for a response rate of 98.4 percent and 249 usable questionnaires remained in the sample after verifying the completion accuracy. Simple random sampling technique was used to select participants.

A self-structured questionnaire was designed to collect the research data which comprised four sections. The first section aims to identify the personal information and characteristics using two questions (gender and age), the second section is to measure students' perceptions (environmental concern and environmental sensitivity), the third section is to collect students' protection commitment and the last section is related to students concerns about environmental behavior.

The study used both descriptive and liner regression methods to arrive at conclusion and recommendation. Secondary data obtained from the relevant books, articles, journals, and internet website. Primary data are collected from master (executive level) students at Yangon University of Economics, by personal interview through questionnaires.

IV. Empirical Analysis

1. Reliability Analysis

Table 1 provides the value of Cronbach's alpha for all variables. It appears from the table that 'the values of Cronbach's alpha range between 0.82 and 0.88'. These values well exceed the minimum value of 0.70 (Nunnally, 1978). Thus, it can be concluded that the measures have an acceptable level of reliability.

Table 1. Reliability of the Variables

Variables	Items Retained	Cronbach alpha
Environmental Concern	3	0.85
Environmental Sensitivity	4	0.83
Environmental Protection Commitment	5	0.82
Environment-friendly Consumption Behavior	4	0.88

Source: Survey Data (2019, September)

2. Descriptive Statistics

For the analysis of data, descriptive analysis was used to analyze demographic and variables of the research. Table 2 shows the demographic variables of the research which were analyzed through collection 249 questionnaires.

Table 2. Profile of the Respondents

Respondent's Profile	Categories	Frequency	Percent
Gender	Male	126	51
	Female	123	49
Age	30 - 35 years	72	29
	36 - 40 years	75	30
	41 - 45 years	45	18
	Above 45 years	57	23

Source: Survey Data (2019, September)

According to Table 2, the total respondents comprised of 249 master (executive level) students in Yangon University of Economics. Among all participants, 51 percent were male and 49 percent were female. In addition, 29 percent were between 30 - 35 years, 30 percent were between 36 - 40 years, 18 percent were between 41 - 45 years, and 23 percent of the participants were aged 46 or above.

In this research, all variables were measured by utilizing a five-point Likert scale. Descriptive statistics in the form of mean values were calculated into provide an overview of the respondents' rating of the given factors. Table 3 presented the descriptive results for the current study.

Table 3. Descriptive Statistic of Variables

Variables	Mean	Standard Deviation
Environmental Concern	3.29	1.149
Environmental Sensitivity	4.19	.594

Source: Survey Data (2019, September)

According to Table 3, the students' perception score on environmental sensitivity is high but the score on environmental concern is low.

3. Regression Analysis

Regression analysis is conducted to determine the relationship between one or more independent variables and one dependent variable by calculating the coefficient of

determination and regression equation. Practically, regression analysis provides an understanding on whether there is a relationship exists between the independent variables and dependent variable, how strong the relationship is, whether the relationship is positively or negatively skewed and the proper way to describe the relationship.

1) Effect of Environmental Concern and Sensitivity on Protection Commitment of Graduate Students

Multiple regression analysis was conducted to analyze the effect of environmental concern and sensitivity on environmental protection commitment of graduate students. The result is presented in Table 4.

Table 4. Effect of Environmental Concern and Sensitivity on Environmental Protection Commitment

Variables	Unstandardized Coefficients		T	Sig.
	B	Std. Error		
(Constant)	1.437	.269	5.337	.000
Environmental Concern	-.059	.044	-1.334	.183
Environmental Sensitivity	.604***	.059	10.153	.006
Adjusted R ²	0.292			
F-value	52.037		***	
Sig.	0.000			
Durbin-Watson	1.675			

Source: Survey Data (2019, September)

Note: *** indicated that significant at 1 percent level and ** indicated that significant at 5 percent level.

As can be seen from Table 4, environmental concern and sensitivity could explain about 29 percent change in environmental protection commitment of graduate students of Yangon University of Economics. It is found that only environmental sensitivity had a significant effect on environmental protection commitment at $p < 0.01$ level. The effect of environmental sensitivity on their environmental protection commitment was positive effect.

2) The Effect of Environmental Protection Commitments on Environment-Friendly Consumption Behavior of Graduate Students

Simple liner regression was analyzed the effect of environmental protection commitment on environment-friendly consumption behavior of graduate students. The result is shown in following Table.

Table 5. Effect of Environmental Protection Commitment on Environmental-Friendly Consumption Behavior

Variables	Unstandardized Coefficients		t	Sig.
	B	Std. Error		
(Constant)	.939	.172	5.462	.000
Environmental Protection Commitment	.746***	.045	16.476	.000
R ²	0.524			
F-value	271.464 ***			
Sig.	0.000			
Durbin-Watson	1.524			

Source: Survey Data (2019, September)

Note: *** indicated that significant at 1 percent level and ** indicated that significant at 5 percent level.

Table 5 show that the value of R square is 0.524 that means environmental protection commitment explained 52.4 percent variance in environment-friendly consumption behavior of graduate students. The p value was less than 0.05 that means independent variable (environmental protection commitment) were significant to predict dependent variable (environment-friendly consumption behaviors). The results demonstrate that environmental protection commitment have positive and significant relationship with environment-friendly consumption behavior.

V. Conclusion

The study was conducted in order to analyze the effect of environmental concern and sensitivity on environmental protection commitment and environment-friendly consumption behavior of graduate students at Yangon University of Economics. The theoretical premise of this study is based on the theory of planned behavior. Two hundred forty-nine master (executive level) students completed questionnaire composed of four parts.

According to the results, it was determined that the levels of environmental concern of the university students who participated in the study was moderate level and their sensitivity was high. It is found that only environmental sensitivity had a significant effect on protection commitment of graduate students. The study also analyzes the effect of environmental protection commitments on environment-friendly consumption behavior of graduate students. The result shows that environmental protection commitment have positive and significant relationship with environment-friendly consumption behavior.

Most effective method to solve environmental issues is raising individuals with high

environmental sensitivity level. For individuals to change their behavior for sake of the environment, they have to be educated to gain positive attitudes towards environment. In the result of this behavior change, the individuals are expected to incline purchasing behavior of environment-friendly products.

According to the findings of the study, it can be suggested that the environmental issues should be included in curriculum and syllabus in both undergraduate and post-graduate courses. University should also organize relevant workshops and conferences related to environmental issues and works in collaboration with NGO's to solve a variety of environmental issues.

This study was carried out in a single university and cannot be generalized, but the findings obtained are expected to contribute to future research. The results obtained open opportunities for future research in a region, to other universities, and make a comparison of student's perception, attitude, and environmental behavior.

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An Estimation of the Value of Ecosystem Service in the Taung Thaman Lake: Provisioning Service Approach

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ABSTRACT: The Taung Thaman Lake is the main water source in the Amarapura Township for agriculture and livelihoods. The study aims to estimate the aggregate monetary value of the crop production of the four villages (Oh Bo, Semihtun, Htuntaw and Taungthaman) on the Taung Thaman Lake provisioning service. Two-stage sampling technique was used to select sample villages. The market value method was applied to estimate the value of crop production for the provisioning service of the Taung Thaman Lake. In the market value analysis, the aggregate monetary value of the crop production of four villages on the Lake provisioning service was 49.53 million Kyats per year in (2018-2019). The maximum economic benefit was generated from summer crops and followed by the winter crops. This study was found that significant changes in the livelihoods pattern in the villages and these changes occurred positive and negative impacts.

Key words : Agriculture, provisioning service, market value method, summer crops, winter crops, crop production, aggregate economic value,

I. Introduction

Ecosystem functions generate ecosystem services that support socioeconomic, livelihood, goods, and services. The Lake is one of the ecosystems; it provides many ranges of ecosystem services. Ecosystem services are the availability of natural resources and healthy ecological systems which produce valuable goods and services for the

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environment and the economy (Warner, 2008). Among various natural resources, the lakes provide direct and indirect values for improving human livelihoods. Taung Thaman Lake is one of the biggest reservoirs in Myanmar. It provides a wide range of goods and services which have economic values not only for locals but also for communities outside the lake area. The local population directly obtains ecosystem that benefits from the Lake ecosystem. Therefore, this study is based on the water supply of the ecosystem services which is provided by the Taung Thaman Lake. There are four major lakes in Myanmar. They are Indawgyi in the Kachin State, Inle in the Shan State, Taung Thaman in the Mandalay Region and Rih Lake in the Chin State. Among these Lakes, the Taung Thaman Lake is the largest freshwater lake in Amarapura township. The renowned U Bein Bridge crosses the lake and attracts visitors from around the world. It provides water supply of cultivated land for four villages. Four villages have income from farming in the Taung Thaman Lake area. In addition, it performs other ecosystem functions, including water regulation, water supply, flood control and recreation

The ecosystem of the lake functions can be classified into production, regulation, information, and habitat functions, which provide valuable goods and services for the local people (Barbier, 1994). In addition, the benefit of ecosystem services is divided into four groups; provisioning, regulating, supporting, and cultural services (Millennium Ecosystem Assessment (MEA, 2005). Therefore, the assessment of the lake's ecosystem services involves ecological mechanisms and processes in the functions of the ecosystem (De Groot, R.S. Wilson & M.A. Boumans, R.M.J., 2002). Economic valuation includes the assignment of monetary values to changes in environmental services and functions. These values are effective prices. In valuing the ecosystem service, specific components are required to consider.

Particularly, total economic value (TEV) can be classified as use value (direct and indirect use value and option value) and non-use value. Direct use values are the goods and services which are directly consumed by users while indirect use values are the indirect benefits arising from ecological systems. The option value is for potential future uses and for future value of information. Non-use values include the values of bequest, altruist and existence that indicate the satisfaction, individuals derive from the knowledge in which biodiversity and ecosystem services are maintained (TEEB, 2010).

The Taung Thaman Lake performs provisioning services (crop production), regulating services (water quality improvement and flood control), cultural services (recreation) and support services (services necessary of other ecosystem services). Among four services, this study estimates crop production of provisioning service provided by the Lake and the value of service is calculated by the market value method. Provisioning service supplies direct benefits to residents such as food production, crops, and other products. Therefore, the lake ecosystem service is estimated with Lake value. According to the total economic value framework, direct use value is derived from consumptive use of a

lake resource and service including irrigation for agriculture. From this value, the use value is obtained, the monetary value of provisioning service can be assigned.

In assigning these values, the various economic valuation techniques to estimate the monetary value of ecosystem services have been developed and employed. The International Union for Conservation of Nature (IUCN) classifies these as:

- (i) Market price-based approaches that value goods and services at their market prices. Market price valuation method, production functions, replacement cost, avoided damage cost, and opportunity cost are key methods.
- (ii) Revealed preference methods, such as the travel cost method and hedonic pricing, value ecosystem services indirectly from the purchase prices of goods or services.
- (iii) Stated preference methods, such as contingent valuation and choice experiments, estimate non-market values by employing individual stated behavior in hypothetical settings.

In this analysis, provisioning service in the Lake ecosystem is estimated by using market price and market valuation method, among the valuation techniques.

At present, Taung Thaman Lake is dispersed and exposed by a variety of factors, including, waste disposal, water pollution, construction expansion and cultivated land decrease. All these factors decrease the habits and capacity of the lake and cause the quality of the lake and agricultural sector surrounding the Lake area to decline. In addition, the Taung Thaman Lake has a great opportunities and challenges for cultivated land, employment, goods, and services sector. Therefore, this study focuses on a lake ecosystem in Taung Thaman and estimates the aggregate monetary value of the crop production of the Taungthaman village tracts (Oh Bo, Semihtun, Htantaw and Taungthaman) on the Taung Thaman Lake provisioning service.

II. Research Area

The Amarapura Township has nine wards and forty-two village tracts. Under 42 village tracts, there are 170 villages exist. Among these villages, four villages (Oh Bo, Semihtun, Htantaw, Taungthaman) are located at 1-furlong distance from the Lake which mainly depends on the Taung Thaman Lake's water resource in the winter and summer seasons. Oh Bo, Semihtun, Htantaw, and Taungthaman villages are located in Amarapura Township, Mandalay Region. Location of Amarapura Township and The Taung Thaman Lake and U Bein Bridge are shown in Appendix-1 and 2.

Villages are situated between the latitudes of 21° 54' N and 22° 46' N and between the longitudes 96° 00' E and 96° 03' E. In the Amarapura Township of Mandalay District,

they are Oh-Bo in the east, Semihtun in the west, Htantaw in the north and Taungthaman in the south. The area of four villages is about 1911 acres and about 2.99 sq miles, many lands are used for agriculture. Oh Bo, Semihtun, Htantaw, and Taungthaman villages are situated at 250 feet above sea level in a plain area. Most of the land of a total area of 1911 acres is used for cultivation. The net cultivated land is 776 acres. This includes 339 acres of paddy land, 154 acres of farmland, 263 acres of alluvial land and 20 acres of garden land. There are altogether 150 farmers who are cultivating now and the average cultivated land is 5.2 acres. In the central tropical zone of Myanmar, the climate in the villages is extremely hot and dry. During 2018 to 2019, the April was the hottest month and the temperature was between 37.7°C and 40.6°C. The coldest months were January and February and the temperature were between 13.5 °C and 19.5°C. These four villages have therefore been found to be slightly warm and cool. In the rainy days, inches of rainfall were (40) on average in the four villages. In other years, no significant differences occurred apart from 2018 to 2019.

Oh Bo, Semihtun, Htantaw, and Taungthaman villages have dark compact and sane myese. Around the lake and flat plain is the meadow alluvial soil. The pH value is roughly 7. The soil is suitable for growing paddy, bean, groundnut, sesame, pulses, vegetables etc. Most of the cultivated land is based on natural rain and the Hsedawkyee, because there are occasional rainfalls in the central part of the four villages. The water coming from the Hsedawkyee to these tracts is irrigated by four ways. One is from Hsedawkyee to Mandalay canal, another is from the Mandalay to the Tmotebso main drain, the third is from the Tmotebso main drain to Tmotebso c' drain, and the last is from the Tmotebso c' drain to Taungthaman village tracts. After the rainy season, native farmers cultivate paddy, sesame, beans and oil seed on around 50 hectares of silty land, the banks of the Taung Thaman Lake when the water subsides in winter and in summer.

Oh Bo, Semihtun, Htantaw, and Taungthaman villages have 1720 households and 7293 total population. Among these villages, Oh Bo has 519 households, Semihtun has 174 households, Htantaw has 174 households and Taungthaman has 209 households.

Agriculture is the main source of income in the study area. Paddy, groundnut, beans, sesame, corn, tomatoes, and vegetables are the main crops. There are six types of paddy namely, Manawthukha, Hsinthwelat, Hsinnweyin, Yaybsinlonethwe, Shwethweyin and Ayeyarmin, which suitable cultivated land of the four villages. In addition to different kinds of crops for oil; peanut, sesame and sunflower, various kinds of beans such as the green gram, butter bean, and chick pea etc., seasonal vegetables, millet, corn, are also grown within their capacity. Since there is a double crop every year, rain paddy is cultivated mostly in the rainy season, and summer paddy, sesame, beans, sunflower and groundnut in summer. During the rainy season, the cultivated lands depend on rainfall and Hsedawkyee dam are mainly used. Summer seasonal crops

are cultivated during the summer. At that time, they were depended on Taung Thaman Lake's water for cultivation. Among the cultivated land (50) acres are grown by using water from the Taung Thaman Lake.

III. Method

1. Data Sources

This study was based on the primary and secondary data. For the primary data, the villagers were selected by the two-stage sampling method for the sample households. In the first stage, a random sample of 4 villages (20%) was selected from 20 villages which are 1-furlong distance from the Taung Thaman Lake. In the second stage, sample households were selected from 1720 households in the villages. A total of 350 respondents from four villages in the surrounding the Taung Thaman Lake area were interviewed, who depend on water supply obtained from the Taung Thaman Lake ecosystem. This study period was between 2018 and 2019.

Secondary data were collected from General Administrative Department, Ward and Village Tract Administration Office, Ministry of Agriculture, Livestock and Irrigation Department, Department of Agricultural Land Management and Statistics and Department of Meteorology and Hydrology. Analytic approach was used in calculating the market value approach.

The questionnaire data mainly include a survey questionnaire to determine crop production for the provisioning value of the Lake. A questionnaire was conducted in the face to face interview. In this study, the villagers around the lake only take into account their agriculture and other businesses.

2. Market Value Method

The study used a combination of direct market price and unit market value method to estimate the economic value of the direct use of the lake ecosystem service provided by the Taung Thaman Lake. This study focuses on the market value method through market price-based approach to evaluate the value of Lake provisioning service for crops. The market value method measures the economic benefit or loss of changes in environmental quality. Using this method to estimate the value of crop production in the Lake is usually considered looking at the direct benefit but not the indirect benefits. The market value method is one of the most direct way to estimate the value of crop production of the Lake system. The value of directly used lake product was

estimated based on the number of units produced, market prices, input costs per acre, and the area of cultivated land from lake provisioning service. (Li, T., and Gao, X., 2016)

The formula for calculating the crop production value is;

$$V = \sum_{i=1}^n (Li \times Qi \times Pi)$$

Where, V is the crop production value of lake water resource, Li is the area of the cultivated land of crops, Qi is the per unit of output of the crop and Pi is the market price of crop for the year.

IV. Results

Oh Bo, Semih Tun, Htantaw, and Taungthaman villages use irrigation for agriculture of the Taung Thaman Lake' water in the summer and winter seasons. The main products of agriculture are paddy, beans and oil seed which are cultivated. After the rainy seasons, in the winter and in summer, native farmers cultivate paddy (Manawthukha, Ayeyarmin (Rice Intensification System-SRI), Ayeyarmin (Seeder), and Shwethweyin), beans (Butter bean, Green gram, Chick pea, Rice bean and Lablab bean) and oil seed (Sesame, Sunflower and Groundnut) about 50 acres of silty soil on the banks of the Taung Thaman Lake. Summer paddy and sesame are grown in February, beans and sunflower are cultivated in September, and groundnut is grown in November. Therefore, the market value method can be used to estimate the value of crop production of the Lake provisioning service.

The Ayeyarmin (Seeder- Summer paddy) has an area of 10 acres, output per acre is 94 baskets and the market price were about 10,500 kyats in (1.5.2019). There is an area of 15 acres Summer Sesame and output per acre 12 baskets on the lake side. In (1.5.2019), the market price of sesame was about 53,300 kyats. Butter Bean (winter crop) has an area of 2 acres, the market price was about 35,300 kyats and output per acre 20 baskets. There is an area of 30 acres Groundnut, output per acre 30 baskets and market price were 29,760 kyats. The production value of these various types of crops can be calculated according to the formula. Table-1 shows the crop production value of the Taung Thaman Lake in the study area.

According to the Table-1, the value of summer crops was 41,694,000 (41.69 million Ks) and the value of winter crops was 36,673,200 (36.67 million Ks) in 2018-2019. Therefore, the total crop production value of the Taung Thaman Lake was 78,367,200 (78.37 million) kyats per year. However, the total cost of production (costs of input and charges for irrigation water) is needed in the crop production process. Therefore, the total input costs should be deducted from the total production value in the calculation.

Net production value gives the real value of crop production in the Lake's provisioning service. Therefore, the net crop production value of the Lake is calculated in Table -2.

Table 1. Crop Production Value of Four Villages on the Taung Thaman Lake Provision Services (2018-2019)

	CommoditiesSr.No	Area (Acre)	Per Unit of Output (basket)	Total Amount (basket)	Market Price (Kyats)	Total Production Value (Kyats)
	Summer Crops					
I.	Paddy					
1.	M a n a w t h u k h a (Summer)	5	103	515	7,000	3,605,000
2.	Shwethweyin (Summer)	10	103	1,030	8,500	8,755,000
3.	Ayeyarmin (Seeder)	10	94	940	10,500	9,870,000
4.	Ayeyarmin (SRI)	10	94	940	10,500	9,870,000
II	Oil Seed					
1.	Summer Sesame	15	12	180	53,300	9,594,000
	Total	50	406	3605		41,694,000
	Winter Crops					
I.	Beans					
1.	Butter Bean	2	20	40	35,300	1,412,000
2.	Green Gram	2	12	24	40,000	960,000
3.	Chick Pea	2	22	44	27,000	1,188,000
4.	Rice Bean	2	25	50	23,000	1,150,000
5.	Lablab Bean	2	12	24	28,300	679,200
II.	Oil Seed					
1.	Sunflower	10	30	300	15,000	4,500,000
2.	Groundnut	30	30	900	29,760	26,784,000
	Total	50	151	1382		36,673,200
	Total Value of Summer and Winter Crop Production					78,367,200

Source: * Ministry of Agriculture, Livestock and Irrigation Department, Market Price (1.5.2019) from Mandalay Wholesale Centre and Own Calculation

According to the Table-2, costs of production included land reclamation costs, cultivation costs, using material aid, harvesting costs and energy charges for irrigation water. Irrigation water from the Lake was used by the energy driving pump. Six acre-feet/acre of water consumption is needed rate per acre of summer paddy for one season crop and other crops need two acre- feet/ acre of water consumption. Estimated energy charges for irrigation water of summer paddy was 43000Ks/ acre and other crops charge was about 14000Ks/acre each. The total costs of production were calculated as the costs of input per acre multiplied by area of cultivated land. The net production value was calculated by subtracting the total costs of production from their respective the total production value using the net production method. In 2018-2019, the net value of summer crops was 26,124,000 Ks (26.13 million Ks) and the winter

crops was 23,404,200 Ks (23.40 million Ks). Therefore, the net crop production value of summer and winter crops were 49,528,200 Ks (49.53 million) kyats per year. Consequently, the aggregate economic value of the crop production from the Lake provisioning service was 49.53 million Kyats per year in 2018-2019. The aggregate net benefit generated from summer crops was estimated 52.76 % of the aggregate value of the provisioning service and winter crops was estimated 47.24% of the aggregate economic value of the ecosystem service assessed. In this study, only major products and estimated energy charge for irrigation water considered in its production service value assessment. When the cultivated land and pump was hired, rental charges for land and pump would be added to the input cost, so, the net production value would be reduced more than the previous one.

After 2018, socioeconomic pattern of Taungthaman village tracts had gradually changed from the production sector to the service sector.

Since 2015, Green City Co. Ltd and Taungthaman Thit Sar Company Ltd have bought land from the Taungthaman village tracts. The propose of the project was to build the Taung Thaman Lake resort, cultural park, and tourist service area. Therefore, Taungthaman village tracts had changed their livelihoods dramatically, especially with money from land selling, they do small own business such as house rents, opening hostel, shops, stores, grocery shops, restaurants, mobile phone shop, tea shops, beauty salon, saving money in the bank, and revenue from bank interest. Some people who have no investment money have become painters, general workers, traders, vendors, and government officials.

Therefore, there have been significant changes in the livelihood pattern in village tracts surrounded by the Taung Thaman Lake. These changes occur positive effects, such as opportunities for employment in villages and higher revenues for urban development. On the other hand, it also has negative impacts, as fewer farms are significantly affected in the village development and transformed into service sectors, agricultural lands are reduced, and population patterns change due to migrants. In villages, the agricultural production is significantly affected. The negative consequences can lead to challenges of changes in the environment. Therefore, in consultation with international and local experts more work on environmental assessment should be considered for conservation.

Table 2. The Net Crop Production Value of the Taung Thaman Lake Provisioning Services (2018-2019)

	CommoditiesSr.No	Costs of Input per acre	Area (Acre)	Total Costs of Production (Kyats)	Total Production Value (Kyats)	Net Production Value (Kyats)
	Summer Crops					
	I. Paddy					
1.	Manawthukha (Summer)	322,000	5	1,610,000	3,605,000	1,995,000
2.	Shwethweyin (Summer)	339,000	10	3,390,000	8,755,000	5,365,000
3.	Ayeyarmin (Seeder)	377,000	10	3,770,000	9,870,000	6,100,000
4.	Ayeyarmin (SRI)	379,700	10	3,797,000	9,870,000	6,073,000
	II Oil Seed					
1.	Summer Sesame	200,200	15	3,003,000	9,594,000	6,591,000
	Total	1,617,900	50	15,570,000	41,694,000	26,124,000 (52.76 %)
	Winter Crops					
	I. Beans					
1.	Butter Bean	196,500	2	393,000	1,412,000	1,019,000
2.	Green Gram	150,000	2	300,000	960,000	660,000
3.	Chick Pea	216,000	2	432,000	1,188,000	756,000
4.	Rice Bean	174,000	2	348,000	1,150,000	802,000
5.	Lablab Bean	135,500	2	271,000	679,200	408,200
	II. Oil Seed					
1.	Sunflower	150,500	10	1,505,000	4,500,000	2,995,000
2.	Groundnut	334,000	30	10,020,000	26,784,000	16,764,000
	Total	1,356,500	50	13,269,000	36,673,200	23,404,200 (47.24%)
	Net Value of Summer and Winter Crop Production					49,528,200

Source: * Ministry of Agriculture, Livestock and Irrigation Department, Market Price (1.5.2019) from Mandalay Wholesale Centre and Own Calculation

V. Conclusion

The results of crop production value of 4 villages, Oh Bo, Semihtun, Htantaw, Taungthaman villages, on the Lake provisioning service revealed that in 2018-2019, the main products of agriculture were paddy, beans and oil seed which were cultivated from the Lake' water resource in the summer and winter seasons. The estimated net value of summer crops was (26.13million Ks) and the winter crops were (23.40 million Ks). Therefore, the net crop production value of summer and winter crops was (49.53 million) kyats per year. Accordingly, the aggregate economic value of the crop production from the Lake provisioning service was 49.53 million Kyats per year in 2018-2019. Consequently, the order of the aggregate value oprovisioning service on the

Taung Thaman Lake is value of summer crop (26.13 million Kyats per year, accounting for 53 % of the aggregated economic value assessed) greater than value of winter crops (23.40 million Kyats per year, 47% of the total value assessed). In addition, after 2018, the result was found that there have been significant changes in the livelihoods pattern in the four villages surrounded by the Taung Thaman Lake. The effects of these changes were positive and negative impact. Positive consequences were job opportunities in villages and increase revenues that were better for the urban development. Negative impacts were significantly affected, good areas were changed to service sectors, and the agricultural land area was reduced. When considering Lake ecosystem for economic development, other services must be considered in addition to crop production to attain a long-term economic value. In the estimation of crop production value, this study has considered the main products in the Lake, which underestimate the results because all factors were not included. Moreover, this study estimated the crop production value, which undervalue the result because all households who 1-furlong distance from the Lake were not included.

Therefore, the present study concludes that, it estimates crop production on the market-based approach and; it does not include non-market approach and travel cost method. For a well-being comparison, a new study is thus required for evaluating non-market-based preferences.

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APPENDIX

<Taung Thaman Lake and U Bein Bridge>



Source: Taung Thaman Lake Photo

<Locations of Amarapura Township>



Source: Department of Agricultural Land Management and Statistics

Residents' Perception of Tourism Impacts in Bagan

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ABSTRACT: Bagan is one of the World cultural heritage sites and the most attractive tourist destination in Myanmar. The objectives of the study are to explore the growth of international tourists' arrival in Bagan and to analysis the residents' perception of tourism impacts and stakeholder involvement in cultural heritage conservation in Bagan. Two- stage stratified sampling method was used in this study. The international tourist arrival has increased in Bagan year by year because Bagan is rich in many valuable ancient monuments such as different varieties of temples, stupas and monasteries, and etc. The largest number of foreign visitors to Bagan was from America, second from UK and the third from Japan in 2017. The findings of the study were the economic impacts of tourism such as funding from economic benefits, job creation, and government tax revenue and revitalization of handicrafts and cottage industry which encourage further tourism development and cultural heritage conservation. Environmental impacts of tourism have negative effects such as over-crowding, littering done by local visitors, construction of hotels and other tourists' facilities, graffiti, vandalism, pollution, traffic congestion and lack of systematic car parking, climbing on the monuments and driving vehicles around the monuments which can interrupt the further tourism development and cultural heritage conservation. Moreover, Stakeholders involved such as government and local community in conservation and supported the protection and safeguarding the cultural heritage assets in Bagan. Thus, there must be a balance growth between tourism development and cultural heritage conservation which is important for sustainable cultural heritage assets in Bagan. Next, key stakeholders are needed to coordinate such as Public organizations, Private Organizations, INGOs, NGOs and local community for sustainable cultural heritage assets for further tourism development.

Key words : Economic impacts of tourism development, Environmental impacts of tourism development, Stakeholders, Cultural heritage assets, Local community,

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I. Introduction

Tourism is a complex and growing industry. It rapidly becomes one of the most significant economic activities in the World. Moreover, it is one of the most important and diverse forms of social and cultural exchange around the world. Tourism development can contribute positive and negative impacts on Bagan cultural heritage sites. Positive impacts of tourism development can help the further tourism development in the future and support conservation of cultural heritage sites. But, negative impacts of tourism have the controversies between tourism development and cultural heritage conservation. Thus, stakeholders' involvement is essential to provide the balance between tourism development and sustainability cultural heritage resources in Bagan. Considering the importance of residents who play a key role in tourism, many researchers in developed countries conducted the studies of residents' perceptions on impacts of tourism development. This study will focus on Bagan cultural heritage sites, recognized as one of the popular tourism destinations in Myanmar. The purpose of this study is to identify residents' perceptions of tourism impacts in Bagan.

1. Rationale of the Study

Tourism has both positive and negative effects on the cultural heritage sites at the same time. The positive impacts include buying goods and services produced locally, such as lodging, food and beverage, car rental and travel guides, etc., mostly from foreign tourists. It gives regional economy a boost while attaining foreign exchange. Moreover, it contributes employment creation, tax revenue, infrastructure development, raising income of local residents and improving standard of living.

On the other hand, the negative impact on the heritage environment is primarily due to the rising demand for tourism and private investment. For example, physical effect by increasing the carrying capacity due to tourist concentration on unique heritage sites, physical influence on the surrounding environment because of hotel construction in the cultural heritage area, over-crowding, vandalism and graffiti, pollution, tourism transportation and atmospheric deterioration due to the installation of outdoor advertising etc. These can cause negative effects and damage the cultural heritage sites in Bagan.

Conserving heritage sites is critical for sustainable tourism development in cultural heritage sites. The problems are how to establish coexistence between tourism development and cultural heritage conservation. This measure is to mitigate negative impacts of tourism development on cultural heritage sites in the future. Key

stakeholders are important to provide sustainable cultural heritage assets in Bagan. Moreover, the Public especially residents and visitors pay respect for cultural heritage assets, rule of law and collective efforts of public and private sector are needed to promote the protection and safeguarding of cultural heritage assets in Bagan.

2. Objectives of the Study

This study is conducted with two main objectives:

- (i) To explore the growth of international tourists' arrival in Bagan
- (ii) To analysis the residents' perception of tourism impacts and community involvement affecting the further tourism development and cultural heritage conservation in Bagan.

3. Method of the Study

The theoretical concepts given in the literature are reviewed to understand the theory of cultural heritage tourism, impacts of tourism and sustainability of cultural heritage tourism. The study applied the descriptive and analytical methods to obtain the study objectives. Descriptive methods based on secondary data and analytical methods used primary data through research questionnaire.

The primary data were collected by interviewing with residents from Nyaung Oo and Bagan. Two- stage stratified sampling method was used in this study. In the first-stage sampling, wards were randomly selected from Nyaung Oo and Bagan. The ward (3), ward (4) and ward (5) were selected from Nyaung Oo and Anawrahta ward and Kyanzitta ward were selected from Bagan. In the second-stage sampling, households were selected by using proportional stratified random sampling method from these selected wards, 320 households were selected as the respondents of this study out of the population of 5006 households from five selected wards.

II. Literature Review

Development of tourism can improve the economy of a country by having numerous positive economic impacts. But the development of tourism can also cause negative outcomes. In late 20th century, there was noticeable change with rapid expansion of tourism, "in the structure of society and the expansion of international tourism has increased the contact among different societies and cultures" (Brunt & Courtney, 1999, p. 495).

Tourism development can enhance a country's economy through numerous positive economic impacts. According to the Easterling (2004), the positive economic impacts involve improvement of standard of living, creation of employment and a lot of infrastructure expenditure. Moreover, tourism development can increase public utilities, tax revenue and transport infrastructure. Economic impacts generate improving local incomes, increasing employment opportunities and stimulating investment (Sharpley, 2014). According to Williams (2009) agreed that tourism may generate foreign exchange earnings; favorable balance of payments account; creation of substantial amount of employment; redistribution of wealth and creation of economic diversity and new channels of economic relationships. Even if the development of tourism brings positive economic benefits, it can also have negative economic consequences. The negative economic impacts are higher prices for land and housing, higher level of inflation and taxes.

Empirical studies have discovered the influence of protection of environmental resources, dirty environments, overcrowded environments, improvement of local infrastructure and traffic problems (Hall, 1992). The environmental degradation will include pollution, noise, and habitat loss, flooding and sedimentation. An influx of tourists that exceeds a given destinations' carrying capacity will result in the destination's environmental deterioration (Jahi et al, 2009). Moreover, other related environmental problems include tourism's effect on air quality, resulting from the emission of carbon monoxide smoke and sulfur dioxide gases. Unfortunately, air pollution is apparently unavoidable during a tourism industry's development phase, as development has a direct growth effect on the public transport sector, such as buses and taxis. Consequently, emissions from increased traffic volumes at these destinations will lower the air quality.

The positive and negative impacts created by the growth of the tourism industry, especially the residents' perception of the impact of tourism are key factors in supporting the development of tourism as well as the main reason for the sustainability of tourism in the region (Kim, Uysal & Sirgy 2013). The cultural sustainability aspect focuses not only on maintaining cultural identities but also on supporting cultural enterprises. Its focus is on preserving the value of cultural diversities.

The development of tourism also put positive values into their conventional lifestyles, family relationships and individual activities and into the society itself (Zuriatunfadziah Sahdan et al, 2009). Tourism can also be a force for preserving and revitalizing host communities' cultural identity and traditional practices, and acting as a source of income to conserve heritage sites (Easterling, 2004). The development of tourism will influence people's habits, their everyday routines and social life and their beliefs and values. The social and cultural influence is the enhancement of local prestige, identity and pride, the reversal in traditional value, and the commercialization of culture

(Andersson & Lundberg, 2013). Tourism brings new life by visitors through customs, traditions, old skills and crafts and this encourages pride in the heritage and culture of a destination as it is re-evaluated (Cooper et al, 2008). Tourism also promotes the preservation of an area's cultural heritage, which includes archeological and historical sites, traditional arts, crafts, dance, music, theater, rituals, ceremonies and clothing (Inskeep, 1991). Tourism revenue also helps to develop and sustain museums, theaters and other cultural heritage facilities (Tovar & Lockwood, 2008).

The concept of heritage conservation is defined as “the process of understanding, safeguarding historical resources in order to preserve its cultural identity, values and significance” (Orbasli and Woodward, 2009, p.316). The local community is often considered to be the key stakeholders in heritage tourism. Local communities living near the heritage sites gradually get the chance to decide on their own wealth and livelihood services (Cochrane and Tapper, 2006).

But the level of residents’ engagement in tourism management varies across the countries. But the extent of resident participation in managing tourism varies across countries. Local residents in many third world countries do not have the opportunity to share in the tourism growth decision-making process as opposed to many developed countries. The concept of stakeholders becomes increasingly important in the development and management of heritage, especially the community as the owner of heritage (Peters, 1999).

1. Tourism Development in Myanmar

Myanmar possesses an abundance of tourism assets such as the natural and cultural heritage. In addition, Myanmar's government is transforming its political and economic system to achieve economic growth, reduce poverty, and raise living standards for Myanmar People. Tourism sector has been gradually developed due to open economy, encouragement of private sector including tourism sector and promoting the investment in tourism sector since 2011. Regarding on the international tourist arrival in Myanmar, the entry point for international tourists to Myanmar is Yangon, Mandalay and Bagan, Nawpyitaw, Mawlamyine, Muse, Tachikeik, Myawaddy, Tamue and Border gateways. Myanmar has an increase in international tourists’ arrival because of political and economic reforms, enhanced connectivity and increased demand to visit Myanmar from all major sources markets such as Thailand and China.

Table 1. International Tourists’ Arrival in Myanmar

Year	Number of International Tourists	% of Growth Rate
2008	193319	-
2009	243278	25.84%

2010	310688	27.71%
2011	391176	25.91%
2012	593381	51.69%
2013	900161	51.70%
2014	1131624	25.71%
2015	1301583	15.02%
2016	1272596	-2.23%
2017	1362948	7.10%

Sources: Tourism Statistics (2008, 2012, 2017), it does not include international tourists' arrival from border gateways.

Table (1) describes the international tourists' arrival in Myanmar (2008 to 2017) but it does not include international tourists from border gateways. International tourists' arrival began to increased 193.32 thousands in 2008 to 593.38 thousands in 2012 and 900.161thousands in 2013; the growth rate of international tourists' arrival from 2011 to 2012 is 51.7% because of political, social and economic reforms and inflow of investment in infrastructure related to tourism sector since 2011. Moreover, international tourists' arrival decreased from 1.3 million in 2015 to 1.27 millions in 2016, also growth rate (-2.23%), due to the conflicts of Rohinhya in Northern Rakhine State, Myanmar.

Table 2. International Tourists' Arrival by Region in Myanmar (2017)

Region	Number of International Tourists' Arrival	% of Total
Asia	953801	69.98%
West Europe	239358	17.56%
North America	87153	6.4%
Oceania	37644	2.76%
East Europe	20069	1.47%
Other Americans	12592	0.92%
Middle East	6465	0.48%
Africa	5866	0.43%
Total	1362948	100%

Source: Myanmar Tourism Statistics, 2017

According to figure (1), international tourists' arrival can be categorized by region, 69.98 % visited from Asia, 17.56% visited from West Europe and 6.4% visited from North America. Moreover, top ten foreign visitors to Myanmar by nationality are Thailand (273889), China (212642), Japan (101484), America (73085), Korea (65829), Singapore (61859), Vietnam (58919), France (58369), UK (47717) and Malaysia (47010). The large number of foreign visitors came to Myanmar from Asian Countries because there is a good economic, cultural and social relationship between Myanmar and the rest of Asian countries. Particularly, Thailand and China are the neighboring countries and also Myanmar has a lot of air connectivity from these countries and there is an economic relationship and lot businesses activities among Myanmar, China and Thailand.

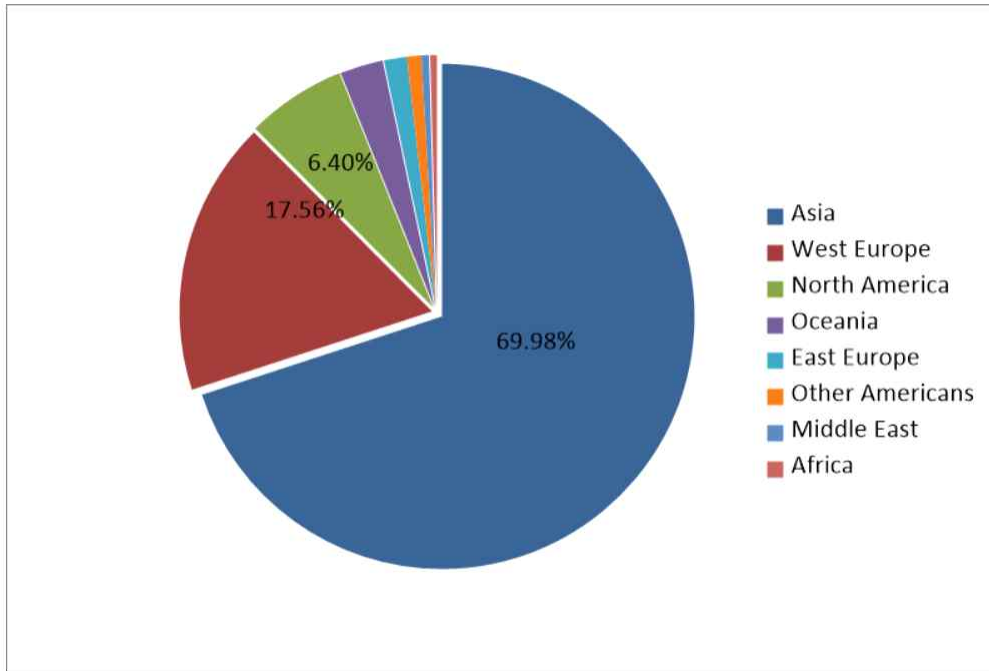


Figure 1. International Tourists' Arrival by Region in Myanmar (2017)

2. Tourism Development in Bagan

Bagan area is one of Myanmar's most important cultural heritage sites. Bagan is a very interesting ancient site not only in Myanmar but also in the world as it has flourished as a Buddha Sarsanar and is rich in many valuable ancient monuments such as different varieties of temple, stupas and monasteries etc. Bagan temples are not only Myanmar's national symbols but also Myanmar's precious cultural heritage buildings. It is the biggest tourist attraction in the country and Bagan temples are recognized as one of the major historical landmarks in Southeast Asia.

Table 3. International Tourists' Arrival in Bagan

	Number of International Tourists	% of Growth rateYear
2008	38135	-
2009	55061	44%
2010	76831	40%
2011	102587	34%
2012	162984	59%
2013	196365	20%
2014	230129	17%
2015	247140	7%

2016	283877	15%
2017	300441	6%

Source: Ministry of Hotel and Tourism, Bagan Branch Statistics (2018)

Table (3) illustrates international tourists' arrival in Bagan (2008 to 2017), the number of international tourists has increased from 38.14 thousand in 2008 to 300.44 thousands in 2017 and the number of international tourists' arrival to Bagan has increased over seven fold from 2008 to 2017. The number of international tourists' arrival to Bagan has increased year after year because there are many reasons why tourists come to Bagan. It is recognized as a historical and architectural site in South East Asia and an important Buddhist heritage site. Moreover, Bagan is one of the cultural heritage tourist destinations in Myanmar which attracts many visitors. In addition to the historical landscape of temples and pagodas, Bagan has rich and attractive cultural and natural resources such as traditional farming, villages where people living supporting agriculture, traditional crafts produced by people living in the village. Traditional entertainments such as traditional dance, the puppet show and traditional music and people's lifestyle are to attract many tourists come to Bagan. Community-based tourism in Bagan, tourists can get the experience of local village life such as visiting handicrafts workshops (lacquer ware, textile woven cotton) and farming.

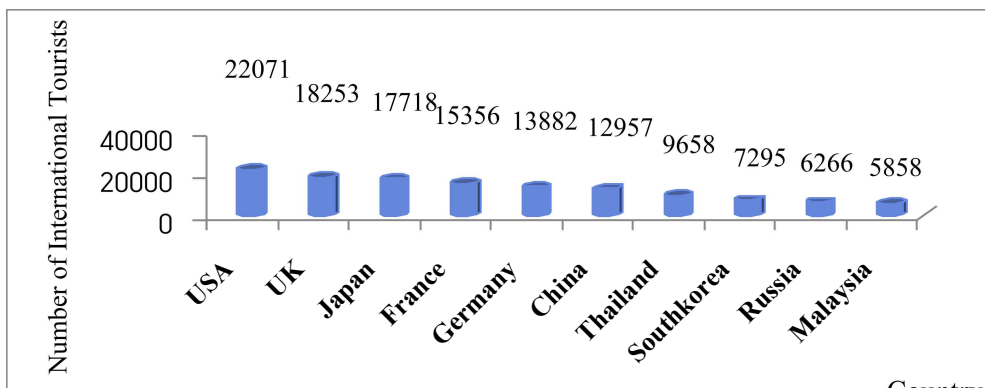


Figure 2. Top 10 Foreign Visitors to Bagan by Nationality in 2017

Source: Ministry of Hotel and Tourism, Bagan Branch Statistics (2018)

According to the Ministry of Hotel and Tourism, Bagan Branch Statistics (2018), the largest number of foreign visitors came from America (22071), second largest number of foreign visitors came from UK (18253) and third largest number of foreign visitors came from Japan (17718). The largest number of foreign visitors came to Bagan was America and U.K. in 2017 because these foreign visitors were interested to see the sun rise and sun set and the art of wonderful archaeological monuments in Bagan.

III. Analysis of the Survey

1. Demographic Characteristics of Residents

The demographic characteristics of the residents are presented in the following table (4), this study of respondents' were mostly female (50.3%) and male (49.7%). Next, respondents were categorized into six age groups: 15-24 years (15.6%), 25-34 years (40.6%), 35-44 years (21.6%), 45-54 years (14.7%), 55-64 years (5.3%) and 65-80 years (2.2%). Most of the respondents were young and middle age between 25 to 44 years old.

Moreover, most respondents were employed in government staffs (44.7%), second as private organization staff (34.1%), and self-employed (10.9%), daily worker (3.8%). Most of the respondents had university and above (69.1%), high school education (20.9%), middle school education (5.3%) and others (4.7%). Among 320 respondents, 148 (46.2%) earned tourism related activities: tourism (9.4%), hotel (18.8%), tourism transportation (4.4%), cultural oriented services (0.6%) and tourism related work (13.1%) and the remaining are income from other sources. Majority of respondents are natives (71.6%) and length of residents is more than 6 years (75.6%), between 3 to 6 years (9.7%), between 1 to 3 years (10.6%) and within 1 year (4.1%). Some respondents were participation of cultural heritage conservation (36.9%). Demographic characteristics of respondents are shown in table (4).

Table 4. Demographic Characteristics of Respondents

	Frequency	PercentVariables
Gender		
Male	161	50.3
Female	159	49.7
Age		
15-24	50	15.6
25-34	130	40.6
35-44	69	21.6
45-54	47	14.7
55-64	17	5.3
65-80	7	2.2
Occupation		
Daily Worker	12	3.8
Government Staff	143	44.7
Private Organization Staff	109	34.1
Professional	5	1.6
Self-employed	35	10.9
Retired	4	1.3
Volunteer	2	0.6
Level of Education		
Middle Education	17	5.3
High School Education	67	20.9

University and above	221	69.1
Others	15	4.7
Main Sources of Income		
Tourism	30	9.4
Hotel	60	18.8
Tourism Transportation	14	4.4
Cultural Oriented Services	2	0.6
Tourism related work	42	13.1
Others	172	53.8
Native		
Yes	229	71.6
No	91	28.4
How Long stay in Nyaung-U		
Within 1 year	13	4.1
Between 1-3 years	34	10.6
Between 3-6 years	31	9.7
Between 6 years	242	75.6
Participation		
Any activities for conservation	118	36.9
No activity	202	63.1

Source: Survey Data (2018)

Table 5. Result from Reliability Test

Construct/Items	Internal Consistency Cronbach's alpha
Economic Impacts	0.810
Environmental Impacts	0.751
Government Involvement	0.774
Local Community Involvement	0.854
Further Tourism Development and Cultural Heritage Conservation	0.706

Source: Survey Data (2018)

The above table (5) shows the result from reliability test for residents' perception of impacts of tourism and stakeholders involvement for further tourism development and cultural heritage conservation in Bagan. Cronbach's alpha is needed to construct the reliability measure in this study.

Regarding 8 items are included for economic impacts of tourism. According to the survey data 2018, reliability test for economic impacts of tourism, Cronbach's alpha 0.810, are greater than the recommended 0.7 value of reliability. Regarding 8 items are included for environmental impacts of tourism. According to the survey data 2018, reliability test for environmental impacts of tourism, Cronbach's alpha 0.751, are greater than the recommended 0.7 value of reliability.

Regarding 4 items are included for government involvement for further tourism development and cultural heritage conservation, Cronbach's alpha 0.774, are greater than the recommended value of reliability. Next, regarding 5 items are included for local community involvement for further tourism development and cultural heritage conservation, Cronbach's alpha 0.854, are greater than the recommended 0.7 value of reliability. Regarding 9 items are included for residents' perception of further tourism

development and cultural heritage conservation in Bagan. Cronbach's' alpha 0.706 are greater than the recommended 0.7 value of reliability. Cronbach's alpha and composite reliability estimate of 0.70 or higher is an acceptable reliability coefficient. The larger the reliability coefficient, the more reliability the test scores will be.

2. Descriptive Statistics Analysis

Descriptive statistics can be used to describe the mean value of the observed variables. According to the mean value of the observed variables, this study illustrated residents' perceptions of impacts of tourism, stakeholder involvement and further tourism development and cultural heritage conservation in Bagan. Respondents are asked to provide answers on each item that are measured by a five point Likert Scale ranging from 1 being Strongly Disagree to 5 being Strongly Agree. The respondents can fill up their answer which selected one from five points Likert Scale Scale ranged from strongly disagree, disagree, neutral, agree to strongly agree. The means values of variable are categories into three levels. In accordance with the classification of Sekaram & Bougie (2016), mean value less than 2 are classified as low level, between 2 and 3.5 are categorized as moderate level and 3.5 and above are considered as high level of perception.

Table 6. Perception on Tourism Impacts

Construct/Item	Mean	Standard Deviation
Economic Impacts		
(1)Revenue generated in the local economy	4.53	0.512
(2)Increasing personal income of local residents	4.51	0.531
(3)Creation of employment opportunities	4.35	0.467
(4)Increasing foreign exchange earnings	4.00	0.734
(5)Improving standard of living	4.02	0.688
(6)Generating taxes revenue for local authority	4.25	0.779
(7)Encouraging cottage industry and other supportive industries	4.33	0.582
(8)Over commercialization of cultural heritage	2.33	0.491
Environmental Impacts		
(1)Littering done by local visitors	3.63	0.609
(2)Overcrowding	3.74	0.590
(3)Construction of hotels and other tourists' facilities have destroyed the nature and cultural landscape	3.66	0.587
(4)Damage of cultural heritage sites (graffiti, vandalism and various damage)	3.53	0.618
(5)Solid waste/ air, water, noise and soil pollution	3.55	0.661
	3.74	0.590
	3.65	0.590

(6)Traffic congestion and lack of systematic car parking	3.67	0.595
(7)Climbing on the monuments		
(8)Driving vehicles around and close the monuments		

Source: Survey Data, 2018

According to the above table (6), it shows the descriptive statistics on the perception of tourism impacts in Bagan. Respondents are asked to provide answers on each that are measured by a five point Likert Scale ranging from 1 being Strongly Disagree to 5 being Strongly Agree. The impacts of tourism consisted of 16 items divided into two sections: economic impacts and environmental impacts. The residents found that economic impacts, revenue generated in the local economy, increasing personal income of local residents, creation of employment opportunities, increasing foreign exchange earnings, improving standard of living, and generating taxes revenue for local authority, encouraging cottage industry and other supportive industries and over commercialization of cultural heritage with a score of more than 4 points. Low score was found for over commercialization of cultural heritage in Bagan, with a score of 2.33 point mean, most of the residents did not agree this statement. As regards resident's perceptions of the environmental impacts of tourism, littering, overcrowding, construction of hotels and tourism facilities, graffiti, vandalism, pollution, traffic congestion on so on which are negative impacts of tourism, the degree of agreement is not generally too much and in many case scores slightly 3.5. Additionally overall mean score of economic impacts (4.04) and environmental impacts scores (3.65), thus residents agreed that economic and environmental impacts of tourism development on further tourism development and cultural heritage conservation.

Table 7. Perception on Stakeholders' Involvement

Construct/Item	Mean	Standard Deviation
Government Involvement		
1. Rules and regulations for sustainable cultural heritage tourism	4.18	0.639
2. Role of Government for achieving World Cultural Heritage Status	4.20	0.737
3. Collaboration of local and international organizations for cultural heritage conservation	4.27	0.517
4. Conservation activities by Department of Archaeology (Bagan Branch)	4.14	0.714
Local Community's Involvement		

	4.35	0.551
1. Caretakers of monuments and cultural landscape	4.32	0.534
2. Participation of cultural heritage conservation	4.43	0.520
3. Cooperation with government authorities and other organizations through monitoring and maintenance	4.43	0.521
4. Carrying out rituals and celebrations	4.53	0.530
5. Ability to perform customary practices		

Sources: Survey Data, 2018

According to the above table (7), this study illustrates descriptive statistics on perceptions of stakeholders' involvement in Bagan. Respondents are asked to provide answers on each that are measured by a five point Likert Scale ranging from 1 being Strongly Disagree to 5 being Strongly Agree. The community involvement consisted of 9 items divided into two sections: government involvement and local stakeholders' involvement. High scores more than 4 points were found for degree of agreement with the statements that Government is vital role to provide rules and regulations and support world cultural heritage status and it collaborates with local and international organizations. Department of Archaeology is actively performing the cultural heritage conservation in Bagan. Moreover, it is interesting to note that local community involvement score is more than 4 points that local community is caretakers for cultural heritage landscape, local community actively involve cultural heritage conservation and they carries out rituals, celebrations and have ability to perform customary practices for further tourism development and restoration of culture in Bagan. Additionally overall mean score of government involvement (4.29) and local community involvement (4.41), thus residents strongly agreed that government and local community supported further tourism development and cultural heritage conservation in Bagan.

Table 8. Perception of Further Tourism Development and Cultural Heritage Conservation

Construct/Item	Mean	Standard Deviation
Further Tourism Development and Cultural Heritage Conservation		
1. Public funding for tourism promotion and heritage conservation	4.21	0.609
2. More tourism facilities increase the volume of tourists	4.26	0.499
3. Government and tourism organization should advertise the destination effectively	4.25	0.550
4. Carrying capacity (maximum number of visitors)	4.23	0.587

should be determined and enforced by government	4.30	0.503
5. Economic benefits provide cultural heritage conservation	4.28	0.482
6. Legal protection is essential for heritage conservation	4.37	0.550
7. A variety of cultural activities support cultural restoration	4.48	0.513
8. Preserving cultural identity	4.57	0.515
9. Encouraging responsible visitors' behavior		

Source: Survey Data, 2018

According to the table (8), this study illustrates that descriptive statistics on perceptions of further tourism development and cultural heritage conservation in Bagan. Respondents are asked to provide answers on each that are measured by a five point Likert Scale ranging from 1 being Strongly Disagree to 5 being Strongly Agree. The perceptions of further tourism development and cultural heritage conservation consisted of 9 items. High scores more than 4 points were found for degree of agreement with the statements that public funding, tourism facilities, collaboration of local and international organizations, conservation activities of Department of Archaeology, caretakers of monuments, participation of conservation, monitoring and maintenance, carrying out rituals and celebrations and ability to perform customary practices. Additionally, overall mean score of further tourism development and cultural heritage conservation (4.33), thus residents strongly agreed that the residents perception of further tourism development and cultural heritage conservation in Bagan.

3. Multiple Regression Analysis

Multiple regression analysis is used to observe the relationship between the independent variable and dependent variables. The specific model for regression analysis in this study is as follow:

$$Y_{tdc} = \beta_0 + \beta_1 X_{i1} + \beta_2 X_{i2} + \beta_3 X_{i3} + \beta_4 X_{i4} + \epsilon_i$$

Where; Y_{tdc} = Residents' perception of further tourism development and cultural heritage conservation

β_0 = Constant

X_{i1} = Residents' perception of economic impacts of tourism

X_{i2} = Residents' perception of environmental impacts of tourism

X_{i3} = Residents' perception of government involvement

X_{i4} = Residents' perception of local community involvement

ϵ_i = Error term

The above model shows the relationship between the factors which are residents' perceptions of impacts of tourism: economic impacts and environmental impacts, residents' perceptions of Community involvement: Government involvement and local community involvement for further tourism development and cultural heritage conservation in Bagan. The summary results of model are presented in the following table (9).

Table 9. Summary Results of Model

Item	Model				VIF
	Coefficient	Beta	t	Sig	
Constant	2.833***		13.279	.000	
Perceptions of Economic Impacts of Tourism	.104**	0.139	2.338	.022	1.459
Perceptions of Environmental Impacts of Tourism	-.093**	-.115	-2.270	.024	1.063
Government Involvement	.067*	.111	1.833	.068	1.524
Local Community Involvement	.254***	.367	6.678	.000	1.255
R	0.492				
R ²	0.242				
F Statistics	25.095		.000		
Adjusted R	0.232				
Durbin Watson	1.752				
***, ** * Statistical significant at 1%, 5%, 10% level respectively					

Source: Survey Data, July to December, 2018

According to the table (9) the multiple regression results for this model can be interpreted as follow: R² is 0.242, which indicates 24 percent of the variance in supporting to further tourism development and cultural heritage conservation in Bagan can be explained by four independent variables. Adjusted R² is 0.232. The F statistics is 25.095 and its significant level is at 1% (p-value = 0.000). The multicollinearity statistics by using variance inflation factors (VIF) are also checked, indicating that there are no variables exceeding our "rule of thumb" of 10 for VIF. Durbin-Watson statistics are used to check autocorrelation in the model. For 320 observations and four independent variables, dl is 1.633 and du is 1.715 at 1 % significant level. Durbin-Watson value (d) 1.772 is greater than du 1.715; it indicates that it appears to be no autocorrelation. Therefore, it can confirm that there is no auto correlation and no multicollinearity in this model.

For the regression coefficient and significant level of each independent variable, it can be seen four variables; including economic impacts; government involvement and local community involvement have a positive relationship with further tourism

development and cultural heritage conservation in Bagan. The coefficients are 0.104, 0.067 and 0.254 at a significant level of 5 percent, 10 percent and 1 percent (p -value = 0.022, 0.068 and 0.000) respectively. On the other hand, environmental impacts have a negative relationship with further tourism development and cultural heritage conservation. The coefficient is -0.093 at a significant level of 5 percent (p value = 0.024)

The study found that the results of tourism and community involvement on further tourism development and cultural heritage conservation have strongly agreed by residents' perception; economic impacts of tourism have a significant level of 5 percent, environmental impacts of tourism have a significant level of 5 percent, government involvement has a significant level of 10 percent and local community involvement has a significant level of 1 percent for further tourism development and cultural heritage conservation in Bagan.

IV. Conclusion

This study attempted to contribute the work on residents' perceptions of tourism impacts, stakeholders' involvement and further tourism development and cultural heritage conservation in Bagan. According to the result, economic impacts of tourism, Government involvement and local community involvement have positive significant relationship with further tourism development and cultural heritage conservation at Bagan World Cultural Heritage Sites. But, environmental impacts of tourism have a negative significant relationship with further tourism development and cultural heritage conservation. This study found that the impacts of tourism in Bagan have positive and negative impacts. Economic impacts of tourism supported some benefits and environmental impacts of tourism had some damage the cultural landscape and to disturb the further tourism development. Some economic impacts such as funding from economic benefits, job creation, and government tax revenue and revitalization of handicrafts and cottage industry which encourage further tourism development and cultural heritage conservation. Environmental impacts of tourism have negative contribution such as over-crowding, littering done by local visitors, construction of hotels and other tourists' facilities, graffiti, vandalism, pollution, traffic congestion and lack of systematic car parking, climbing on the monuments and driving vehicles around the monuments which can interrupt the further tourism development and cultural heritage conservation. Thus, community involvement such as government and local community supported to further tourism development and cultural heritage conservation. Government implemented tourism related laws and cultural heritage

conservation law in Myanmar. Furthermore, Government coordinated with UNESCO and local and international experts to try Bagan up World Heritage List. Department of Archaeology manages the heritage property efficiently in Bagan. Additionally, local community is essential and they must be caretakers of cultural heritage. They are actively involving the activities of culture, customs and traditions which lead to cultural restoration in Bagan. Thus, there is a balance growth between tourism development and cultural heritage conservation which is important for Bagan. Next, key stakeholders is needed to coordinate such as Public organizations, Private Organizations, INGOs, NGOs and local community for sustainable cultural heritage assets for further tourism development. Finally, stakeholders encourage responsible visitors' behavior and community-based cultural heritage conservation for further tourism development through sustainability cultural heritage resources in Bagan.

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Customer Satisfaction on Servicescape of Grand Cinema

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ABSTRACT: This study aims to analyze servicescape and customer satisfaction of Grand Cinema, Thanlyin. The objectives of this study are to identify the servicescape of Grand Cinema and to analyze the relationship between servicescape and customer satisfaction of Grand Cinema. This survey used both primary data and secondary data. Primary data was collected from 300 respondents who have been watching film in Grand Cinema by using structured questionnaire with Five-point Likert scale. Secondary data was collected through previous papers, reference books and Internet websites. Data collection period was in March, 2019. Descriptive statistics, correlation analysis and multiple regression analysis were used in this study. According to Pearson Correlation analysis, there is significant and positive relationship between servicescape and customer satisfaction. In multiple regression analysis, the significant and positive relationship between servicescape (ambient conditions, spatial layout and functionality and signs, symbols and artifacts) and customer satisfaction are explored. Among servicescape factors, it is obvious that spatial layout and functionality was the most contribution on customer satisfaction.

Key words : Servicescape, Ambient Conditions, Spatial Layout and Functionality, Signs, Symbols and Artifacts, Customer Satisfaction,

I. INTRODUCTION

Nowadays, people need leisure time to refresh for a moment from their bustle in

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workplace or assignment in University. Leisure activities become important vehicles for coping with the problems of daily life. There are different types of leisure activities such as amusement parks, water slide parks, concert halls, theaters, recreation or health clubs, hotels, resorts, cruises and sporting events, etc. Among them, theater or cinema is one of the famous leisure activities in all countries. A cinema is a place where people go to watch film or movie for entertainment. Movie can be a form of entertainment and a way to escape from stress and pressure of real life. They can be educational, teaching about other cultures, historical times, and environmental or political issues. Thus, movie theater or cinema becomes popular places especially for young people and families to spend their leisure time. Every city has at least one cinema in Myanmar. Most of these cinemas are full of people in holidays and tickets are always sold out in every weekend. Cinema is not only a leisure activity but also a leisure service business because it can generate profit from ticket selling.

Servicescape is important in leisure service settings to attract customers and attain customer satisfaction. Service providers need to focus on servicescape to provide greater leisure service to attract customers as customers first assess the physical environment to be able to judge the type of service they are likely to receive. By creating servicescape that will meet the target of customer's needs, wants and expectations, this leads to customer satisfaction and approach-avoidance behaviors such as desire to remain longer in the servicescape and intentions to repeat patronize the facility.

The "servicescape" is a model established by Bitner (1992) to emphasize the impact of physical environment in which a service process takes place. In other word, servicescape are particularly influential factors toward customer reactions in hedonic service, there is a need to understand how customer satisfaction and behavior change depending upon their perception of the physical environments (Binter 1992, Ryu and Han 2010).

Three main servicescape factors developed by Bitner (1992) are ambient conditions, spatial layout and functionality, signs, symbols and artifacts. All these are considered as very important and are said to influence customer perception of the servicescape, which leads to customer satisfaction. Seating comfort is a particularly salient issue for customers of leisure service settings who must sit for a number of hours observing or participating in some form of entertainment. The seating comfort is important for customers because they sit about 2 hours or 3 hours to watch movie in cinemas. And so, seating comfort can be considered as one of the influencing factors on customer satisfaction. Electronic equipment and displays can be used to enhance the leisure experience. High quality projection and sound systems at cinemas can affect customer satisfaction. Grand Cinema is selected in this study. It was established in 1999. It is renovated into a modernized cinema in 2016. Now, it becomes more successful than

before because it provides services that are related need of customers. Customer satisfaction is mainly important for all businesses to gain long-term success and retain customers. Servicescape can affect the level of customer satisfaction because customers often rely on tangible cues, or physical evidence to evaluate the service before it purchases and to assess their satisfaction with the service during and after consumption. This study is expected to provide significant benefits for Grand Cinema. If Grand Cinema can effectively practise the servicescape, customer satisfaction can be obtained. Therefore, the purpose of this study is to identify the servicescape of Grand Cinema and to analyze the effects of servicescape on customer satisfaction of Grand Cinema of Thanlyin.

1. Objectives of the Study

The objectives of the study are as follows:

- (1) To identify the servicescape of Grand Cinema.
- (2) To analyze customer satisfaction on servicescape of Grand Cinema.

2. Scope and Methods of the Study

This study emphasizes on servicescape of Grand Cinema in Thanlyin. This research was used descriptive research method. Data was gathered through both primary and secondary data source. Primary data was collected with structured questionnaire which includes general questions about customer profile, servicescape and customer satisfaction. In this questionnaire, Five-point Likert scale was applied. The data collection period was during March, 2019. The survey was based on 300 respondents who have been watching film in Grand Cinema. Respondents were selected by convenience sampling method. Secondary data was gathered from relevant textbooks, previous research papers, internet websites and other sources. Descriptive analysis was used to describe the profile of the respondents. Multiple regression analysis was used to explore the effects of servicescape on customer satisfaction of Grand Cinema in Thanlyin.

II. Theoretical Background

Factors of servicescape are ambient conditions, spatial layout and functionality and signs, symbols and artifacts.

1. Ambient Conditions

Ambience is a major factor of servicescape that affects customer behavior and ambient conditions are capable of affecting customer's five senses. Bitner (1992) also refers to ambient conditions as intangible aspects affecting individual responses to the environment such as temperature, music, scent, lighting and cleanliness. Ambient conditions of leisure service settings such as temperature, noise, music, scent, lighting, cleanliness, and neatness of employee appearance can influence customer satisfaction because customers spend more time in service facility.

1) Temperature

Zelthaml and Bitner, (2006) posits that comfortable temperature and fresh may result in customers having more favorable perception of an operation and evaluating their experiences more positively. The effect of Temperature can be an unpleasant factor. When the temperature is too hot or too cold, it can make customers to be in a negative emotional state, therefore it is an essential part of the ambience.

2) Music

The quality of background music has positive effect on customer satisfaction. Music is one of the common influential atmospheric characteristics to affect customers. Music has been observed as powerful stimuli in shaping customer experience (Jain and Bagdare, 2011). Appropriate music is considered as two highly influential variables that can be utilized to create pleasant environment and to enhance customer satisfaction.

3) Scent

Ambient scent can positively stimulate consumer behavior by creating a pleasant atmosphere and conveying a sense of pleasure and well-being. Morrin and Ratneshwar (2003) assert that environmental fragrance is now becoming a common practice in retailing, restaurants and other service-oriented businesses. This is due to the reason that pleasant scents encourage respiration deepens in the presence of aroma (Takagi, 1989).

4) Lighting

Good lighting techniques help to create the right ambience. Countryman and Jang (2006) noted that first, lighting can be designed to guide people movement through space and secondly, lighting can be designed in such a way that it has a positive influence on the appreciation of a space, via the perception of the space. There is a relationship between lighting level preferences and individual's emotional responses as well as their levels of satisfaction.

5) Cleanliness

Cleanliness is an important part of the servicescape, especially in those situations in which customers must spend several hours in the leisure service setting. Many customers implicitly associate cleanliness with the quality of the servicescape. Cleanliness has been found to exert a strong influence on consumer's perceptions of retail stores and services (Garry and Sansolo 1993; Martin, 1986; Miller, 1993).

2. Spatial Layout and Functionality

Spatial layout refers to the way in which furnishings and equipment, service areas and passageways are arranged, the size and shape of those items and the spatial relationships among these elements. Functionality refers to the ability of the aforesaid items to facilitate customer's enjoyment and comfort (Bitner et al., 2011). By making ancillary service areas more accessible, customers are able to spend more time enjoying the primary service offering. And also provision of sufficient parking space is also considered as an important factor to support layout accessibility that can influence customer satisfaction in leisure service settings. Wakefield and Blodgett (1996) supposed that attractive and valuable servicescape layout might also fill pleasure requirement. It also influences how customers interact with each other and with employees (Bitner, 1992).

Furnishings in a service setting encompass the objects and materials that are used within the environment. The impact of furnishings can be manifested through the affective response of comfort (Wakefield and Blodgett, 1996). Customers who are comfortable should experience more positive states (Kim et al., 2010). In many leisure service settings, customers spend an extended amount of time in the facility (Wakefield and Blodgett, 1996). Seating comfort is likely to be a particularly salient issue for customers of leisure service settings who must sit for a number of hours observing or participating in some form of entertainment. Seating comfort is affected by both the physical seat itself and by the space between the seats.

3. Signs, Symbols and Artifacts

Signs, symbols, and artifacts play a very important role as a communication tool during service delivery. Signs can be used to indicate the name of the service facility, communicate the service script, and to teach the rules in the service settings. They are also particularly important in forming first impression and for communicating service concepts. When customers are unfamiliar with a particular service establishment, they look for environmental cues to help them categorize the place and form their

experience. Signs, symbols and artifacts provide cognitive guidance in locating specific areas and physical features. Quality of signage to exist provides guidance and reduces frustration (Anthony et al., 2009). Signs are also required to ensure order and deliver important information about directions, service facilities, codes of conduct and imposed rules and regulations. Other environmental symbols and artifacts may communicate less directly than signs, giving implicit cues to users about the meaning of the place and norms and expectations for behavior in the place. Quality construction materials, artwork, certificates and photographs, floor coverings and personal objects displayed in the environment can all communicate symbolic meaning and create an overall aesthetic impression.

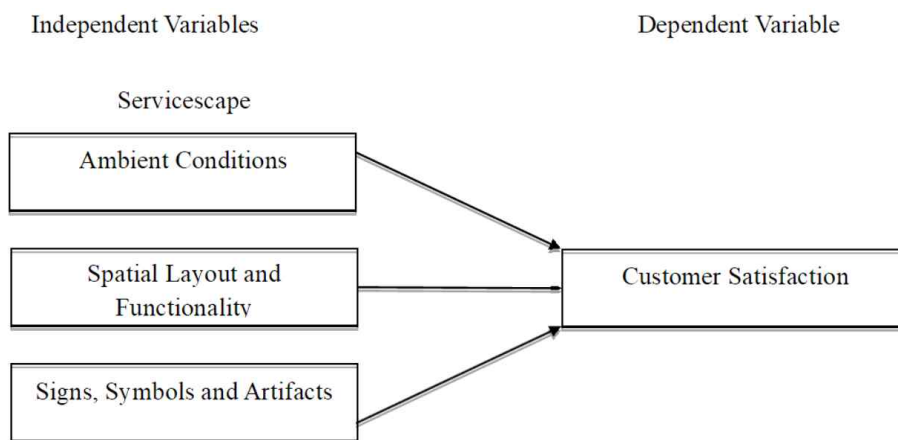


Figure 1. Conceptual Framework

Source: Own Compilation from Literature Review

III. Research Design

The study follows descriptive research. There are two main categories for the methods of collecting data, such as quantitative and qualitative. Primary data were collected from 300 customers of by convenience sampling method. The questionnaire was developed from previous literature. The study includes three factors of servicescapes as independent variables and customer satisfaction as a dependent variable. In this study, five-point Likert scale was used to collect primary data. After conducting the survey, the collected data were processed and analyzed by using SPSS version 23. Correlation analysis was used to analyze the relationship between servicescape and customer satisfaction. Multiple regression analysis was used to analyze the effects of customer satisfaction on servicescape.

1. Respondents' Demographic Profile

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

Table 1. Demographic Characteristics of the Respondents (N= 300)

Sr. No.	Statement	Category	Frequency	Percentage
1	Gender	Male	137	45.70
		Female	163	54.30
2	Age (Years)	20 and under	27	9.00
		21-30	185	61.70
		31- 40	57	19.00
		41-50	18	6.00
		above 50	13	4.30
3	M o n t h l y I n c o m e (Kyats)	100,000-300,000	189	63.00
		300,001-500,000	54	18.00
		500,001-700,000	12	4.00
		700,001-900,000	11	3.70
		900,001 and above	34	11.30
4	M a r i t a l S t a t u s	Single	196	65.30
		Married	104	34.70
5	Education	High School Pass	15	5.00
		University Student	88	29.30
		Diploma	5	1.70
		Graduate	119	39.70
		Master Degree	73	24.30
6	Occupation	Own Business	68	22.70
		Government Staff	81	27.00
		Company Staff	49	16.30
		Student	87	29.00
		Other	15	5.00

Source: Survey Data (March, 2019)

As shown in Table (1), gender can be classified into two groups, male and female. 45.70 percent of respondents are male and 54.30 percent of respondents are female. This means that respondents can be assumed more in females, rather than males.

By the age of respondents, 61.70 percent of respondents are between 21 and 30 years, 19.00 percent of respondents are between 31 and 40 years, 9.0 percent of respondents are 20 years and under and 4.30 percent of respondents are above 50 years. Therefore, it is found that age between 21 and 30 years is more than any other group.

In monthly income level, 63.00 percent of respondents are between Kyats 100,000 and Kyats 300,000, 18.00 percent of respondents are between kyats 300,001 and Kyats 500,000, 11.30 percent of respondents are Kyats 900,001 and above, 4.00 percent of respondents are between Kyats 300,001 and Kyats 500,000 and 3.70 percent of respondents are between Kyats 500,001 and Kyats 700,000. It is shown that most of respondents are between Kyats 100,000 and Kyats 300,000.

Out of 300 respondents, 196 respondents are single and 104 respondents are married. In terms of percentage, 65.30 percent of respondents are single and 34.70 percent of respondents are married. Therefore, most of the respondents are single.

The education level of respondents is categorized into five groups. They are high school pass, university student, diploma, graduate and master degree. 39.70 percent of respondents are graduate, 29.30 percent of respondents are university student, 24.30 percent of respondents are master degree, 5.00 percent of respondents are high school pass and 1.70 percent of respondents are diploma. Thus, it can be assumed that most of respondents are graduate.

According to survey data, occupation is categorized into five distinct groups. They are own business, government staff, company staff, student and other. 29.00 percent of respondents are student, 27.00 percent of respondent are government staff, 22.70 percent of respondents are own business and 16.30 percent of respondent are company staff and 5.00 percent of respondents are other. Therefore, it is shown that most of respondents are student, government staff and own business. The habits of respondents are shown by the number of times going to Grand Cinema.

Table 2. Number of times going to Grand Cinema

Sr. No.	Statement	Number of Respondents	Percentage
1.	Once in one week	7	2.30
2.	Once in two weeks	79	26.30
3.	Once in one month	116	38.70
4.	Once in two months	98	32.70
	Total	300	100.00

Source: Survey Data (March, 2019)

According Table (2), 116 respondents with 38.70 percent go to Grand Cinema once in one month, 98 respondents with 32.70 percent go to Grand Cinema once in two months, 79 respondents with 26.30 percent go to Grand Cinema once in two weeks and 7 respondents with 2.30 percent go to Grand Cinema once in one week.

2. Reliabilities Analysis of Variables

In the reliability testing, the researcher will use Cronbach's Alpha that proves to be the most accurate method. Reliability values of the variables are described in Table (3).

Table 3. Reliabilities of the Variables

Sr. No.	Variables	Number of items	Cronbach's Alpha
1.	Ambient Conditions	9	0.759
2.	Spatial Layout and Functionality	11	0.669
3.	Signs, Symbols and Artifacts	8	0.755
4.	Customer Satisfaction	10	0.631

Source: Survey Data (March, 2019)

According to Table (3), the Alpha values of four variables (ambient conditions, spatial layout and functionality, signs, symbols and artifacts and customer satisfaction have above 0.6. Thus, the Alpha values of all variables are acceptable level.

3. Customer Perception on Servicescape

There are three servicescape factors: ambient conditions, spatial layout and functionality and signs, symbols and artifacts. The overall mean value of customer perception on servicescape are shown in Table (4).

Table 4. Summary of Customer Perception on Service

Sr. No.	Servicescape	Overall Mean Value
1.	Ambient Conditions	3.73
2.	Spatial Layout and Functionality	3.62
3.	Signs, Symbols and Artifacts	3.59

Source: Survey Data (March, 2019)

According to Table (4), ambient conditions have the largest mean value 3.73 among three variables of servicescape of Grand Cinema. This means that ambient conditions of cinema can be most satisfied on their customers because cinema provides good air conditioning, appropriate lighting and pleasant background music. On the other hand, signs, symbols and artifacts have the lowest mean value of 3.59. This means that most of customers are lower satisfied on signs, symbols and artifacts of cinema. Therefore, if cinema focus on outside appearance of cinema and uniform of the staffs to be attractive, the perception will be higher than this result.

4. Correlation between Servicescape and Customer Satisfaction of Grand

Cinema

The results of the correlations of the variables are shown in Table (5).

Table 5. Correlation between Servicescape and Customer Satisfaction of Grand Cinema

Sr. No.	Description	Person Correlation Coefficient	P-value
1.	Ambient Conditions	0.450**	0.000
2.	Spatial Layout and Functionality	0.664**	0.000
3.	Signs, Symbols and Artifacts	0.479**	0.000

Source: Survey Data (March, 2019)

**Correlation is significant at the 0.01 level (2-tailed)

Dependent variable: Customer Satisfaction

5. Multiple Regression Analysis of Servicescape on Customer Satisfaction

The results of multiple regression analysis are shown in Table (6).

Table 6. Multiple Regression Analysis of Servicescape on Customer Satisfaction

Model	Unstandardized Coefficient		Standardized Coefficient	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.650	0.188			
Ambient Conditions	0.200	0.047	0.190	4.287	0.000
Spatial layout and Functionality	0.468	0.044	0.496	10.578	0.000
Signs, Symbols and Artifacts	0.192	0.039	0.220	4.910	0.000
R ²					0.520
Adjusted R ²					0.515

Source: Survey Data (March, 2019)

Dependent Variable: Customer Satisfaction

The result of multiple regression analysis provided that ambient conditions, spatial layout and functionality and signs, symbols and artifacts are significant and positive relationship with customer satisfaction (b = 0.190, t = 4.283, P < 0.01), (b = 0.496, t = 10.578, P < 0.01), (b = 0.220, t = 4.910, P < 0.01) are shown in Table (6).

VI. Findings and Discussions

The objectives of the study are to identify the servicescape of Grand Cinema and to analyze customer satisfaction on servicescape of Grand Cinema. To analyze these

objectives, primary data were collected from 300 customers who had been watching film in Grand Cinema by using structured questionnaire which includes general questions about customer profile, servicescape and customer satisfaction. The secondary data were gathered from previous research papers, relevant textbooks, Internet websites and other sources. Based on the results, the findings for each aspect of servicescape of Grand Cinema are presented as follows.

This study intended to examine the servicescape of Grand Cinema. Before starting the film in the cinema, cinema plays pleasant background music. Therefore, customers can enjoy music and they do not get bored while they are waiting to watch film. Cinema has good air conditioning system and so customers can get cool air quality and feel comfortable while watching film. Cinema manages not to have bad odor inside the cinema hall and not to hear any noise from outside while customers are watching film. The cinema also provides appropriate lighting level to enjoy and to get full concentration on movie they watch. Cinema is located in downtown of Thanlyin City. It is a convenient place for customers who come to cinema. Cinema also provides high quality projector, sound system and comfortable seats for their customers. Cinema displays sufficient signs and symbols such as "entrance, exit, toilet, no smoking" etc and also cinema displays signs and symbols at visual place. Cinema always advertise on billboard of now showing film and upcoming film to attract customers. Therefore, customers can notice which film is showing now and which film will be showing next and they can watch the film that they want to watch.

According to survey data, most of the respondents are female. The major age group of age respondent is between 21 and 30 years. In marital status group, most of the respondents are single. Regarding the education level of respondents, most of the respondents are graduate. In terms of occupation, students get the highest percentage. In the monthly income level, most of respondents have monthly income level of Kyats 100,000 – Kyats 300,000. In analysis of buying behavior, number of times going to Grand Cinema, most of respondents go to watch film in Grand Cinema once in one month.

According to the servicescape factors of Grand Cinema, ambient conditions, spatial layout and functionality, signs, symbols and artifacts were analyzed. As the result of survey data, it can be found that customers got good positive perception on servicescape that is provided by Grand Cinema. Among the servicescape factors, ambient condition is the most satisfaction factor on customer satisfaction. Secondly, customers got good positive satisfaction on spatial layout and functionality of Grand Cinema. On the other hand, customers have relatively positive perception on signs, symbols and artifacts that are provided by Grand Cinema.

According to the correlation results, spatial layout and functionality had the strongest correlation with customer satisfaction. On the other hand, the correlation with other

factors is not strong as much as spatial layout and functionality. The more cinema emphasizes on servicescape, the more customer satisfaction can attain.

The multiple regression analysis revealed that servicescape (ambient conditions, spatial layout and functionality and signs, symbols and artifacts) have the significant relationship with customer satisfaction. In this survey, the highest significant level is spatial layout and functionality. Therefore, it can be concluded that spatial layout and functionality is an essential factor to satisfy customers.

1. Suggestions and Recommendations

The finding implies that there is a significant relationship between servicescape factors (ambient conditions, spatial layout and functionality and signs, symbols and artifacts) and customer satisfaction. Therefore, Grand Cinema should focus on maintaining these current situations to improve the customer satisfaction.

Based on the research findings, it can be concluded that people are satisfied with lighting, air quality, temperature, background music, scent, cleanliness of cinema hall and restrooms as well as noise level in the cinema hall. Therefore, manager and supervisor must maintain and keep improving these ambient conditions to keep their customers satisfied. However, manager needs to maintain to present pleasant scent at all the time in the cinema hall and thus customers will be more satisfied on ambient conditions of Grand Cinema.

According to the perception of customers on the spatial layout and functionality of Grand Cinema, it can be concluded that customers are satisfied with the layout of cinema, seating arrangement, the quality of seats and the quality of projector and sound system. Based on results, the spatial layout and functionality can affect customer satisfaction most. Therefore, spatial layout and functionality is important for manager and supervisor to keep their customer satisfaction. But if there were sufficient car parking area, customers will be more satisfied on Grand Cinema.

Concerning signs, symbols and artifacts, findings show that customers felt that they can find directional signs easily and there are enough directional signs in Grand Cinema and so, they can easily go to the place they want to. Moreover, they are satisfied the billboard of now showing film and upcoming film. Therefore, manager and supervisor keep focus on these signs, symbols and artifacts of Grand Cinema to maintain customer satisfaction. However, customers will be more satisfied if outside appearance of cinema and uniform of staffs are attractive.

To sum up, understanding of the factors affecting customer satisfaction will be useful for cinema in order to attract new customers and maintain existing customer. According to the significant importance of servicescape in Grand Cinema, more customer satisfaction will be achieved by performing servicescape effectively and obtain

the greatest chance of maximizing profit. Moreover, in competitive business world, Grand Cinema can use servicescape as a differentiation tool for business and then this will lead to gain long-term success.

2. Needs for Further Study

This study only emphasis on the relationship between servicescape and customer satisfaction of Grand Cinema, Thanlyin. The data was collected only from 300 respondents who had been to Grand Cinema, Thanlyin. There are some limitation of time, cost and data in this study. Some respondents may have confused question to answer and some respondents have given false information and response related with their personnel case. The further research should be studied the relationship between servicescape and customer satisfaction in other heavy service company or other industries such as resorts, hotels, amusement parks and recreation or health clubs.

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Myanmar Festival throughout the year

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ABSTRACT: Myanmar's economic and political development is progressing rapidly. And the wave of socialization is rapidly penetrating. However, Myanmar remains a traditional culture. Myanmar's festivals reflect the characteristics of religion and climate. It is held as an important national event. Interest in traditional culture establishes the identity of the ethnic culture. Traditions and cultures were used in social, political and economic fields depending on their purpose. Myanmar was also used as part of the national integration policy. Myanmar's festivals have historically been influenced by the natural environment, religion and social culture. The festival includes many cultural elements. Nevertheless, no studies have been analyzed in terms of specific and multifaceted aspects. The festival is related to the natural environment, such as the seasonal cycle. So, it has a close relationship with the social life of Myanmar. Myanmar's annual festival, an intangible heritage of traditional culture, needs to take a look at both natural environmental factors such as the agricultural season and a religious perspective. Few studies have studied traditional festivals in Myanmar from different perspectives. Studies on cultural standards such as season and diet related to the natural environment are needed.

Key words : traditional culture, national integration policy, festival, natural environment,

I. Introduction

The economic and political development of Myanmar is taking place rapidly. And the wave of socialization is rapidly penetrating. But, Myanmar remains a traditional

culture. The festival in Myanmar reflects the characteristics of religion and climate. It is being held as an important event of the country.

Interest in traditional culture establishes the identity of national culture. Tradition and culture have been used in social, political and economic fields according to purpose. Myanmar was also used as part of the national integration policy. Myanmar's festivals have historically been influenced by their natural environment, religion, and social culture.

Festivals include many cultural elements. Nevertheless, there is no research that has been analyzed in terms of concrete and multifaceted aspects. Festivals are associated with the natural environment, such as the seasonal cycle. So it has a close relationship with the social life of Myanmar.

New Year festivals and monthly festivals have been handed down from ancient time. Therefore, it has a great influence on the social life of Myanmar people. Therefore, the annual festival in Myanmar is a ritual related to the natural environment such as seasonal circulation. At the same time, it is a social activity that mediates traditional customs of Myanmar people with religious and cultural backgrounds.

Festivals have been discussed by several studies. Ryu Jung-ah (2013) referred to the limitations of the research in festival theory as a lack of theoretical discussion. It is necessary to examine what cultural elements festivals have in a multifaceted sense. Kim In-a (2015) stated that the New Year festival in Myanmar includes both indigenous faith and religious meaning. Kim-Shinae (2016) divides Myanmar's New Year festival into modern and traditional perspectives, discussing customs and functions.

Myanmar's annual festivals, which are intangible heritage of traditional culture, need to look at elements of natural environment such as farming season together with religious viewpoint. Few studies have studied the traditional festivals of Myanmar from various perspectives. Research related to cultural standards such as seasons and regimens related to the natural environment is needed.

II. Main subject

Myanmar's annual festivals are held every 15 days on the lunar calendar. Myanmar's festival is a Buddhist aspect. However, historically, it has been influenced by various factors such as local natural environment and social culture. From this perspective, explain festivals in addition to religious perspectives through the classification of the festival based on the background of the year-round festival. Religious festivals are directly related to Buddhism and indigenous beliefs. Seasonal festivals are associated with seasonal circulation. That is, natural environmental or climatic factors (farming

season, etc.). Farming seasons are seasonal cycles related to the timing of sowing and harvesting.

1. Shinpyu ceremony

Myanmar has a great influence on Buddhism. The most important ceremony as a boy is the shinpyu or shinpyubwe. It is the day when it is adult in Myanmar. In the case of a girl, drills a hole in ear. It is done before entering the fate to become a monk. This is done at the age of 15, according to the rule. However, this age is an important time to gain knowledge. So it is usually done at the age of twelve. It is a ceremony to shave and enter the temple and learn Buddha's teachings. This is usually done before or at the beginning of wadwin. Wadwin is a period of peace as a Lent of Buddhism(Choi Jae-hyun, 2001). It is the rainy season and it is three months from July to October. During this period, monks perform activities in the room. But most of the Myanmarans are different except for devout Buddhists. Usually after the Turmine festival is over in the dry season (February to March) when the New Year begins to approach.

Shinpyu rituals are very colorful and magnificent. It looks like a king. Economic strength should be supported. Therefore, they prefer to be celebrated at the end of rice harvest. This is because it is time to afford economically. This ceremony was held customarily. After the formation of the Buddhist nation, it was regarded as one of Buddhist rituals. A believer must go through two ceremonies to become a monk. After the first gate above, becomes reserve monk. The second gate is a ceremonial ritual that becomes a formal monk. The Myanmarese brought their first ritual, Buddhist ceremony, to traditional Shinpyu rituals. The second ritual is consciousness beyond the scope of Shinpyu ritual. Until they are 20 years old, they can not receive formal ordination (Maung Htin Aung 1958). Passage rites for becoming adults are mixed with the Buddhist tradition.

Shinpyu is an important rite for myanmar parents with boys. They embellish their children with the symbol of king(regalia). Food for the festival should also be provided. Therefore, an economic basis should be supported. "Myanmar Memorabilia" suggests the economic importance that Shinpyu Festival is going to take. The main rituals are related to such things as birth, adult, marriage, and death. These are rituals that dramatize such things. Passage rituals, called "life cycles," indicate moving from one stage of life to the next (Bell 2007)

Myanmar's rituals include not only Buddhist elements but also popular taboo-style customs. Boys must stay indoors for seven days before the festival begins. Because an evil spirit is jealous of the coming glory and believes that it causes accidents in festivals. In the morning of the festival, the symbols of the kingship are worn. They ride

horse with golden shoelaces (Maung Htin Aung 1958). Kundaung refers to a box containing leaves and fruit of betel palm. The girl with this box is called 'kundaugkaing'. In the Shinpyu ceremony, the most beautiful girl in the village has this. Myanmar men like 'Kung'. It is a chewing cigarette made from binggo fruit. The box contains substances related to 'Kung'. As a male of Myanmar, it means to be a member of society.

2. Thebonzedi Festival (March-April)

Thebonzedi is a festival that builds pagodas with sand. It is held in March (Ttabaung).

Myanmarese people look forward to enjoying their leisure time after the rice harvest is done safely. They are not content with expressing respect for the existing Pagoda. They make pagodas directly with soil (Khin Myo Chi).

There is two myths related to this festival. First, a long time ago there was a hermit named Dewara. He lived in a temple in the Himalayas. The temple was built by Nat gods. One day he made pagodas with soil and dedicated many flowers. He returned to the temple with a godly heart. The disciples watched his behavior. And his disciples also prayed in the earthly pagoda. Second, a hermit was meditating on the river. The summer came, the water of the river fell and the sand was exposed. He made pagodas with soil and prayed (Pekhu 2014). This festival was developed after Buddhism began.

This festival was held before the Bagan period. A pagoda made of clay was built next to the Eyawadi River. This is the Shwezigon Pagoda. The Shwezigon is a pagoda with a holy grail. It is inspired by the architectural style of Srilanka. Three-storey terraces supporting a bell-shaped Sutupa, and made up of octagonal bands on it. Each corner of the top floor terrace has a thumbnail of Supupa. There are stairs in the middle of each terrace facing four directions. At the front of each staircase is a Buddhist statue (vitarka mudra). Suwajigong temple became the model of Sutuppa, which was built after that (Currue 2012).

The water of the river dries when Tabaung starts. Fish can be seen, and farmers can sell crops produced in farmland and earn a lot of revenue. The busy period is over and the farming season is over. Therefore, the king holds a magnificent event to make pagodas with soil. The king goes to the river and prays at the Pagoda and opens the festival. The farmers weaved the bamboo and made five stairs. It is dedicated to the mountain of myinmo. It is derived from the Semeru meaning sacred mountain. In the Myanmar language, meru mountain is called Minmo mountain. They believe that the gods live in the center of the mountain. Meru mountain is surrounded by seven oceans and six mountain ranges. Beyond that is the ocean with four islands. One of the islands is inhabited by humans (cullog 2012). Later, these five staircases were

transformed into modern pagodas using clean earth and bricks.

Nowadays, most of the earth pagoda festival has disappeared. It is held in places such as Mandala (Pekhu 2014). This festival was replaced by the Pagoda Festival. It is usually held in Pagoda in March, the latter half of the dry season. There are different times for each region.

3. Nyaungyetung festival(May- June)

Nyaung-banyan tree, ye-water, tung-sow. These three are combined. Sprinkle water on the banyan tree on May 15. It is to celebrate Buddha's Birth, Enlightenment, Nirvana.

This behavior is related to the symbolism of this tree. The bamboo tree is called nyaungbodhi in Myanmar. The Buddha was in the nirvana under the bamboo tree. It can be seen in tropical regions such as India and Nepal(Saw Min Lat 2013). Myanmar hosts this festival very magnificently. This festival started from the Bagan period. It is recorded in the inscription of Saw Hla Won Pagoda of Bagan (Saw Kyi 1996). It is a festival not only for Myanmar but also for other Buddhist countries. In India, the origin of Buddhism, it is called Vesak Day.

The form and date of the festival vary from country to country. Because the local culture is different, the expression of the festival is also different. The tradition of Myanmar watering bamboo trees is not from India. There is no such festival in India. Not all trees are worshied. Only the trees derived from the bamboo tree that the Buddha heard in Nirvana are covered. So this festival started when the bamboo trees in India entered Myanmar (Pekhu 2014). The ancient Myanmar kings encouraged the planting of bamboo trees. January 4, 1948, independent from the colony, brought the branches from India. And planted in the north and west of the shwedagon pagoda (Saw Kyi 1996). From the viewpoint of Buddhism, the tree is an object of worship as a symbol of Buddha. On the other hand, it can be seen from the viewpoint of animism before Buddhism was established.

Myanmar people believe in wood gods. And worship a great tree. They think the tree is the residence of the gods. Sprinkle water on dry summer. As Buddhism came, the ritual of watering banyan trees was closely related to the Buddha (Maung Htin Aung 1958). The god in Banyan Tree is the prince of the Mon kingdom. He was taken prisoner with King from Turong to Bagan. He later died of leprosy. In other words, this god is associated with the god worship of Banyan trees (Maung Htin Aung 1958). On the full day, they build up their wealth by raising their wealth(Pekhu 2014). Dressed in fine clothes, dance to traditional music. It also poured fragrant water into the bamboo trees.

4. Dadinjut Mitung Festival (October-November)

When the rainy season is over, people come back to life. When the rainy season is over and the weather is good, Mitung festival is held. It corresponds to October of the year. The marriage season, which was taboo during the rainy season, also begins. Social activities such as visits to relatives also become active. Various festivals based on Buddhist account are also held.

One of the Buddhist narratives is as follows. Buddhist calendar 109 years, The evening of July 15. The Buddha went to heaven and gave a sermon to Mrs. Maya. The three - month sermon is over. The Buddha said he would return to the human world to the god of heaven. The gods of heaven made a ladder of gold, silver and ruby. The Buddha used the jewel stairs, the angels used the golden stairs, and the remaining gods used silver stairs. They played music for the Buddha, and caused a cool breeze with fans. This is depicted in the paintings of Myinkaba Gubyaukgyi Pagoda (Saw Kyi 1996). The Dadinjut festival was held in November before the Buddhist influx. Previously it was just a fun and raucous festival. The king of Anoyata, suppressed the worship of the god of Meru Mountain. The festival can no longer be celebrated. It was replaced by a Dadinjut light festival. Light festivals are also held in central and northern areas (Taung Hthin Aung 1958). It is the time when the rainy season ends. Therefore, it is time to be able to work freely. In addition, there are economical abundances by harvesting the rice that was sown in the monsoon season. It's a wedding season. It is also the best time to donate to build virtue.

5. Nat Festival (December-January)

It is a festival held in December. It was held to worship the Nat gods. The Nat was quickly derived from the natha, meaning god. The Nat is very involved in the daily life of Myanmar. It is believed to be involved in the rainy and dry weather in Myanmar. It is closely related to farming. They think that it directly affects the maintenance of house and village (Sungwon Kim 2005). It is mainly held in private homes. They also have festivals with music and dance with neighbors. They call professional psychics at festivals. They dress like Nat. A large tent is erected. Ritual supplies, flowers and candles, and food are placed on the podium. The tribute used in the ritual is called gadawpwe. The dish decorated with banana and coconut and tree trunks is placed in the middle. These tributes are ritual supplies used in the home. This can be devoted not only to Buddha, but also to parents and teachers. It is also dedicated to weddings and to introducing a born child to relatives (Khin Myo Chit 2014). There is also a venue for the band. It is decorated with a mythical figure like pyinsayaupa. The snake

's body, the horse' s body, the bird 's wings, and the horns. Festivals are gathered together to perform songs, dances, and plays (Khin Myo Chit 2003).

There is a myth known as oral tradition associated with Nat festivals. Myanmar people worship siblings God. Decorate red or white cotton with coconut. The siblings god is the guardian of the family. It is also called (eindwin min min). The ceremony takes place on Mount Popa. So this mountain is called Mahagiri. The sister is a *tounggyi shing*, the owner of the mountain. The legend related to Mahagiri Nat God is as follows. One blacksmith had one son. His son ate a lot of rice. At the age of 16, broke the elephant 's ivory and was thrilled to throw it. This news was heard by the king of tagaung. The king feared that the kingdom would be taken away from a mighty man. The king ordered to kill him. He hid in the jungle. The king took his sister and made her a queen. A few years later, the king used the queen to bring him in. He came back believing the queen's words. But he was killed in saga trees. The Queen was sad because of her fault. And she jumped in the fire and committed suicide. The king tried to catch her, but it was late. The siblings became gods. All the humans and animals that reach the Saga tree are dead. The king dug out the tree and threw it into the river Eyawadi. It floated on the river and it reached the port of nyaungu. The king of the Terekaung kingdom dreamed that the tree would flow from Tugaung to Nyaungu. So the king made the tree a statue and placed it on Mount Popa. Myanmar people go to Mt. Poppa with white animals and liquor. Pray to the brother and sister and pray for the blessing. The kings of other kingdoms also went to Mt. Popa and held the Mahagiri Nat Festival (Pekhu 2014).

The most famous Nat festival in Mandalay is Taungbyon. The festival in Taungboong is crowded with foreigners and locals. On the first day (Aug. 11), believers visit for receive blessings and donations. The fourth day (August 14th) is the most crowded. This day is a ritual of watering the statue of brother. There is a legend about these brothers. King Anoyta overthrew the Taungbyung area as an army. He decided to build a pagoda there. He directed two brothers to move two bricks to fill the pagoda wall. The two brothers ignored it and drank alcohol. The angry king killed two brothers. And they became guardians of the village. Pagoda still has two brick sites empty.

After the bathing ceremony, play music and enjoy the festival. On the fifth day (August 15), *natgadaw* (psychic) is hired to perform ceremonies. On the sixth day (August 16th), the rabbit is hunted. On the seventh day (August 17th), there is a ceremony to cut the *htein* tree. On the last day (August 18th), a ceremony is held to put new clothes on the prize of the brother. Over 800 markets are held during the festival. The theater opens and local food is sold.

III. Conclusion

1. The most important ceremony as a boy is the shinpyu, the day when it is adult. In the case of a girl, drills a hole in ear. It is usually done at the age of twelve. It is a ceremony to shave and enter the temple and learn Buddha's teachings. This is usually done before or at the beginning of wadwin. It is the rainy season and it is three months from July to October.

It is very colorful and magnificent. It looks like a king. Economic strength should be supported. Therefore, they prefer to be celebrated at the end of rice harvest. The Myanmarese brought their first ritual, Buddhist ceremony, to traditional Shinpyu rituals. Passage rituals, called "life cycles," indicate moving from one stage of life to the next.

They ride horse with golden shoelaces. Myanmar men like 'Kung'. It is a chewing cigarette made from binggo fruit. The box contains substances related to 'Kung'. As a male of Myanmar, it means to be a member of society.

2 Thebonzedi is a festival that builds pagodas with soil. It is held in March (tabaung). Myanmarese look forward to enjoying their leisure time after the rice harvest is done safely. This festival was developed after Buddhism began. This festival was held before the Bagan period. Nowadays, this festival has disappeared. It is held in places such as Mandela. It was replaced by the Pagoda Festival. It is usually held in Pagoda in March, the latter half of the dry season. There are different times for each region.

3. Nyaungyetung(nyaung-banyan tree, ye-water, tung-sow) festival is sprinkle water on the banyan tree on May 15. It is to celebrate Buddha's Birth, Enlightenment, Nirvana. Myanmar hosts this festival very magnificently. This festival started from the Bagan period. It is a festival not only for Myanmar but also for other Buddhist countries.

4. When the rainy season is over, people come back to life, and Mitung festival is held. It is also marriage season. Social activities also become active. Various festivals based on Buddhist account are also held. In addition, there are economical abundances by harvesting the rice that was sown in the monsoon season. It is also the best time to donate to build virtue.

5. Nat Festival was held to worship the Nat gods. It was derived from the natha, meaning god. It is very involved in the daily life of Myanmar. It is closely related to farming. They think that it directly affects the maintenance of house and village. It is mainly held in private homes. They call professional psychics. They dress like Nat. It is decorated with a mythical figure like pyinsayaupa(snake's and horse's body, bird's wings,

and the horns). Festivals are gathered together to perform songs, dances, and plays. Myanmar people go to Mt. Poppa with white animals and liquor. Pray to the brother and sister and pray for the blessing. The most famous Nat festival in Mandalay is Taungbyon. Over 800 markets are held during the festival. The theater opens and local food is sold.

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