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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.

February 28, 2022

Youngjun Choi *yj choi*

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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 ([http://www.komyra.com/bbs/board.php?bo\\_table=articles](http://www.komyra.com/bbs/board.php?bo_table=articles)).

## Factors Affecting Transportation Activities of Private Trucking Industry in Mandalay

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**ABSTRACT** : The objectives of this study are to identify the factors affecting transportation activities of private trucking industry in Mandalay and to analyze the effects of factors affecting transportation activities on performance of private trucking industry. The primary data were collected from 60 managers from 60 private trucking companies in Mandalay. Data collection period was in January, 2021. The secondary data were obtained from relevant books, documents, reports and related internet websites. The descriptive statistics was used to describe profile of customers and service package. Multiple regression analysis was applied to analyze the effects of factors affecting transportation activities on transportation performance. According to the multiple regression results, only two variables (service related factors and cost related factors) directly and significantly impact on performance of the companies. Based on the findings, private trucking industry in Mandalay is still weak in the transportation practices. It is recommended that the key factors affecting transportation activities should be made the best quality so that private trucking industry will be able to do better performance.

**Key words** : *Product Related Factors, Market Related Factors, Service Related Factors, Cost Related Factors and Transportation Performance*

### I. Introduction

Transportation is a very important activity in the logistics activities and is often

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the largest variable logistics cost. A major focus on logistics is the physical movement or flow of goods and, on the network that moves the product (Langley, et al., 2008). Transportation plays an essential role in the world because it offers an access between spatially separated location which is for the movement of goods or people. On the other hand, an improvement of transportation will help to reduce the generalized costs of travel such as save time and save money. The reduction of cost enables to improve the efficiency and effectiveness in the business sector. Transportation is typically viewed as the "most important single element in logistics costs for most firms" (Ballou, 2004). By increasing the geographic market, businesses are able to reach more customers and generate higher levels of demand (Coyle et al., 2006). In Myanmar, there are many transportation service firms. Among them, trucking industry associations are a unique organization, called "Gate", which represent a large percentage of operator. Gates exist in major city and each Gate specializes in one truck route. Trucking companies in Myanmar are considered entrepreneurial small-scale enterprise. The service areas for these companies are limited to local distribution centers within states and regions; there is no single trucking company that provides a regular, nationwide service. This study highlights factors affecting transportation activities in terms of quality, speed, dependability, delivery and flexibility on performance of private trucking industry in Mandalay.

## **1. Objectives of the Study**

The objectives of the study are

1. To identify factors affecting transportation activities of private trucking industry in Mandalay.
2. To analyze the effects of factors affecting transportation activities of private trucking industry in Mandalay.

## **2. Scopes and Methods of the Study**

The descriptive statistics and multiple regression analysis were used in this study. Simple random sampling method was used in this study. Primary data were collected from trucking industry and respondents are 60 owners/ managers of the trucking companies. These respondents are chosen from the population of 227 employees from the trucking companies. Secondary data was gathered from relevant books and Internet websites. The data collection period was in January, 2021. These questionnaires are structured with five-point Likert scale.

## **II. Theoretical Background**

Factors affecting transportation activities are human-related factors, product-related factors, market-related factors, delivery-related factors, economic-related factors, distance factors, volume factors, service-related factors, cost-related factors. Among them, this study focuses on product-related factors, service-related factors, market-related factors and cost-related factors affecting transportation activities.

### **1. Product-Related Factors**

Product-related factors affect transportation cost and pricing. They can be grouped according to (1) density, (2) storability, (3) ease of difficulty in handling and (4) liability. Density refers to a product's weight-to-volume ratio. Items such as steel, canned foods, building products, and paper goods have high weight-to-volume ratios. It tends to more transport cost per pound than high-density products (Lambert, et al., 2001). Storability or cube utilization is the degree to which a product can fill the available space in a transport vehicle. A product's storability depends on physical characteristics such as size, shape, and fragility (Lambert, et al., 2001). Storability concerns with the ease of difficulty in handling the product. Items that are not easily handled are usually more costly to transport. Liability is an important concern for many products such as those that have high value-to-weight ratios, are easily damaged, or are subject to high rates of theft or pilferage. If the transportation carrier assumes greater liability (e.g. computer, jewelry, and home entertainment products), a higher price can be charged to transport the product (Lambert, et al., 2001).

### **2. Market-Related Factors**

Regions with large and robust demand, as per the new economic geography theory (Krugman 1991), are the preferred locations for manufacturing firms seeking minimization of transport costs. As the variety of goods produced in a market increases with the rise in income of the local consumers (Jackson 1984), there is an expansion in the range of product variety supplied by domestic producers who may find it convenient to export to other countries (Ramezzana 2000). Market factors such as lane volume and balance influence transportation cost and pricing. A transport lane refers to movements between origin and destination points. The most significant market factors are (1) the degree of intra mode and inter mode competition; (2) the

location of markets, (3) the nature and extent of government regulation, (4) the balance of imbalance of freight traffic in a market, and (5) the seasonality of product movement.

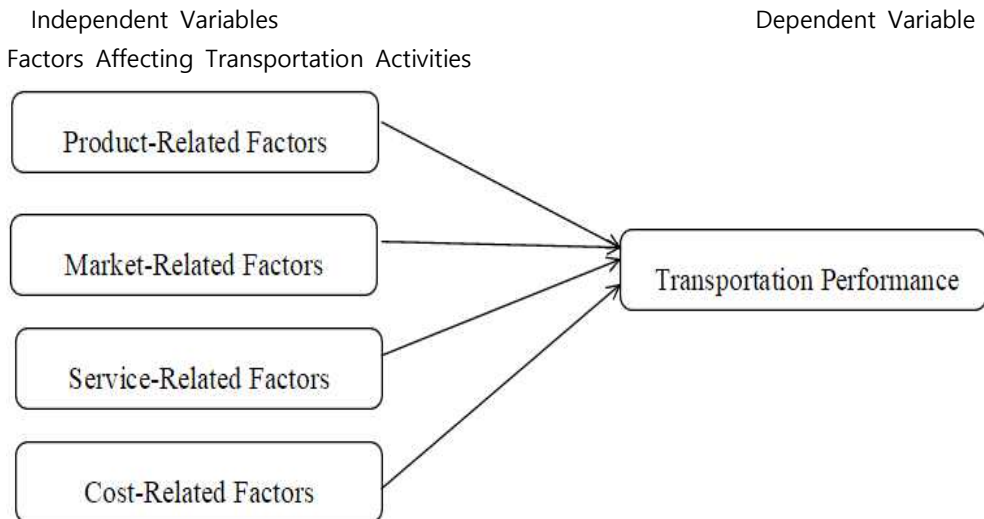
### 3. Service-Related Factors

A good service quality in public transportation mode can change customer selection of transportation mode as they will seek for the best service that they deserve with the price that they paid. There are still some transit agencies that have an interest in gaining a high service quality level, taking into account passengers priorities and requirements (Bertini & El-Geneidy, 2003).

### 4. Cost-Related Factors

In the content of (Button, 2010), the summed-up expense of a trip is "explicit as a solitary, generally fiscal, measure consolidating, for the most part in straight frame, the vast significant of the critical yet different cost, which constitute the entire expenses of a trip". Muha (2019) points out that one of the obstacles to effective logistics decision making presents itself at the global level in the classification of logistics costs, as there is no single definition or standard to unify individual logistics costs.

Figure1. Conceptual Framework



Source: Own Compilation Based on Previous Studies



In this conceptual framework, the factors affecting transportation activities on transportation performance is studied. Factors affecting transportation activities include product-related factors, market-related factors, service-related factors and cost-related factors. These four factors are used as four main independent variables and transportation performance is used as dependent variable in this study. The results are expected to provide the significant and useful benefits for the business organizations to successfully create transportation performance.

### **III. Research Design**

#### **1. Respondents' Demographic Profile**

The study follows descriptive research. There are two main categories for the methods of collecting data, such as quantitative and qualitative. A total of 60 private trucking companies participated in the survey by filling out an online questionnaire, which contained a set of questions related to logistics management. Simple random sampling method was used in this study. The questionnaire was developed from previous literature. The study includes four factors of transportation activities as independent variables and transportation performance 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 factors affecting transportation activities and transportation performance. Multiple regression analysis was used to analyze the effects of transportation activities on transportation performance. Demographic characteristics of the respondents are analyzed by gender, age, education, and income level.

Table1. Demographic Characteristics of the Respondents (N= 60)

Sr. No	Statement	Category	Frequency	Percentage
1	Gender	Male	53	88.30
		Female	7	11.70
2	Age(years)	Under 30	6	10.00
		30-40	24	40.00
		41-50	18	30.00
		Above 50	12	20.00
3	Education	Primary School Level	10	16.70
		High School Level	27	45.00
		Graduate	22	36.70
		Post Graduate	1	1.60
4	Income Level (Kyats)	Less than 500,000	23	38.30
		500,001- 1,000,000	24	40.00
		1,000,001- 15,000,000	11	18.40
		Above 15,000,000	2	3.30

Source: Survey Data (January, 2021)

As shown in Table 1, gender of respondents can be divided into two groups: male and female. There are 53 males and 7 females. As percentage, 88.30% of respondents are male and 11.70% of respondents are females. The findings revealed that male are more than female respondents.

The age groups of respondents are described by four groups, namely: under 30, between 30-40 years, between 41-50 years, and above 50 years. It is found that most of the respondents are age between 30-40 years and it represents 40.00%.

Education level is divided into four groups: primary school level, high school level, graduate, and post graduate level. 10 respondents are graduate and stated as 16.70% and high school level is 45.00%, 36.70% of respondents are graduate and postgraduate is stated as 1.60%. These results indicate the majority of respondents are high school level.

Regarding the respondent's income level, there are four groups: less than 500,000 Kyats, between 500,001-1,000,000 Kyats, between 1,000,001-15,000,000 Kyats, and above 15,000,000Kyats. The majority group is the respondents who get Kyats 500,001-1,000,000 which accounts for 40.00% of all respondents and the minority group is above 15,000,000 Kyats which accounts for 3.30%.

Table 2. Respondents by Work Experience

Sr. No.	Work Experience(Years)	Frequency	Percentage
1	Under 3	3	5.00
2	3-4	9	15.00
3	5-6	12	20.00

4	Above 6	36	60.00
Total		60	100.00

Source: Survey Data (January, 2021)

The respondents are classified by work experience from private trucking companies. It is divided into four groups: under 3, 3-4, 5-6, and above 6 years in work experience. It is found that there are 3 respondents of trucking companies with under 3 years work experience it accounts 5.00%. The number of respondents with 3-4 work experience are 9 respondents and it accounts 15.00 %. The number of respondents with 5-6 years in work experience are 12 respondents and it accounts 20.00%. The number of respondents with above 6 years work experience are 36 respondents and it accounts 60.00% respectively. Therefore, the most work experience are above 6 years. This implies that the respondents were highly experienced owing to the many years they had worked in the industry.

## 2. Reliabilities Analysis of Variables

According to Best (1977), when the alpha value is between 0.89 and 0.95, it is considered very good reliability, when alpha value is 0.7 and 0.89 is considered good reliability and when the alpha value is between 0.6 and 0.7, it is considered as fair reliability and the alpha value is below 0.6 will be considered as poor quality. Reliability values of the variables are described in Table 5.

Table 5. Reliability Analysis

Sr. No.	Variables	Number of Items	Cronbach Alpha
1	Product-Related Factors	7	0.734
2	Market-Related Factors	7	0.740
3	Service-Related Factors	8	0.785
4	Cost-Related Factors	7	0.758
5	Transportation Performance	7	0.720

Source: Survey Data (January, 2021)

The overall reliability of scale is assessed by Cronbach's Alpha, the most commonly used mean of estimating reliability. The Cronbach's Alpha values are between 0.7 and 0.8 is acceptable level, between 0.8 to 0.9 is good level and equal to above 0.9 is excellent level (Cronbach, 1951). Table 5 shows that the alpha values of the product-related factors, market-related factors, service-related factors and cost-related factors are 0.734, 0.740, 0.785, and 0.758 respectively. Thus, the alpha

values of these four variables have the acceptable level. The alpha value of transportation performance was 0.720 and has the good level.

### **3. Respondents' Perception on Factors Affecting on Transportation Performance**

The overall mean value of factors affecting on transportation performance are shown in Table 6.

Table 6. Summary of Factors Affecting on Transportation Performance

Sr. No.	Variables	Overall Mean Value
1	Product-Related Factors	4.64
2	Market-Related Factors	4.58
3	Service-Related Factors	3.89
4	Cost-Related Factors	4.50

Source: Survey Data (January, 2021)

According to Table 6, overall mean values of product-related factors, market-related factors, service-related factors and cost-related factors are 4.64, 4.58, 3.89, and 4.50 respectively. These factors are strongly influenced on operation of private trucking companies. Product-related factors are the maximum value which is stronger than other factors. Service-related factors is the minimum mean value which is weak than other factors.

Table7. Correlation between Factors of Transportation Activities and Transportation Performance

Sr. No.		Pearson Correlation Coefficient	p-value
1	Product-Related Factors	0.139	0.289
2	Market-Related Factors	0.125	0.340
3	Service-Related Factors	0.697**	0.000
4	Cost-Related Factors	0.256*	0.049

Source: Survey Data (January, 2021)

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

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

Dependent Variable: Transportation Performance

According to the Table 7, correlation values of product-related factors, market-related factors, service-related factors and cost-related factors are 0.139, 0.125, 0.697 and 0.256. It is found that only two variables, service-related factors and cost-related factors are significantly correlated with transportation performance. at 0.01 level and 0.05 levels. Among the independent variables, product-related factors

and market-related factors are not correlated with transportation performance. Among these factors, service-related factors is the strongest correlation with transportation performance. This means that customer service trucking companies are essential to improve transportation performance. The companies should more focus on service-related factors to improve transportation performance.

Table 8. Multiple Regression Analysis of Factors of Transportation Activities and Transportation Performance

Model	Unstandardized Coefficients		Standardized Coefficient	t	Sig.
	B	Std. Error	Beta		
(Constant)	-0.338	0.617		-0.548	0.586
Product-Related Factors	-0.171	0.279	-0.145	-0.614	0.542
Market-Related Factors	0.089	0.247	0.083	0.361	0.720
Service-Related Factors	0.717	0.088	0.719	8.135	0.000
Cost-Related Factors	0.344	0.109	0.330	3.164	0.003
R	0.759				
R2	0.576				
Adjusted R2	0.545				

Source: Survey Data (January, 2021)

P < 0.05; Dependent Variable: Transportation Performance

Based on Table 8, the standardized beta coefficient compares the strength of the effect of each individual independent variable to dependent variable. From the results, service-related factors have the highest coefficient beta value of 0.719 compared to other independent variables. It indicates that service-related factors have stronger effects on the transportation performance. A unit change in service-related factors increase the transportation performance by 0.717 unit while product-related factors and market-related factors do not show the significant impact transportation performance. Cost-related factors have strong effect on the performance of private trucking industry. A unit change in cost-related factors increase transportation performance by 0.344 unit. If the industry performs customer service and costs efficiently and effectively, their performance can increase and then the industry can survive in the long run.

## VI. Findings and Discussions

From the questionnaire survey results, a summary description of descriptive analysis are done using statistical software. In Mandalay, all trucking companies are private business and most are transported from Mandalay to Yangon. All trucking

companies transport only products such as consumer goods, sporting and athletic goods, toys, farm products and clothing within the country.

According to the demographic factors of 60 respondents, the majority of the respondents who take part in interviews are males, majority of age group are age between 31 and 40 years. Mostly, their education level is high school level and their work experiences are above six years.

As performance indicators, increased in quality, increased in delivery, increased in dependability, increased in flexibility, and reduced lead time are applied in this study. With reference to transportation performance, increased in flexibility has the maximum mean value. It indicates that trucking companies are able to adapt a new circumstance. However, increased in quality has the minimum mean value because trucking companies generally transport 5 times per month per vehicle.

Based on the correlation analysis, all the independent variables (product -related factors, market -related factors, service-related factors and cost-related factors) are having positive relationship with transportation performance. Service-related factors and cost-related factors are more influence on transportation performance than other factors. It means that they are directly related to the transportation performance.

According to multiple regression results, the service-related factors and cost-related factors are directly and significantly impact on transportation performance while other factors such as product-related factors and market-related factors have no effect on transportation performance. Based on the findings, private trucking industry in Mandalay is still weak in the transportation practices as well as emphasizing the factors of transportation activities. If the industry are aware of these transportation practices and factors affecting transportation activities, then the industry can accomplish the better performance than before.

## **1. Suggestions and Recommendations**

According to the results of the study, service- related factors and cost-related factors are the significance factors for transportation performance. The companies should try to provide good service quality, which includes shorter transit time, on-time pick up/ on-time delivery, reliable delivery and shipment security and it helps to improve better transportation performance. With respect to cost-related factors, the companies should have a well transport system which could not only attract more investment but also benefit in saving of transportation cost. If the companies could not use a well operated transport system, it could not decrease transportation costs and thus transportation performance could not improve. Moreover, companies should pay more attention on the factors, which has no significant relationship with transportation performance. Product-related factors are not significant with

transportation performance but the companies should focus on delivering products to the destination on time and product damage free in transit. Therefore, the transportation performance could improve if the companies could provide delivering product to the destination on time and product damage free during the transportation. Market related factors are not significant with transportation performance but the companies should concentrate highway traffic and the weather, which can disrupt services of the companies. Accidents are costly both to employees and companies. In addition, the companies should provide excellent services to customers and shippers than competitors. By doing so, the companies could improve not only transportation performance but also get competitive advantage in the market. This study also contribute to the companies by suggesting ways to enhance their transportation performance.

## **2. Needs for Further Study**

There are certain limitations to the generalizability of the study. This study only focuses on 60 private trucking companies in Mandalay. It is necessity to study the transportation performance not only in private trucking companies in Mandalay but also for other types of transportation companies in other divisions. Further studies should be done on other aspects of transportation management and how transportation activities can affect transportation performance.

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