Factors Influencing Behavioural Intention of Airline Passengers Towards Myanmar National Airlines

by

Thomas E. Fernandez
Alsterkrugchaussee 470,
D-22335, Hamburg, Germany
Tel: +66818330416, E-mail: thomas.utcc@gmx.net

and

Kyaw Nyunt Wai
Yangon Campus, University of the Thai
Chamber of Commerce, Yangon, Myanmar

Abstract

In this paper the authors conducted a research about airline passengers' intentional behaviour towards Myanmar National Airlines (MNA), the biggest airline in the Republic of the Union of Myanmar. The approach was a quantitative research with a questionnaire focussing Service Quality, Customer Satisfaction, Trust, and Brand Image, leading to the Behavioural Intention to use the airline again. It was found that the airline received "Neutral" rating in all five areas, and the authors make recommendations how to improve the ratings.

1. Introduction

The airline industry is one of the major business industries all over the world. The airline industry contributes to the development of the tourism industry which generates crucial revenue to countries such as Myanmar, trade across nations and foreign direct investment. The global airline industry is the major contributor for trade and development of relating industry for the economy of the country (Gonenc and Nicoletti, 2000). In addition, the strong air travel improvement, air travel deregulation, globalization of economies and technology has allowed connectivity between countries all around the world. Improved access allows producers to take power of an expansion of trade, specialization and economies of scale, leading to lower production costs and prices; and growing production choices. However, more than any other industry, the airline industry is subject to rapid flux due to transformations in competitor moves, government or international regulations, employee dynamics and more importantly, customer expectations which is also influenced markedly by major players of the market (Jan *et al.*, 2013). Due to high competition with the need of maximizing profits, airlines are in constant need to strengthen their position by retaining customers despite the presence of other competitors in the market.

The authors focus on Myanmar's flag carrier Myanmar National Airlines (MNA), which is also the oldest airline in the country and the largest airline by number aircraft (MNA, 2019).

The Republic of the Union of Myanmar, commonly called Myanmar, is a country in South-East Asia formerly known as Burma (BBC, 2007). The country has a population of a little over 55 million (World Factbook, 2018), which is expected to grow to at least 57.8 million (Karasawa, 2018) or even 73.9 million by 2030 (Shibata, 2014). Myanmar is bordering India, Bangladesh, Thailand, Laos and China. It started transitioning from a military government to democracy in 2011 and has seen sanctions by the US and other countries lifted in 2016 (World Factbook, 2018). The lifting of sanctions has allowed foreign companies to engage in business with Myanma companies and also to invest in the country (figure 1). This led to economic growth (figure 2), and growth in turn lead to the doubling of demand for passenger air transport from 2007 to 2016 (anna, 2017)
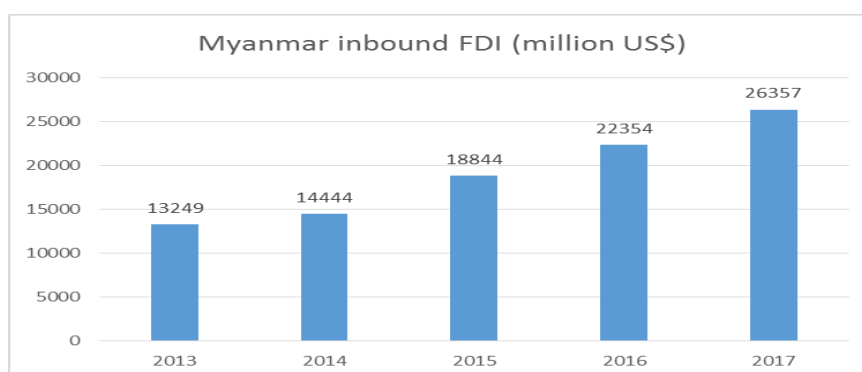
Source: Adapted from DICA (2018)

Figure 1 Myanmar Inbound FDI
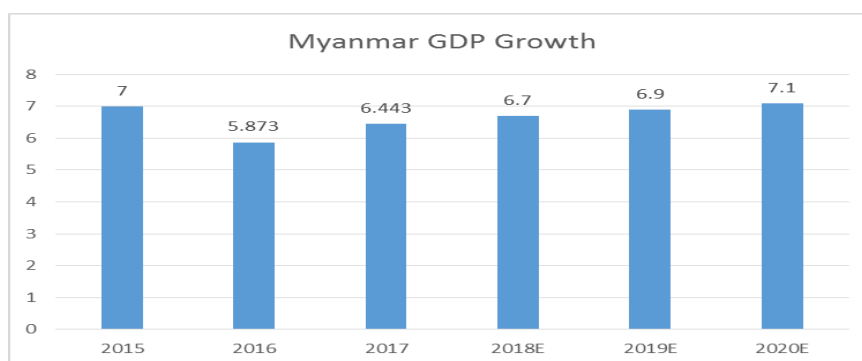
Source: Adapted from World Bank (2018)

Figure 2 Myanmar GDP Growth

Understanding passengers' behavioural intention has always been a critical issue in the airline industry. Every airline aims to be the leader in the market, and since to low-cost airline industry is competitive, airlines need to understand their passengers' perception in order to achieve airline goal. Behavioural intention in terms of repurchase intention and word-of-mouth of passengers is an importance predictor for profitability of the airline (Reichheld and Sasser, 1990). As the national flight carrier of Myanmar, it is very important for Myanmar National Airlines (MNA) to understand the behavioural intention of passengers not only for profitability but also for becoming the market leader in domestic flights among local airlines operating in Myanmar. The aviation market of Myanmar is highly competitive with a total of 11 local licensed airlines, for 30 domestic airports and 36 dormant, altogether 69 airports (Burma − Aerospace and Defense, 2017). Currently, international carriers are not allowed to enter domestic routes of Myanmar. The private local airlines are operating

with an average of two to three aircraft per airlines. However, this leading to oversaturated market which prevents private domestic airlines to achieve economies of scale and reduction of operation cost.

While in 2017, nine of the top 15 airlines operating in Myanmar were also based in Myanmar (anna, 2017), three of these local airlines suspended operations in 2018 (Citrinot, 2018).

Therefore, in order to be outstanding among the competitors, MNA has to develop an effective strategy to achieve behavioural intention of customers to use them again which will lead not only to attract new customers but also to maintain the existing customers. When it comes to having more and more competitors in the market in terms of low cost, better service quality, facilities, incentives and many other marketing strategies, MNA has to protect its image in every aspect in order to upkeep the dominant position. Rivals will come in terms of joint ventures supported by international players and the market will become more and more aggressive. Therefore, it is very crucial to strength MNA's reputation and credibility through service quality especially with customers' satisfaction, infrastructure maintenance as well as cost-effectiveness. On the other hand, there a is lack of in-depth academic research for Myanmar's airline industry. Moreover, studies towards behavioural intention of airline passenger and the factors which contribute to behavioural intention towards not only MNA but also whole airline industry of Myanmar are not sufficient. Therefore, the researchers were interested to fill the research and literature gap by conducting the study aiming to find the characteristics responsible for airline passengers' behavioural intention in Myanmar, which will be conducted as an empirical study towards MNA airline.

The purpose of this study is to examine and analyse the factors that have direct or indirect influences on behavioural intention of airline passengers towards Myanmar National Airlines. There are many possible factors that influence behavioural intention. However, the researcher focused on the major contributing factors, based on previous studies, which are service quality, satisfaction, trust and image. The research objectives of the study are as follows:

• To study the influence of service quality on satisfaction, trust and image of MNA
• To observe the influence of satisfaction, trust and image on behavioural intention of passenger towards MNA

2. Literature Review

A literature review was conducted to determine the relevance of the five terms to the research questions. Specifically, how does the service quality influence the customer satisfaction, trust and brand image in the aviation industry, and how do these factors in turn influence the behavioural intention of the passengers.

Service Quality

Parasuraman et al. (1988) defined service quality as the difference between perceived service level and customer expectations where service quality perception results from comparing what consumers consider the service should be and the service provider's actual performance. In other words, the customer compares this airline's service to other airlines' service and makes a judgement.

Grönroos (2001) mentioned that the core characteristic of service is their process nature. So, service is a process that advantages to a result during moderately concurrent production and consumption processes. This is more challenging for customers to assess service quality than good

quality. Service quality can be described as a consumer's total impression of the efficiency of the firm and its services (Park *et al*., 2004) and as a chain of services in which the whole service delivery is branched into a sequence of processes (Chen and Chen, 2007). Most definitions of service quality depend on the attitude and focus on meeting the customers' requirements and how well the service delivered the compliments to the customers' confidence of it. In the airline industry, service quality is admitted in various interactions between customers and airlines with employees following to influence customers' perceptions and appearance of the carriers (Gursoy *et al*., 2005). Most of the airlines are looking more to service quality to expand a competitive edge by differentiating their products because competitors are comparatively effective in responding to price changes. These airlines' competitive asset lies in their service quality as perceived by customers (Chang and Yeh, 2002). Accordingly, certifying quality of service is the key for survival of all industries contracting in service offerings airlines comprehensive. Customers who received high quality of service is willing to pay more money, resulting of high consumer's behavioural intentions (Bitner *et al*., 1990).

Satisfaction

Oliver (1981) defined passenger satisfaction as a person's feeling of fulfilment or disappointment by comparing a service perceived with his or her expectation. The customers arrive with certain expectations, and if these are met, they are satisfied; if not, they are disappointed, or dissatisfied.

Satisfaction can be considered as a customer's overall direct feeling which describes that the customer has the feel of how the product or service is the same with their standard, norms or ideal (Fornell, 1992). Jan *et al*. (2013) also described the customer satisfaction as the perception of the customer towards the organization based on its awareness and efficiency of service confrontation. Therefore, the researchers suggested that customer satisfaction modified the model of decision making from customer's point of view to the corporation point of view including effect and feeling which control the level of customer satisfaction based on perception. Park *et al*. (2004) defined customer satisfaction as an evaluation process of the customers to choose the service depending on their service experience. However, some researchers suggested that customer satisfaction is not only emotional response of customers but also their effective reaction towards a service. Burns and Neisner (2006) stated that the evaluation of customer satisfaction is through both acknowledgment and affective response to service encounters. Therefore, the customers who are satisfied with a product or service seem to have a good brand perception (Nguyen and LeBlanc, 1998), and higher chance of returning to the same service provider (McDougall and Levesque, 2000). There is a positive relationship between customer satisfaction and future use of the airline, as well as recommendation to others (Abdullah *et al*., 2007). In addition to this, Archana and Subha (2012) described that service qualities of airlines including in-flight services, in-flight digital service, and airline back-office operations influence passengers' satisfaction towards airline. However, Abdullah *et al*. (2007) found that the customer will probably switch to another airline or will not recommend the airline to others if he/she is not satisfied with the services provided by the airline. According to Amin *et al*. (2013), the higher the level of customer satisfaction, the more the firm can retain its customers.

Trust

Moorman et al. (1993) defined passenger trust as a willingness of the customers to rely on and have confidence in an organization. Do the customers trust this airline to perform the service they expect?

Trust is a perception of the customers to rely on and have confidence in a business entity (Moorman *et al.*, 1993). Deng et al. (2010) described trust as the attitude of customers towards a service provider based on the capability, virtue and compassion of service provider. Therefore, trust can be regarded as the intention of customer having confidence in the capability of the service provider to fulfil his or her wants and needs (Chaudhuri and Holbrook, 2001). According to Ou *et al.* (2011), the trust of customers can encourage them to take risks although there are some difficulties and it is related to the perceptions of the customers on the quality of the product or service to be identical as the company promise. Nevertheless, Aaker (1997) suggested trust as an important factor of consumer's perception towards the organization or brand. Trust is beneficial for both businesses and consumers from which business can achieve cost reduction, increased sales, favourable word-of-mouth, as well as the consumers' benefit of reduced risk perception towards the business (Moorman *et al.*, 1993). The higher the level of trust of customer, the more the transaction cost or communication cost will be reduced because of high customer loyalty (Coll *et al.*, 2014). According to Morgan and Hunt (1994), trust and customer satisfaction are regarded as the key mediating factors in building the relationship with customers due to their effect on consumer commitment. Customers rely on trust not only to reduce the level of risk, but also to determine whether they will repeat to use the same brand again in the future (Cho, 2006).

Image

Keller (1993) defined an airline's image as a customer's overall perception about an organization reflected in the associations of customer's memory. How do the customers perceive the airline in terms being able to provide the service as expected?

An image of an airline can be described as a customer's overall perception about an organization reflected in the associations of customer's memory, for example, a good impression of the airline, the image of the airline by comparing with competitors' image, the image in the minds of passengers, and a good reputation in society of the airline (Singh, 2015). Keller (2013) stated the image of a brand as "perception about a brand as reflected by the brand associations held in a consumer's memory". Moreover, if the airline achieves a good image, it will stand out in the market place and can attract both repeated customers as well as new customers (Connor and Davidson, 1997). Dowling (1994) described that the more passengers think positively of the image towards the airline, the more likely passengers will assume that the service provided by the airline is better with higher quality. In addition, Forgas *et al.* (2010) mentioned that image in airline industry plays an important role due to its reflection of social value. The image of an airline has a significant positive influence on behavioural intention of passengers, as reflected in the study of Taiwanese air travellers (Yang et al., 2011).

Behavioural Intention

Saha and Theingi (2009) defined behavioural intention as the customers' subjective probability to perform a certain behavioural action. In other words, what intention does the customer have to behave in a certain way – i.e. fly with this airline again? This is regardless of whether they actually do it.

Behavioural intention of a person can be regarded as the probability to perform a certain behavioural action (Fishbein and Ajzen, 1975). Therefore, behavioural intention of a customer can be defined as the subjective probability of a customer to conduct a specific behavioural action (Saha and Theingi, 2009). Moreover, behavioural intention is described as the indicator of an individual's willingness to take specific behavioural actions (Ajzen, 1991). In addition, behavioural intention has been defined as the likelihood to engage in a particular behaviour (Oliver, 1999). Previous researchers described the behavioural intention of customers as a critical indicator for the profitability of the business entity (Reichheld and Sasser, 1990; Anderson *et al*., 1994). This is due to the fact described by the Saha and Theingi (2009) who stated that the revenue and cost of the organization are affected by repurchase and positive word-of-mouth which are criteria of behavioural intention. Furthermore, the service quality and customer satisfaction are regarded as important variables to predict future behavioural intention (Singh, 2015).

3. Conceptual Framework

The service quality results in customer satisfaction, customers' trust in the airline, and the brand image of the airline. These three factors in turn cause the behavioural intention. Therefore, the conceptual framework of this study is as follows:
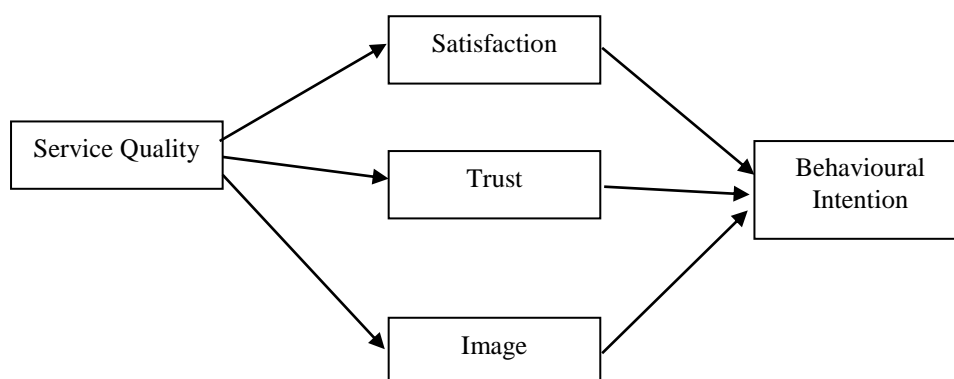
Source: The Authors

Figure 3 Conceptual Framework

4. Methodology

In order to collect empirical data, a questionnaire was created. The first question was for screening, "Have you ever travelled with Myanmar National Airlines (MNA)?". Only questionnaires with a positive reply were considered.

Demographical data included gender, age group, marital status, education level and monthly income in Myanmar Kyat (1 US$ equals about MMK 1,550).

For the five factors that are of interest in this paper, i.e. Service Quality, Satisfaction, Trust, Image and Behavioural Intention, five-point Likert scales were used, with ratings 1 = Strongly Disagree, 2 =Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree. Six questions were asked about Service Quality, and four about each of the other factors.

The sample size was calculated using Cochran's (1977) formula, using a 95% confidence level and 5% error margin:

$$n = Z^2pq/ e^2$$

n = size of the sample group

Z = confidence level at 95% (α= 0.05)

p = estimate of variance

q = 1- p

e = probability of error at 5%

$$n = 1.962^2 (0.5) (0.5) / (0.05)^2$$

$$n = 384.94$$

Hence a minimum sample size of 385 was required. The questionnaires were distributed through email and social media – predominantly Facebook, which is "wildly popular" in Myanmar according to The Wall Street Journal (2018) – in early 2018, and 515 responses were received. Out of these, 491 responses were usable, well above the required minimum of 385.

4. Data Analysis

The majority of respondents are in the age group between 31 to 45 years, which consist of 244 respondents equal to 49.69% of total respondents, followed by the age group between 18 to 30 years, which consists of 204 respondents or 41.6%. The age group between 46 to 60 years, which is composed of 36 respondents or 7.3% is the third largest group. The lowest percentage of respondents is observed in 60 years old and above representing 1.4% or 7 respondents.

The majority of respondents are bachelor's degree holders representing 299 respondents followed by master's degree holders with 158 respondents. High school graduate and below totalling 18 respondents. The lowest percentage of respondents holding higher than Master's degree reveals 16 people.

Income distribution reveals that most respondents (187 or 38%) have an income of MMK 1,000,000 or more. This compares to an average salary in Myanmar of MMK 80,000 (Salary Explorer, 2018); 75% of the population earn MMK 100,000 or less (ibid.).

So, the majority of the respondents are below middle age, have tertiary education and earn an above-average salary. This is no surprise, given that air transport is much more costly than surface transport, such as bus or rail.

For analysis of the questions about the five factors, the following scale was used:

Table 1 Scale of Mean Results

Scale	Level of agreement
1.0-1.80	Strongly disagree
1.81-2.60	Disagree
2.61-3.40	Neutral
3.41-4.20	Agree
4.21-5.00	Strongly agree

Service Quality

On the five-point Likert scale, the respondents are feeling Neutral with the service quality of MNA with the mean at 3.30 and standard deviation of 0.83. The research further shows that respondents find the flight schedules convenient with a mean of 3.42 with a standard deviation of 0.89.

Satisfaction

Respondents were quite satisfied with their experience, as the mean is 3.38 with a standard deviation of 0.82.

Trust

The overall mean in trust is neutral, with a mean of 3.16 and a standard deviation of 0.80, but it needs to be noted that the question whether the respondents trust that MNA can effectively solve problems such as flight cancellation, flight delay and baggage damage, the mean was as low as 3.07 with a standard deviation of 0.82.

Image

Respondents are fairly satisfied with MNA's brand image, resulting in a mean of 3.40 and a standard deviation of 0.84.

Behavioural Intention

The behavioural intention was still within the Neutral range at 3.37 and a standard deviation of 0.87.

In summary, the overall means are as follows:

Variable	Overall Mean	Level of Agreement
Service Quality	3.30	Neutral
Satisfaction	3.38	Neutral
Trust	3.16	Neutral
Image	3.40	Neutral
Behavioural Intention	3.37	Neutral

5. Conclusion and Recommendation

This study has shown that the respondents feel neutral about the Service Quality they receive from Myanmar National Airlines. This figure alone is not conclusive; as outlined in the Literature Review, the customers evaluate the service based on their comparative experiences and expectations. The authors recommend further research into the reasons why the respondents did not give a better evaluation. Especially interesting here would be a comparison with domestic and with international competitors. The authors recommend to conduct further research to find the focus which issues need improvement.

Satisfaction follows the Service Quality. It is noteworthy here that the mean for the Satisfaction is above the mean for the Service Quality. As the overall direct feeling comparing the service received with their own standards, norms or ideals (Fornell, 1992), the respondents were slightly more satisfied with their experience than they rated the overall Service Quality. The reason may be that they realised that their expectations were not realistic in the given environment, or that they felt they had paid a low fair and perceived that they had received value-for-money, to name just two possible explanations. Further research should clarify this, as a deeper understanding is required as to why the customers are not very satisfied. Both service quality and satisfaction needs to be understood with regards to whether the interviewees compare them with other domestic airlines or with international airlines they had one or more experiences with. Only this way can concrete action be recommended.

Trust is a perception indicating how much confidence the customers have in a business. The survey questions focussed on the management side of the business, not on safety. Can the airline solve problem such as delays, will the airline keep its promise? As the Service Quality the customers experienced has a slightly higher result than the Trust questions in the questionnaire, it can be understood that the respondents did not believe that the service will remain on the same level in the future. However, it must be noted that Trust still achieves a Neutral rating, so there is no distrust that would be detrimental to the business. The airline can build on that non-negativity and improve towards a positive feeling of trust by their customers.

The brand image that the airline has with the respondents is Neutral. According to the interviewees, the brand image of the airline is not bad, and with a mean of 3.40 neutral and just at the edge to becoming good. This can be used to reinforce the positivity of the brand image and improve it through improving the service quality and communicating it to the customers with marketing tools.

The behavioural intention following the satisfaction, trust and brand image is therefore Neutral, which does not come as a surprise. Customers may or may not use the airline again. The positive aspect of this is that this does not indicate an objection or negative feelings against using the

airline, the airline merely needs to reinforce the positive feelings, which follow satisfaction, trust and brand image.

References

Aaker, J. L. (1997): "Dimensions of Brand Personality", *Journal of Marketing Research*, 34(3), 347-356.

Abdullah, K., Manaf, N. H. A., and Noor, K. M. (2007): "Measuring the service quality of airline services in Malaysia", *Journal of Economics and Management*, 15(1), 1–29.

Ajzen, I. (1991): "The theory of planned behaviour", *Organizational Behaviour and Human Decision Processes*, 50(2), 179-211.

Amin, M., Yahya, Z., Ismayatim, W. F. A., Nasharuddin, S. Z., and Kassim, E. (2013): "Service quality dimension and customer satisfaction: an empirical study in the Malaysian hotel industry", *Services Marketing Quarterly*, 34(2), 115-125.

Anderson, E. W., Fornell, C., and Lehmann, D. R. (1994): "Customer satisfaction, market share, and profitability: Findings from Sweden", *The Journal of Marketing*, 58(3), 53-66.

Anna (2017): "Myanmar market doubles in two years; Emirates and Qatar Airways both serve Yangon; nine carriers fighting for domestic market share", [On-line Available]: https://www.anna.aero/2017/05/23/myanmar-market-doubles-two-years/ (accessed 20 February 2019)

Archana, R., and Subha, M. V. (2012)": "A study on service quality and passenger satisfaction on Indian airlines", *International Journal of Multidisciplinary Research*, 2(2), 50-63.

BBC (2007), "Should it be Burma or Myanmar?", [On-line Available]: http://news.bbc.co.uk/2/hi/7013943.stm (accessed 27 August 2018)

Bitner, M. J., Booms, B., and Tetrault, M. (1990): "The service encounter: Diagnosing favourable and unfavourable incidents", *Journal of Marketing*, 54, 71–84.

Burns, D. J., and Neisner, L. (2006): "Customer satisfaction in a retail setting: The contribution of emotion", *International Journal of Retail & Distribution Management,* 34(1), 49-66.

Chang, Y. H., and Yeh, C. H. (2002): "A survey analysis of service quality for domestic airline", *European Journal of Operational Research*, 139, 166-177.

Chaudhuri, A., and Holbrook, M. B. (2001)" "The chain of effects from brand trust and brand affect to brand performance: the role of brand loyalty", *Journal of Marketing*, 65(2), 81-93.

Chen, C. F., and Chen, F. S. (2007): "Experience quality, perceived value, satisfaction and behavioural intentions for heritage tourists", *Tourism Management*, 31, 29-35.

Cho, J. (2006): "The mechanism of trust and distrust formation and their relational outcomes", *Journal of Retailing*, 82, 25–35.

Citrinot, L. (2018): "Three Airlines Suspend Their Activity in Myanmar", *ASEAN.travel*, 27. July, [On-Line Available]: http://asean.travel/2018/07/27/three-airlines-suspend-activity-in-myanmar/ (accessed 20 February 2019)

Cochran, W. G. (1977): *Sampling Techniques,* 3d Ed. New York: Wiley.

Coll, F. S., Saumell, P. R., Garcia, S. J., and Giner, C. Eva M. (2014): "The role of trust in cruise passenger behavioural intentions", *Management Decision*, 52(8), 1346-1367.

Connor, D., and Davidson, J. (1997), *Marketing your consulting and professional services*. New York: John Wiley and Sons.

Deng, Z., Lu, Y., Wang, B., and Zhang, J. (2010): "An empirical analysis of factors influencing users' adoption and use of mobile services in China", *International Journal of Mobile Communications*, 8(5), 561-585.

DICA (2018), "FDI ACTUAL INFLOW", available at: https://www.dica.gov.mm/en/topic/fdi-actual-inflow (accessed 25 August 2018)
Dowling, G. R. (1994), *Corporate Reputation*, New York: Longman Publishing.

Fishbein, M., and Ajzen, I. (1975): *Belief, attitude, intention and behaviour: An introduction to theory and research,* Addison-Wesley, Boston, MA.

Forgas, S., Moliner, M. A., Sánchez, J., and Palau, R. (2010): "Antecedents of airline passenger loyalty: Low-cost versus traditional airlines", *Journal of Air Transport Management,* 16(4), 229-233.

Fornell, C. (1992): "A national customer satisfaction barometer: the Swedish experience", *Journal of Marketing*, 56, 6-21.

Gonenc, R., and Nicoletti, G. (2000): "Regulation, market structure and performance in air passenger transportation". 254, OECD Publishing.

Grönroos, C. (2000): *Service Management and Marketing: A Customer Relationship Management Approach*, 2nd ed., John Wiley & Sons, England.

Gursoy, D., Chen, M. H., and Kim, H. J. (2005): "The US airlines relative positioning based on attributes of service quality", *Tourism management*, 26(1), 57-67.

Jan, M. T., Abdullah, K., &Smail, M. H. (2013): Antecedents of loyalty in the airline industry of Malaysia: An examination of higher-order measurement model. *Proceedings of 3rd Asia-Pacific Business Research Conference*, Kuala Lumpur, Malaysia, 1-14.

Karasawa, M. (2018), "JICA's Commitment on Myanmar's Infrastructure Development Projects and Program", *Myanmar Infrastructure Summit*, Sule Shangri-La Hotel, Yangon, 20 March.

Keller, K.L. (2013): *Strategic Brand Management: Building, Measuring and Managing Brand Equity*, 4th ed., Pearson Education.

McDougall, G. H., and Levesque, T. (2000): "Customer satisfaction with services: putting perceived value into the equation", *Journal of Services Marketing*, 14(5), 392-410.

MNA (2019): "Fleet", [On-line Available]: https://www.flymna.com/about/fleet (accessed 20 February 2019)

Moorman, C., Deshpande, R., and Zaltman, G. (1993): "Factors affecting trust in market research relationships", *Journal of Marketin*g, 81-101.

Morgan, R. M., and Hunt, S. D. (1994): "The commitment-trust theory of relationship marketing", *The Journal of Marketing*, 58(3), 20-38.

Nguyen, N., and LeBlanc, G. (1998): "The mediating role of corporate image on customers' retention decisions: an investigation in financial services", *International Journal of Bank Marketing*, 16(2), 52-65.

Oliver, R. L. (1999): "Whence consumer loyalty?", *Journal of Marketing*, 33-44.

Ou, W., Shih, C., Chen, C., and Wang, K. (2011): "Relationships among customer loyalty programs, service quality, relationship quality and loyalty: an empirical study", *Chinese Management Studies*, 5(2), 194-206.

Parasuraman, A., Zeithaml, V. A., and Berry, L. L. (1988: ".Servqual: A multiple-item scale for measuring consumer perceptopn". *Journal of Retailing*, 64(1), 12.

Park, J. W., Robertson, R., and Wu, C. L. (2004): "The effect of airline service quality on passengers' behavioural intentions: A Korean case study". *Journal of Air Transport Management*, 10(6), 435-439.

Reichheld, F. F., and Sasser, J. W. (1990): "Zero defections: Quality comes to services", *Harvard Business Review*, 68(5), 105-111.

Saha, G. C., and Theingi. (2009): "Service quality, satisfaction, and behavioural intentions: A study of low-cost airline carriers in Thailand", *Managing Service Quality: An International Journal*, 19(3), 350-372.

Salary Explorer (2018): "Average Salary in Myanmar 2019", [On-line Available] http://www.salaryexplorer.com/salary-survey.php?loc=148&loctype=1 (accessed 21 February 2019)

Shibata, J. (2014): "Myanmar's National Transport Masterplan – A New Direction", Japan International Cooperation Agency, Tokyo.

Singh, A. K. (2015): "Modeling passengers' future behavioural intentions in airline industry using SEM", *Journal of Advances in Management Research*, 12(2), 107-127.

The Wall Street Journal (2018): "Banned From Facebook, Myanmar's Top General Finds Russian Refuge", [On-line Available] https://www.facebook.com/wsj/posts/facebook-is-wildly-popular-in-myanmar-but-there-are-signs-the-countrys-army-is-b/10158059209153128/ (accessed 21 February 2019)

World Bank (2018), "Myanmar", [On-line Available]: https://data.worldbank.org/country/myanmar (accessed 26 August 2018)

World Factbook (2018), "EAST & SOUTHEAST ASIA:: BURMA ", [On-line Available]: https://www.cia.gov/library/publications/the-world-factbook/geos/bm.html (accessed 27 August 2018)

Yang, K.C., Hsieh, T.C., Li, H. and Yang, C. (2011): "Assessing how service quality, airline image and customer value affect the intentions of passengers regarding low cost carrier", *Journal of Air Transport Management*, 20, 52-53.