

For paper of *Borenstein (1989)*, the paper mentions that there is asymmetric information occurred due to the reason that, some dominant airlines are able to mark-up their prices on seats very high. Some studies have shown that the airline industry is against the concept of contestability ideal, the meaning according to www.economicsonline.co.uk › **Definitions** › **Contestability** states that “Contestability” refers to the ease of new firms to enter the market. A perfect contestable market A perfectly contestable market is one with no entry or exit costs. The brief reason that the paper mentions why the airline industry seems to have the concept against the word “Contestability” as the higher the concentration, the prices on a route increases. This indicates the market power possessed by players in the industry.

There are empirical 2 findings. The first finding is the correlation between route concentration and high prices, which cannot be enough explained by the traditional theories. The second finding is the size of carrier's operation at the endpoints of the route seems to be the reason behind one source of market power on city-pair routes. The more the passengers want to travel to some certain destinations, the average prices on seats rise. The reason behind the increase in prices when concentration of passengers increases is their comparative advantage.

For paper of *Jin and Leslie (2003)*, the study was conducted with the purpose to examine the effect of an increase in product quality information. The introduction of hygiene quality grade cards help increase restaurant health inspection scores, consumer demand become sensitive in decision-making to change restaurants, and the decrease in the number of foodborne illness hospitalization. Through the theoretical literature, it mentions many ways of how consumer affects behaviour of firms. The researcher came up with the research question whether an increase in the provision of information to consumers about the quality of firms' products cause firms to improve the quality of their products or not. The factor, which was brought to analyze in the research, was a policy change. It helped evaluate the effects of increased product information on firms' product quality choices. As more information given out to consumers, they tend to change their purchasing decisions and cause firm to adjust their behaviour, which lead to the improvement of health for people.