

The Study of the Customer Perception on Silk Products in Monywa

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Abstract

This paper explores "Customer Perception on Silk Products In Monywa." The objectives of this paper are to analyze the perception of silk products in Monywa, to analyze which types of silk products are more influential, to examine what kind of marketing mix in determining the silk products by ladies in Monywa. For this study, 250 ladies are chosen from 6 quarters out of 24 in Monywa by the use of proportionate random sampling method. And they are asked and questionnaires . According to the analysis, the majority prefer Amarapura Silk because it is beautiful and elegant, impressive, suitable for any occasions, and high in quality. But some prefer Kachin Silk because it is washable, light in wearing, and suitable for any occasion. Inlay Silk offers low price, traditional pattern, suitability of place and weather. Some ladies from Monywa go to Mandalay to buy Amarapura Silk. Customers get information about Amarapura Silk through advertisements, posters, vinyl, but Inlay and Kachin Silk products are advertised in magazines.

When studying the perception of silk wearers, Amarapura Silk should be made washful and new design and pattern need to be created , Kachin Silk should be made long in width. Bright colour of Inlay also needs to be reduced. As regards the price, it should be reasonable with the control of quality for all types of silk wear. New silk shops should be opened in Monywa as there are only a few shops selling silk products. More attention should be paid to sales promotion of all types of silk.

Keywords: silk product, price, place, promotion.

Introduction

Silk has been from time immemorial and it was worn only by the royal families. It is made of a very tiny, soft silk thread and the patterns and designs on the silk fabric are done by manual.

In Myanmar, it is learnt that silk fabric has been woven since the reign of King Min Tone. Thirty years later, silk weaving technology was introduced and taught by foreign technicians and moderns silk-weaving methods has been practiced in home-

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cottage industries in our country. The most finest silk-wear is 100 shuttle intricate design known as "Lun -ta-yar " acheik in Myanmar.

As silk wear is an aesthetic, fine art-handiwork, it is very dear. In the reign of Myanmar Kingdom, it was worn only by the Royal families . But in later periods, silk wear was manufactured in various qualities, designs and patterns for all walks of life. We Myanmar's love and adorn silk wear in special occasions like shin-pyu (novice) ceremony .

In the world, Thai silk and China silk are also as widely popular as our country silk. In our country silk is manufactured in Amarapura, Innwa, Pakokku, Bagan, Shwe Taung , Gan Gaw, and Chin state, Kachin state and Shan state.

This paper presents customer perception on silk products in Monywa. The study focuses on types of silk fabrics, the respondent's best choices, prices of silk wear they purchase, sources of silk wear and advertising methods.

Objectives of the Study

The objectives of the study are as following.

- (1) To analyze the perception of silk products in Monywa.
- (2) To examine which types of silk products are more influential.
- (3) To examine what kind of marketing mix needed for silk products.

Method and Scope of the Study

Data are collected from silk wearers , ladies who are at the age of 18 years and above 18. There are varieties of silk product, however this study emphasis on the silk product concerned silk clothes. For the study, the descriptive research method is used and (6)out of (24) quarters in Monywa are selected using simple random sampling method. These quarters are Thanda Qr, Nandawun Qr, Aung Mingala Qr, Sule Kone Qr, Yonegyi Qr, and Phayagyi Qr. The study emphasizes on perceptions of silk wearers who are 18 years of age and above .For the study, 250 women were interviewed with structured questionnaires by the use of proportionate random sampling method.

Results & Findings

Some Socio-economic factors (age, education, income and occupation) of the respondents are collected and analyzed in the following sections.

(a) Respondents by Age-group

250 respondents are divided into 4 categories in terms of age-group. Table 1 shows 250 respondents who love to wear silk by age-group.

Table(1) Respondents by Age-group

Age-group	No. of Respondent	Percentage
Under 20 years	28	11.2%
21-30 years	113	45.2%
31-40 years	67	26.8%
Above 41 years	42	16.8%
Total	250	100%

Source: Survey Data, (June 2008)

According to Table (1), the number of silk wearers who are between the age of 21years and 30 years is 113(45.2%) is the greatest number . The least number 11.2% respondents represents age group under 20years. The middle aged people between 21 and 30 years wear silk clothes when they attend special occasions such as convocations, weddings, and alms-giving ceremonies. But there is a little chance for those who are under 20.

(b) Respondents by Education Level

The education level of silk wearers are divided into 3 categories as shown in Table 2.

Table (2) Respondents by Education Level

Education level	No. of Respondents	Percentage
High School	52	20.8%
Under graduate	70	28%
Graduate	128	51.2%
Total	250	100%

Source: Survey Data (June, 2008)

According to Table (2), the number of graduate who wears silk clothes is the greatest. In percentage, it is 51.2% which represents 128 respondents. However, 52 silk

wearers (20.8%) are of middle school level. So, it is found that graduates have more chances to wear silk clothes. Those who are of high school level only wear silk clothes when going to alms-giving ceremony.

(c) Respondents by their Income

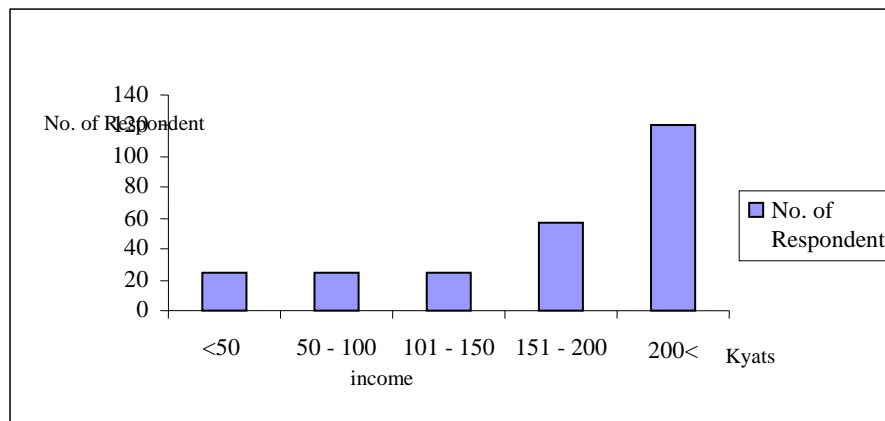
Income of silk wearers varies from kyat 50,000 to 200,000. Here income of the respondents can be divided into (5) categories. It is shown in Table (3).

Table (3) Respondents by Income

Income level (Ks in Thousand)	No. of Respondents	Percentage
<50	24	9.6%
50 - 100	24	9.6%
101 - 150	25	10%
151 - 200	57	22.8%
200 <	120	48%
Total	250	100%

Source: Surrey Data (June, 2008)

According to Table (3), the number of respondents whose income is more than Kyats 2 lakhs is seen as the maximum figure. To show in percentage, there are 48% which represents 120 respondents. And the minimum figure 9.6% represents 24 respondents whose income is below and between 50 to 100 ks (in thousand). It is therefore found that those who have high income afford to buy silk fabric.



Source: Table 3

Figure (1) Income of Silk Wearers

(d) Respondents by Occupation

The occupations of silk wearers are divided into (6) categories. It is mentioned in Table (4).

Table (4) Respondents by Occupation

Occupation	No. of Respondents	Percentage
Government staff	68	27.2%
Company staff	21	8.4%
Private Firm	65	26%
Students	61	24.4%
Worker	0	0
Dependent	35	14%
Total	250	100%

Source: Survey Data (June 2008)

As described in Table (4), the biggest number is seen in government staff, that is, 68 respondents (27.2%) out of 250 silk wearers. The smallest number is found in company staff. It is 21 (8.4%) out of 250. It is found that worker group do not silk fabric wear because their income is too low to purchase it.

A marketing strategy is a plan for selecting and analyzing a target market and developing and maintaining a marketing mix that will satisfy target market. The marketing mix consists of four element: product, price, place (distribution) and promotion. It is necessary to identify the types of silk meant by the sample before examining the marketing mix of the silk product.

(A) Product

(e) Types of Silk Product

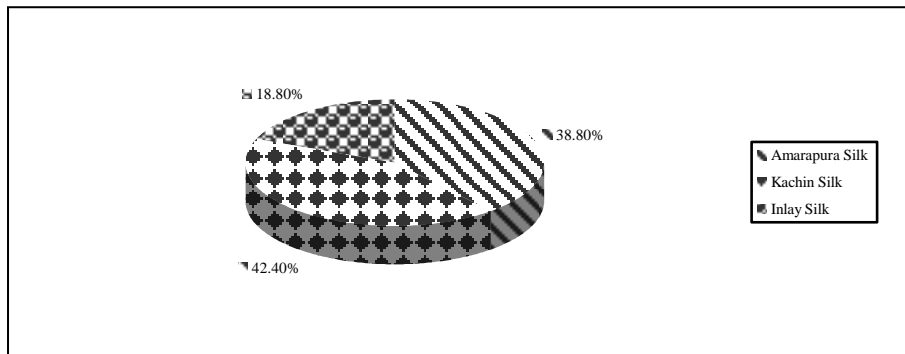
There are three kinds of Silk Products used by the respondents and they are shown in Table (5)

Table(5) Preference of Silk Wearers

Kinds of Silk Wear	No. of Respondents	Percentage
Amarapura Silk	106	42.4%
Kachin Silk	97	38.8%
Inlay Silk	47	18.8%
Total	250	100%

Source: Survey Data (June, 2008)

As shown in Table (5), 106 (42.4%) out of 250 respondents prefer Amarapura Silk, 97 respondents (38.8%) like Kachin Silk, and 47 (18.8%) choose Inlay Silk. According to the data, women in Monywa prefer Amarapura Silk to others. Some silk wearers go to silk weaving factories in Amarapura and purchase from there.



Source: Table 5

Figure (2) Preference of Silk Wearers

(f) Quality of silk product

As regards the quality of silk product, it is found that there are high quality, medium quality and low quality. Quality of silk product is shown in Table (6).

Table (6) Quality of silk product

Quality	High		Medium		Low		Total	
	No	%	No	%	No	%	No	%
Amarapura	65	26	41	16.4	-	-	106	42.4
Kachin	63	25.2	34	13.6	-	-	97	38.8
Inlay	20	8	27	10.8	-	-	47	18.8
Total	148	59.2	102	40.8	-	-	250	100

Source: Survey Data (June,2008)

As shown in Table (6). it is found that there are 65(26%) customers who prefer the high quality of Amarapura silk, 41(16.4%) customers who like the medium quality of Amarapura silk. When studying the Kachin silk it is found that 63 (25.2%)customers prefer high quality of Kachin silk wear. where as 34(13.6%) customers like it for the medium quality. It is also found that the respondents prefer medium quality of Inlay silk: 148(59%) customers of silk wear prefer the high, quality of silk product. such as Amarapura silk and Kachin silk. People wear the high quality of Amarapura silk and Kachin silk in the occasions

such as convocations, weddings and other important festive ceremonies. However, medium quality of Inlay silk attracts the majority of customers. It is found that no one likes low quality.

(g) Packaging of silk product

Silk products are packed in different forms. It is shown in Table (7).

Table (7) Kinds of packaging

Kinds of Packaging Types of silk product	Plastic Bag		Paper Bag		Hand Bag		Total	
	No	%	No	%	No	%	No	%
Amarapura Silk	1	0.4	81	32.4	24	9.6	106	42.4
Kachin Silk	23	9.2	25	10	49	19.6	97	38.8
Inlay Silk	22	8.8	-	-	25	10	47	18.8
Total	46	18.4	106	42.4	98	39.2	250	100

Source: Survey Data (June,2008)

According to the Table (7), among Amarapura silk wearers, 81(32.4%) receive silk wear in paper bag, one receive in plastic bag. It is found that silk products of Amarapura are packed in attractive paper bag on which the name of the shops is printed. But, the greatest number of customers who wear Kachin silk receive in Hand bag, It is 49 (19.6%)respondents. Again, Hand bag is widely used for Inlay silk wear. To show in figure, it is 25(10%).The least number 22(8.8%) represents those, who wear Inlay silk receive it in plastic bag.

(h) Reasons for Choice of Amarapura Silk

Reasons for choice of Amarapura Silk are that it is elegant, impressive, suitable for the occasion, high in quality. It is mentioned in Table 8.

Table (8) Reasons for Choice of Amarapura Silk

Reasons	No. of Respondents	Percentage
Elegance	21	19.81%
Taking Pride	42	39.62%
Being suitable for the Occasion	37	34.91%
High quality	6	5.66%
Total	106	100%

Source: Survey Data (June, 2008)

According to Table (8), 42 out of 106 respondents say that they take pride of wearing Amarapura Silk clothes. It is 39.62 % as the maximum figure. There are 6 silk wearers who prefer high quality. It is 5.66% only. 106 out of 250 respondents like Amarapura Silk, but the rest of them (144) don't like it because it is not washable, not elastic, not soft.

(i) Reasons of choice of Kachin Silk

There are many reasons why they like Kachin Silk. The reasons are that it is washable, elastic, and suitable for the occasion. It is shown in Table (9).

Table (9) Reasons of Choice of Kachin Silk

Reasons	No. of Respondents	Percentage
Washable	26	26.80%
Elastic	33	34.02%
Suitable for the occasion	38	39.18%
Total	97	100%

Source: Survey Data (June, 2008)

According to Table (9), Kachin Silk cloth is suitable for the occasion, and so, 38 out of 97 customers like them. It is 39.18% , the greatest number. There are 26 customers (26.80%) who like Kachin Silk cloth because it can easily be washed. It is found that the majority of silk wearers like Kachin Silk wear. Some don't like it because it is short in width and very thin.

(j) Reasons of Choice of Inlay Silk

Respondents like Inlay Silk because of its traditional attractive traditional design, and cheapness and suitability for any season. The reasons are shown in Table 10.

Table (10) Reasons of Choice of Inlay Silk

Reasons	No. of Respondents	Percentage
Traditional Design	9	19.14%
Suitable at any Season	22	46.82%
Reasonable Price	16	34.04%
Total	47	100%

Source: Survey Data (June, 2008)

According to Table (10), the majority of silk wearers like Inlay Silk fabric because it can be worn at any time and place. It is 22 customers out of 47 (46.82%). There are 9 (19.14%) customers who appreciate traditional design of Inlay Silk. Inlay Silk wear is in less demand compared to Amarapura and Kachin Silk products. Some don't like Inlay Silk wear

because it is not decent for some occasions and it is because of its bright colour and typical design.

(B) Price of silk Product

(k) Price of Different Types of silk.

Price varies depending on types of silk. It is shown in Table 11.

Table (11) Price of Different Types of Silk

Price (kyats) \ Types of silk product	≤20000		20001-40000		40001-60000		60001-80000		80001-100000		100001 and above		Total	
	No	%	No	%	No	%	No	%	No	%	No	%	No	%
Amarapura silk	11	4.4	11	4.4	15	6	45	18	12	4.8	12	4.8	106	42.4
Kachin silk	28	11.2	51	20.4	18	7.2	-	-	-	-	-	-	97	38.8
Inlay silk	47	18.8	-	-	-	-	-	-	-	-	-	-	47	18.8
Total	86	34.4	62	24.8	33	13.2	45	18	12	4.8	12	4.8	250	100

Source: Survey Data (June 2008)

As shown in Table 11, the price of silk wear which are mostly purchased by respondents is under 20000 kyats. The customers whose silk wear is worth (80001 kyats - 100000 kyats), and (1000001 and above) kyats worth are the least. Most of the customer prefer wearing Amarapura silk cloth is (60001-80000) kyats worth. Regarding Kachin silk, there are 51 customers, the maximum who wear Kachin silk between (20001 and 40000) kyats worth. The fewest numbers is seen in Kachin Silk wearers. It is 18. They wear a type of (40001- and 60000) kyats worth. However, those who wear Inlay silk buy silk clothes which is about 20000 kyats worth. According to the findings, customers proudly wear Amarapura Silk cloth is (60001-80000) kyats worth to attend alms-giving ceremonies, weddings, festive ceremonies, and convocation. It is found that Kachin Silk is mostly worn by Kachin nationals. They regard it as casual wear as well as a national costume. So, they wear Kachin Silk product which is worth between (20001 and 40000) kyats. People wear Inlay Silk cloths below 20000 kyats worth and its price is reasonable, and thus people can wear it for any occasion

(I) Respondents' Opinions on Price of Silk Wear

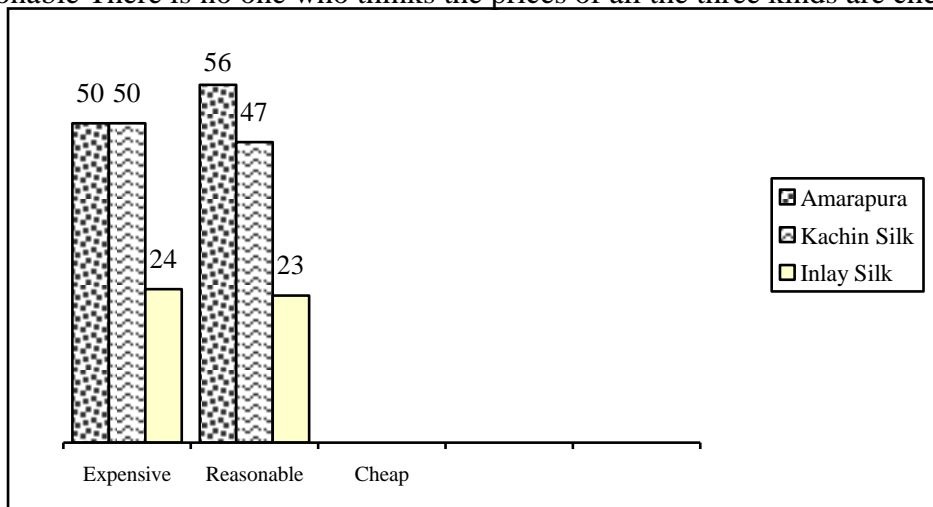
Respondents' Opinions on Price of Silk Wear describes opinions on price Table (12).

Table (12) Respondents Opinions on Price of Silk Wear

Opinion on Price Types of silk product	Expensive		Reasonable		Cheap		Total	
	No	%	No	%	No	%	No	%
Amarapura Silk	50	20	56	22.4	-	-	106	42.4
Kachin Silk	50	20	47	18.8	-	-	97	38.8
Inlay Silk	24	9.6	23	9.2	-	-	47	18.8
Total	124	49.6	126	50.4	-	-	250	100

Source: Survey Data (June, 2008)

According to Table (12), 50(20%) of 106 customers expressed their opinions about the price of Amarapura Silk. They said, Amarapura Silk wear is expensive but the rest of them, 56 (22.4%) respondents said that the price is reasonable. So, there is a slight difference between the opinions on the price of Amarapura. Again, concerning Kachin Silk wear, 50(20%) out of 97 respondents think it is expensive whereas 47(18.8%) think it is reasonable. So, there is slightly difference between these opinions. As regards Inlay Silk 24 (9.6%) customers of the sample size think it is expensive and 23(9.2%) respondents said that it is reasonable. There is no one who thinks the prices of all the three kinds are cheap.



Source: Table 12

Figure (3) Opinions on Price

(c) Sources of Silk Products

As location is very important in marketing, the study focuses on sources of silk products.

(m) Types of Silk Shops

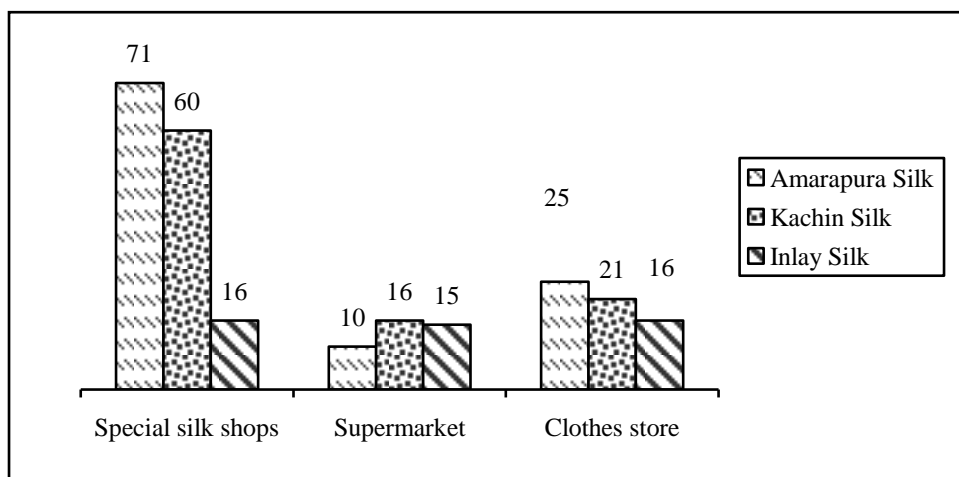
Types of silk shops are shown in Table (13).

Table (13) Types of Silk Shops

Types of Silk Shops Types of Silk product	Special silk shops		Supermarket		Clothes store		Total	
	No	%	No	%	No	%	No	%
marapura Silk	71	28.4	10	4	25	10	106	42.4
Kachin Silk	60	24	16	6.4	21	8.4	97	38.8
Inlay Silk	16	6.4	15	6	16	6.4	47	18.8
Total	147	58.8	41	16.4	62	24.8	250	100

Source: Survey Data (June, 2008)

According to Table (13), the majority of customers, 71 (28.4%) buy silk products from the shops which sell silk only. 10 (4%) out of 106 buy from supermarket. Similarly, 60(24%) out of 97 buy Kachin Silk from silk shops, and it is found as the biggest number. Those who buy silk from supermarket are 16(6.4%) , the fewest number of sample size. 16(6.4%) out of 47 customers buy Inlay Silk from silk shops, and another 16 (6.4%) customers buy from clothes store. It is also found that 15(6%) customers buy from supermarket. According to the findings, all types of silk products are mostly bought from silk shops because customers can choose as they wish.



Source: Table 13

Figure (4) Types of Silk Shops

(D) Promotion of Silk Product

Promotion of silk products is also studied in this section. Types of sales promotion and advertising methods are shown in Table (14) and Table (15).

(n) Types of Sales Promotion

Types of sales promotions are mentioned in Table (14)

Table (14) Types of Sales Promotion

Types of Sales Promotion Types of silk Products	No Promotion		Gift		Discount		Coupon		Total	
	No	%	No	%	No	%	No	%	No	%
Amarapura Silk	39	15.6	28	11.2	38	15.2	1	0.4	106	42.4
Kachin Silk	21	8.4	37	14.8	37	14.8	2	0.8	97	38.8
Inlay Silk	12	4.8	20	8	15	6	-		47	18.8
Total	72	28.8	85	34	90	36	3	1.2	250	100

Source: Survey Data (June, 2008)

According to Table (14), 39 (15.6%) respondents out of 106 said that no promotion type was offered to them by Amarapura Silk Industry. It is the maximum figure. Only one customer received a coupon from Amarapura Silk Industry. Kachin Silk offers promotion such as free gift and discount to 37 (14.8%) respondents out of 97. The fewest customers, that is, a respondent 2(0.8%) out of 97 received coupon as a promotion. So, it is found that, nearly every customer receives a particular promotion type. When we look at Inlay Silk wear, the greatest number, that is, 20(8%) out of 47 customers received gifts but 12 (4.8%) out of 47 received no promotion type. It is found that most of silk shops that sell Inlay silk offer promotion to customers.

When studying the sales promotion type offered comparatively by respective silk industries, nearly all types of promotion are used to boost sales.

(o) Types of Advertising

Silk wearers get information about silk wear through different medias. They are: pamphlet, directory, newspaper, poster or vinyl (Magazine, TV). It is shown in Table (15).

Table (15) Types of Advertising

Types of Silk products	Pamphlet		Directory		News paper		Poster/ Vinyl		Magazine		TV		Total	
	No	%	No	%	No	%	No	%	No	%	No	%	No	%
Amarapura Silk	5	2	10	4	12	4.8	29	11.6	27	10.8	23	9.2	106	42.4
Kachin Silk	9	3.6	6	2.4	7	2.8	20	8	37	14.8	18	7.2	97	38.8
Inlay Silk	8	3.2	6	2.4	8	3.2	8	3.2	11	4.4	6	2.4	47	18.8
Total	22	8.8	22	8.8	27	10.8%	57	22.8%	75	30%	47	18.8	250	100

Source: Survey Data (June, 2008)

According to Table (15), 29(11.6%) respondents get information about Amarapura Silk through poster (or) vinyl. 5 (2%) out of 106 customers know it through pamphlet. The most well-known advertising method for Amarapura Silk is poster (or) vinyl. There are 37(14.8%) customers out of 97 who know Kachin Silk from magazines. There are only 6 (2.4%) customers who know it from directory. Inlay Silk is found the same situations as Kachin. As Amarapura Silk is from Mandalay, it is advertised by the use of poster and vinyl on main roads in Mandalay. As a result, Mandalay natives and those from other regions get information about Amarapura Silk from these posters and vinyl. Kachin and Inlay Silk are advertised in Magazines. So the majority of silk wearers know it from magazines.

(p) The Time of Wearing Silk

The time of wearing silk is divided into 6 categories convocation ceremony, wedding, alms-giving ceremonies, dinner, pwè and festive ceremonies.

Table (16) Time of Wearing Silk

Time Type of silk product	Convocation		Wedding		Alms- giving ceremonies		Dinner		Pwè		Festive ceremonies		Total	
	No	%	No	%	No	%	No	%	No	%	No	%	No	%
Amarapura Silk	30	12	11	4.4	23	9.2	5	2	6	2.4	31	12.4	106	42.4
Kachin Silk	15	6	9	3.6	27	10.8	7	2.8	21	8.4	18	7.2	97	38.8
Inlay Silk	8	3.2	8	3.2	7	2.8	8	3.2	11	4.4	5	2	47	18.8
Total	53	21.2	28	11.2	57	22.8	20	8	38	15.2	54	21.6	250	100

Sources: Survey Data (June, 2008)

As described in Table 16, 31(12.4%) respondents (out of 106) said that they wear Amarapura Silk products at festive ceremonies. There are 5(2%) respondents who wear it at dinner. Myanmar ladies traditionally wear silk dress on other occasions as shown in the table. But they seldom wear it at dinner because they attend dinner. The majority of respondents, that is, 27(10.8%) out of 97 wear Kachin Silk product at the alms-giving ceremony. 7 (2.8%) respondents wear it at dinner. But there are (11) (4.4%) out of (47) respondents wear Inlay Silk at Pwè. The minority of respondents wear it at festive ceremonies like convocation, wedding, and alms-giving ceremonies. It is because Shan nationals wear it traditionally and other people take less interest in it. Most of the respondents wear silk product at Alms-giving ceremonies. Manufacturers need to produce silk products in modernized design and beautiful colour for special occasions.

(q) Opinions of Silk Wearer

Opinions of silk wearers are mentioned below.

Table (17) Opinions of Silk Wearers

Opinion of Silk Wearers Types of Silk product	Elegance		Prestige		Impression		Total	
	No	%	No	%	No	%	No	%
Amarapura Silk	59	23.6%	30	12%	17	6.8%	106	42.4%
Kachin Silk	51	20.4%	23	9.2%	23	9.2%	97	38.8%
Inlay Silk	23	9.2	12	4.8	12	4.8	47	18.8
Total	133	100	65	100	52	100	250	100

Source: Survey Data (June, 2008)

According to Table (17), 59 (23.6%) out of 106 consider that Amarapura silk is beautiful and elegant. And 17(6.8%) customers said that they think it is prestigious. 51 respondents who like Kachin Silk say the same. 23(9.2%) out of 47 respondents who wear Inlay Silk like it for its beauty and elegance. And 12 (4.8%) out of 47 respondents like it because of its prestige and impression. So, it is found that all customers are satisfied with their silk dress.

(r) Future Prospect of Silk Market

It is shown in Table 18.

Table (18) Future Prospect of Silk Market

Future Situation Types of Silk product	Stable		Developed		Fade out		Total	
	No	%	No	%	No	%	No	%
Amarapura Silk	66	26.4	40	16	-	-	106	42.4
Kachin Silk	57	22.8	40	16	-	-	97	38.8
Inlay Silk	24	9.6	23	9.2	-	-	47	18.8
Total	147	100	103	100	-	-	250	100

Source: Survey Data (June, 2008)

According to Table (18), 66 (26.4%) respondents out of 106 said that Amarapura silk would be stable in the future. It is found that 40 (16%) respondents out of the sample size said that it would develop in the future. When we study Kachin Silk, 57 (22.8%) customers think that it would be stable in the future but 40 (16%) out of 97 customers stand

for the development of the firm. And 24 (9.6%) out of 47 customers said that Inlay Silk would be stable in the future. Since silk has been worn traditionally for years, it will be stable in Myanmar in the future. If the preferred design is created, it will surely develop in the future. Most of the customers 147(58.8%)said that future market of silk wear will be stable.

Conclusion

According to the findings, most of ladies in Monywa prefer wearing Amarapura Silk and they are very interested in it. It is very popular in Monywa. They purchase from Amarapura where silk weaving factories are located.

The majority of customers like high quality silk of Amarapura and Kachin silk, and they wear such high quality silk clothes on special occasions like convocation ceremonies and wedding receptions. But people rarely wear Inlay silk cloth festive occasion, and medium class silk wear is likely to be worn.

Regarding the packing, Amarapura silk uses paper bags for packaging . But Kachin silk fabrics are packed in hand bags and it is seen as , the greatest number. Similarly, hand bags are used for packing of Inlay silk products 25 out of 47 respondents receive such packaging. According to findings, most ladies prefer Amarapura Silk because they are elegant, impressive, suitable for any occasions, high in quality. Some prefer Kachin and Inlay silk to Amarapura silk because they think that Amarapura silk wears are not washable, not soft and so some don't like Amarapura silk wears. The reasons that some like Kachin wears are that they are washable, light and beautiful, suitable for any occasions. Some didn't like Kachin silk products because they are short in width, and very thin. Why they like Inlay silk wear is that they can wear it anywhere at any time, and it can be easily washed and it is low price. The reasons that customers don't like Inlay silk wears are: they are not prominent, and not beautiful in design.

Regarding prices, the majority of respondents wear Amarapura Silk product which is worth between 60001 kyats and 80,000 kyats. That represents 45 respondents as maximum figure in the table 51 customers out of (97) who wear Kachin Clothes which price is 20001 kyats and 40000 kyats. But 100% of Inlay Silk wearers buy Inlay products worth below 20000 kyats. Most of respondents who wear Amarapura, Kachin and Inlay Silk wear said that all these silk products are which are worth buying .

To look at the place, All types of silk can be bought only at the shops which sell silk products only.

When studying the sale promotion, most of customers 38 out of the sample size received discount offered by Amarapura silk. Discounts are offered to 37 out of 97 customers by Kachin Silk and free gifts to 37 customers. Concerning with Inlay Silk, there are 20 customers who received gifts, which is the greatest group of the sample size. Silk wearers know silk wears through different types of promotion. Ladies from Monywa and other regions know about Amarapura silk through Posters, Vinyl. It is also learnt that Kachin Silk and Inlay Silk are advertised in magazines, and most of people know it from them.

People wear Amarapura Silk clothes when they attend departmental occasions, wedding and festive ceremonies. Kachin Silk is usually worn at alms-giving ceremony and dinner. People rarely wear Inlay silk clothes on such occasions because Shan nationals wear traditional clothes and some people like to wear it. Thus, it will last long. Silk wearers are wholly satisfied with while wearing silk wear will last long forever.

Recommendation and Suggestions

This study explores the perception of silk wearers on silk product the four Ps (Product, Price, Place and Promotion) for respective types of silk.

Concerned Product

Silk wear of Amarapura should be made washable so that customers will feel comfortable as well as convenient. So, technology should be created to promote the quality of silk products. High technology should be studied to keep abreast with ASEAN countries such as Thailand, and China which gained achievement about silk market. New design for Kachin silk should be supplemented. The bright colour of Inlay silk should be reduced and new design and pattern should be created so that it can be worn at any occasion. With new pattern and design, sales will be promoted on the market.

Concerned Price

Price should be reduced for all types of silk (Amarapura, Kachin, Inlay) with quality control. If we can available material as possible as required, the price will be more reasonable than before.

Concerned Place

As there are very few shops that sell products only in Monywa, and so, the number of shops should be increased.

Concerned Promotion

Due attention should be paid to promotion for all types of silk so that sales will reach to some extent.

- Show poster at the in front of the special silk store
- Show poster at the center of crowded people
- Insert additional pamphlet at the newspaper.

As a conclusion, ladies in Monywa prefer wearing high quality silk dress with new design. Therefore, they have a certain amount of income and they take pride in wearing proper silk clothes for suitable occasions. Anyway, Myanmar women wear silk clothes, Myanmar traditional dressing, proudly and it means that they uplift of national prestige and integrity and at the same time, they conserve and safeguard our cultural heritage and national character. All for all, it is believed that if we maintain or keep national prestige and integrity it means to implement 2 out of 4 social objectives laid down by the state:

- * Uplift of national prestige and integrity and preservation and safeguarding of cultural heritage and national character.
- * Uplift of dynamism of patriotic spirits.

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