

**INFLUENCE OF CLOTHING CUES ON PREFERENCE FOR FEMALE DRESSED IN KOREAN DRESS.** Lee, H.H.\*, Park, C.B., Department of Clothing and Textiles, Inha University, Inchon, 402-751, Korea.

Nineteen stimulus photographs varied in hue and color scheme of one clothing style of Korean dress worn by a female were used to investigate the influence of color, color scheme and structure on preference for Korean dress. Subjects were 77 male and 86 female undergraduate and graduate students. The stimuli consisted of two sets (cool and warm) of four similar color schemes, two sets (cool and warm in Chima color) of five contrasting color schemes, and one extra stimulus, triad 3 hue base. Structures were defined by color schemes of Kit · Korum toward the color schemes of Jokori and Chima. Stimulus photograph selected from Korean dress fashion magazines was managed and varied in hues and color schemes to Kit, Korum, Jokori and Chima according to Korean Standard Color through scanning and Adobe photoshop 3.0 program, and then pictured through slide printer (HR-6000). Each subject assessed 19 stimulus color photographs with incorporated preference scale. The data were analyzed by frequency, mean, t-test, ANOVA and Scheffé test. Results indicate preference are influenced by clothing cues. 1) Significant differences were found in preference between the cool and the warm color. Subjects preferred warm colored Chima to cool colored Chima for both related color scheme and contrasting color scheme. 2) Significant differences were found in preference between the related color scheme and the contrasting color scheme in Korean dress. Subjects preferred related color scheme to contrasting color scheme. 3) Significant differences were found in preference among the structures. Subjects preferred one hue base colored Chima · Kit · Korum structure to one hue base colored Jokori · Kit · Korum structure for both related color scheme and contrasting color scheme. 4) The most preferred clothing cues were Jokori/Chima · Kit · Korum structure in related color scheme, while the least preferred clothing cues were Jokori · Kit · Korum /Chima structure in contrasting color scheme. The influence of related color scheme, partially conspicuous structure (one hue base Chima · Kit · Korum structure) and the warm color has perceptible implications for the preference of female clothed in Korean dress.