

Study of Total Coordination as Determined by Personality and Appearance-Related Characteristics

In-Kyung Yeom and Mi-Sook Kim[†]

Clothing & Textiles Major, Kyung Hee University

I. Introduction

As the number of working women has been increased, more women consider their appearance as a medium to express their ability, status and self-image. For effective appearance management, the total coordination of clothing, make-ups and hair style has become important. However, the previous studies on total coordination are quite limited and partial studies on the elements has been conducted. Thus, the purpose of the present study was to investigate the total coordination behaviors and the extent of influence by the determining factors such as personality and appearance-related characteristics to provide the basic data for developing effective marketing strategies in clothing/fashion industry.

II. Procedure

The research problem of this study were (1) to classify the subjects by personality, (2) to examine if there are some differences in the degree of total coordination executed among the groups determined by personality and appearance-related characteristics and (3) to examine if there are some differences in the total coordination behaviors(preferred clothing style, hair styling, the degree of make-up) among the groups determined by personality and appearance-related characteristics.

Data were collected through a self-administered questionnaire survey from December 18, 2003 to January 13, 2004 from 650 women living in Seoul in the age range of 20-35; 500 were used for the data analysis. Chi-square analysis, ANOVA, descriptive statistics, cluster analysis and Duncan's multiple range test were used for statistical analyses.

III. Results and Conclusion

(1) The personality type were divided into the composed introvert, the dependent extempore, the unstable keen and the independent extrovert.

(2) In terms of the degree of coordination, most common coordination was matching the styles

and colors of clothing with those of shoes. Least one was the coordination of sunglasses or glasses with the clothing styles and colors.

Significant differences were found in the degree of total coordination among the groups determined by personality and appearance-related characteristics. Those who had the independent extrovert personality or egg-shaped face or white skin color with their own appearance were most active in the total coordination. On the other hand, those who had dependent extempore, square/triangle face or dark skin tended to be the least active in the degree of total coordination.

(3) There were significant differences in some total coordination behaviors among the groups determined by the personality and appearance-related characteristics. The composed introvert or long face type preferred classic styles of clothing the most. The independent extrovert or those who have square/triangle shaped face liked casual and avant-garde/mannish styles. Those who have unstable keen personality or egg-shaped face preferred elegance style; those who have dependent extempore personality or square shaped face tended to wear romantic style often. There were no differences in hair styling and the degree of make-up when going out among the groups determined by the personality and appearance-related characteristics.

The results of this study indicates that many consumers seem to have positive total coordination concept for appearance management and to use them to manage their image. In the total coordination, clothing style and the degree of the total coordination tended to be influenced by personality, face type or skin color.

References

- Allport, G. W. (1961). *Pattern and Growth in Personality*, N. Y: Holt, Rinehart and Winston, Inc.
- Alschuler, R. H. and Huttwich, L. W. (1947). *Painting and Personality*, Chicago: Univ. of Chicago, Press.
- Birren, F. (1955). *New horizons in color*, N.Y: Reinhold Publishing Corporation, cited by Rosencranz, M. L. (1977). *Clothing concepts: A social psychological approach*, N.Y: Macmillan Publishing Co.
- Compton, N. H. (1962). Personal attributes of color and design preferences in clothing fabrics, *The Journal of psychology* 54(1).
- Jackson, C. (1980). *Color me Beautiful*, Ballantine Books.
- Jewell, D. L. (1986). *Making Up by Rex*, Clarkson Potter.
- Jo, J. A., Kang, G. Y., Lee, H. J., Jun, Y. S., Song, S. Y. (2002). *Total Coordination*, Seoul: Hoonninsa, Publishing Co.
- Kahng, H. (1971). Clothing interests and clothing aspirations associated with selected social-psychological factor for a group of college women in Korea, Doctoral dissertation, The Pennsylvania State University.
- Kang, H. W. (1974). "Relation between Clothes Behavior and Personality Characteristics be

- based on Individuality and Fashion of College Student", Yeonsei paper, 11.
- Kim, B. U. (1991). *Skin Science*, Seoul: Seoul Publishing Co.
- Kim, H. S. and Lee, E. I. (1996). *Make up and Fashion*, Seoul: Soomonsa, Publishing Co.
- Kim, K. S. (1980). *General Personality Examine*, Seoul: Korean Testing Center.
- Kim, S. H. (2003). "Study about Personality type and Validity", The Graduate School Korea Univ., Unpublished Master's Thesis.
- Kim, S., Park, B. B., Park, A. S., Im, S. B. and Im, H. S. (1996). *Understand of Psychology*, Seoul: Gibmondaug, Publishing Co.
- Mathis C. M. and Connor, H. V. (1994). *The Triumph of Individual Style*, Timeless Editions.
- Mcjimsy, H. T. (1973). *Art and Fashion in Clothing Selection*.
- Na, S. I. and Han, M. S. (1986). "Relation between Clothing Color Preference and Personality Characteristics of Women High School Student", *Journal of The Korean Society of Clothing and Textiles* 8(1).
- Sweat, S. J. and Zentner, M. A. (1985). *Attributions toward female Appearance Styles. The Psychology of Fashion*. (MA: Heath, Lexington Books.