

Study on the Young Women's Preference for the Apparel Design and Their Somatotype

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I. Introduction

The clothing is applied in objective of protection or decoration of the body and also as the complement tool of the unsatisfactory region of the body.

When the women wear clothing, most of them want wearing the clothing of the style which oneself prefers but actually it is common that one wears the style which covers weak point of the somatotype of oneself.

Modern women think that ideal body has tall height, long arm (leg) and slender as appearance standard. After the women of majority compare own body and the ideal body, they did not satisfy on own body.

Secord and Jourard mentioned that the body satisfaction (Body Cathexis) describes in satisfaction and unsatisfactory impression of the individual and against the whole or each region of the body and this depends on the human race and gender and relates with clothing conduct.

Lee reported in his research on young women that there are significant static relationships among fashion leading power, clothing satisfaction and body satisfaction and young women have satisfaction on their own clothing and body in higher popularity freshness power. Many previous researches have been studied on satisfaction of each region of the body and clothing. However, the objective of this study is to find relationship among young women's somatotype, preference apparel design and practical wearing apparel design.

II. Research Objective and Method

1. Research Objective

- 1) It examines the analysis about a somatotype and a satisfactory degree.
- 2) It examines relationship between preference clothing style and somatotype.
- 3) It examines relationship between the design of the clothing which it wears and somatotype.
- 4) It examines relationship between satisfaction on somatotype and the accommodating of popularity.

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2. Research Method

This research was investigated by a direct measuring method and questionnaires.

The question against the research object: the question item which excepts the question item on clothing style was composed of 5 scale by likert scale. (very likely: 5, not very likely:1).

The sample for this study are randomly chose from 123 women with age 20~23 during 45 days (2005. 5. 10 ~ 2005. 6. 15). The classification of somatotype used method by KS regulation drop. MINITAB was used for data analysis and statistics (significant level, interrelation quotient of the Pearson).

III. Result and Discussion

1 Somatotype Analysis and Satisfaction

Somatotype was classified by KS standard and it appears that the type N (usual somatotype) 54.3%, the type H (the somatotype which the breast and buttocks circumference are similar) 37.1%, the type A (the somatotype whose buttocks is big) 8.6%. This is similar to the previous research by Choi and Bang. Compared to the previous research by Jung (Young women (from 20 years old to 29 years old) themselves recognized the lower half of body are thicker than the upper half of body, and so there are many women who are unsatisfactory in the body of themselves), it was found that there is somatotype change of young women. The satisfactory degree on somatotype was averagely 3.65, which is less than an usual degree.

2. Relationship between Preference Clothing Style and Somato Type

According to the responses, it appears that 74% of responses preferred style with silhouette which sticks in body, 23% of them preferred school look with lovable impression and almost most of them did not prefer sporty style or hip-hop style. Considering relationship between clothing style and somatotype, it appeared that there is high relationship between clothing style which it prefers and somatotype.

3. Relationship between the Clothing Style which It Wears and Somatotype

The clothing style which the research object people frequently wears has averagely 2.25 above usual. It appeared that it receives an effect in somatotype. This fact is similar to the previous research (it appeared that wearing style for trousers is style which somatotype complement is possible.) by Park & Kwon and Lee.

4. Relationship between Satisfaction on Somatotype and the Accommodating of Popularity

It appeared that satisfaction on somatotype is proportion to the accommodating of popularity. This fact is similar to the research results (high satisfaction of body is positive to the accommodating of fashion trend.) by Shin and Lyoo.

IV. Conclusion

The summarized results on the somatotype and a preference style of the young woman are as follows.

1. According to the analysis on somatotype of the young women, the ratio of normal somatotype was most highest and the ratio of somatotype whose buttock is big was low. This means that there is somatotype change of young women. Also, it appeared that self-satisfaction on a somatotype was almost sufficient.
2. It appeared that there is high relationship between clothing style which it prefers and somatotype and most of responses preferred style with silhouette which sticks in body. This indicate that many young women prefer the style which the somatotype reveal. body line.
3. It appeared that the clothing style which it wears receives an effect plentifully in somatotype. Also, it appeared that the actual wearing clothing style selects the style which somatotype complement is possible.
4. It appeared that satisfaction on somatotype is proportion to the accommodating of popularity.

With above results, it appeared that the young women preferred style which will complement the somatotype of oneself and will be able to accommodate a popularity. It is demanded that fashion industry has to develop design that will be appropriate in somatotype of Korean and fashion trend is reflected well.

The research has some limitation that data were collected from limited object. So, it is necessary to consider that research results of this study can not interpret whole young women as a general guideline. Future research will be focused on breaking into parts of clothing style.

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