Total Fashion Coordination Effect on Likeness of the Male Wearers

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1. Introduction

The impression means the abstract image forming from perceptible cues through the person perception and impression formation is a process of understanding the other people searching the consistent characteristics obtained from available cues.

Mainly, clothing, hair style and make-up were formatted and transferred the likeness for the individual by fashion trends containing beauty consciousness, subject's traits, social and cultural context. The evaluation and response toward appearance glooming were the trend accepting not only clothing but also hair style and make up in order to the ideal images creation in the field of male fashion. Therefore, it is very important that a conduction of research about the total fashion coordination effects attribute to the image formatting factors of males such as clothing formality, make up, hair style and subject's traits.

The purposes of this study were to find out the effects of total fashion coordination for appearance variables of a male stimulus person and subject's traits on the likeness of the stimulus person with person perception theory as the research background.

The total fashion Coordination is a major fashion trend of Modern clothing culture as the formation of integrating impressions unified several appearance cues. The impression formation is an unify process as the total image by the interaction of several information like traits or characteristics.

Perceivers tended to develop a general and organized judgment to wearers on the basis of attributed traits (Kaiser, 1990) and the implicit personality theory interrelated with the external appearance variables and internal traits of the perceived persons (Schneider et al., 1979).

Some researches indicated that appearance cue and Perceiver's traits affected on the likeness toward stimulus person and it showed the significant interaction effects with such grooming variable as hair styles and make up (Cox, Glick, 1986; Kim, Ryu, 2004).

So, the apparent attractiveness is an important cue of which effect on the likeness toward

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stimulus person and it significantly affected on the halo effect for other traits. (Zebrowitz, 1990; Lennon, 1990).

II. Method & Process

The research consisted of a survey and a quasi-experiment; The experimental materials used for this study were 18 stimuli, The dependent variables were clothing formality (3 levels), make-up (2 levels), hair style (3 levels) and the dependent variable was a set of 7-point semantic different of scales which was consisted of 36 bi-polar adjectives, and instruments to measure fashion interest, likeness toward the stimulus, and GBI scale were composed of 7-point Likert type scales.

The sampling method was a convenient sampling. The subjects consisted of 940 male and female undergraduate students aged from 18 to 51, in three areas including Daejoen, Cheongyang and Nonsan provinces. The data collection was conducted between May 1 and June 30, 2004. The validity of the measuring instruments were confirmed by pre-tests and judge group discussions and reliability was evaluated by Cronbach' alpha analysis.

The data were analyzed by the frequency analysis, a factor analysis, 3-way ANOVA, factor analysis, cluster analysis, χ^2-analysis, t-test, variance analysis, regression analysis and correlation analysis.

III. Results & Conclusion

1. Clothing formality level, make-up, hair style of stimulus person, and traits of subjects meaningfully affected on the likeness toward the stimulus person. Subject's traits affected on

〈Table 1〉 Effects of Appearance Variables & Subject's Traits on Likeness of the Mail Wearers
($N=940$)

Variables	Likeness
Clothing formality level	79 10***
Hair style	3 41*
Clothing formality level * Gender	9 88***
Clothing formality level * Major	6 11**
Clothing formality level *Fashion interest	5 38***
GBI Agonic	7.18***
Fashion interest	4.58**
Gender	9 54**
Impression Dimensions	228 64***

***$p<0.001$, **$p<0.01$, *$p<0.05$.

Contents are F values

Only statistically significant results were listed

likeness.

First, the clothing formality level significantly affected on likeness toward the wearer, formal outfit wearers received more likeness than semi-formal and casual outfit wearers.

Second, the use of make-up showed no significant difference in the likeness toward wearers.

Third, the hair style of stimulus person significantly affected on the likeness and models with strait hair or strong waved hair received more likeness than models with weak waved hair.

Fourth, the clothing formality level of the stimulus person showed significant interaction effects with gender, major and fashion interests of subjects on the likeness toward the stimulus.

Fifth, such subject's traits as agonic GBI showed significant difference in evaluation of likeness toward stimulus person.

Sixth, subject's fashion interests showed significant difference in evaluation of likeness toward stimulus person.

Seventh, subject' gender showed a significant difference in evaluation of likeness toward stimulus person, however major and resident area of the subjects did not showed significant effects on the likeness evaluation.

Eighth, five impression dimensions of male stimulus person showed significant difference in evaluation of likeness.

The results revealed that the clothing formality level, use of make-up and hair style of young males were major influencing variables to determine the wearer's impression. Perceiver's traits such as GBI and fashion interest also were affected on perceiver's person perception.

The study supported gestalt theory and implicit personality theory and the results will serve as basic information on total fashion coordination for young male adults.

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