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Correlations among Subject' Traits Impression Perception and Evaluation of Likeness

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I. Introduction

Our fashion-related appearances can best accomplished by analyzing them as a form of nonverbal communication, which generally refers to human communication that transcends the spoken or written word¹⁾.

The meaning of the symbol may be shared by a smaller group of individuals as a means of communication with that group.

The context in which any message is transmitted influences its interpretation. All kinds of messages are more or less context-dependable. Clearly, appearance messages are complex, prone to be ambiguous, and holistically emitted and received. Therefore, they rely heavily on context for meaning, are they also serve to alter the meaning of context There are three kinds of contexts we can consider in relation to appearance messages.

Fashions communicate both demographic characteristics(e.g., age, sex, occupation, marital status, religion, economic status, self-esteem, attitudes, and values) and social characteristics(e.g., formality If a situation, social roles, importance of the situation, and evidence of physical activity). The specific fashions that communicate there various cultural meanings change over time and among different groups of people.

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.

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 correlations among subject's traits and impression perception and evaluation of likeness with person perception theory as the research background.

II. Method and 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 Daejeon, 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, t-test, variance analysis, regression analysis and correlation analysis.

III. Results and Conclusion

1. There was significant relation existed between subject' traits and their evaluation of likeness toward the stimulus person.

First, there were positively significant correlations existed among the five impressional dimensions. The relations between attractiveness and salience, between attractiveness and dynamic, and between dynamic and potency were negative.

Second, the hedonic and agonic GBI showed negatively significant correlations with fashion interests of the subjects.

Third, likeness toward stimulus person had positively significant correlation with attractiveness, potency, and evaluation dimensions, but it had negatively significant correlations with dynamic dimension and

agonic GBI.

Fourth, there were significant correlations existed between the five impressional dimensions and the likeness toward stimulus.

A regression equation was calculated based on likeness toward subject and their five perceived impressional dimensions. That was as follows:

$$\text{Likeness} = 2.628 + 0.670 \text{ Attractiveness} + 0.491 \text{ Potency} + 0.196 \text{ Evaluation} + (-.156) \text{ Saliency} + (-.157) \text{ Dynamics}$$

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.

References

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