The Color Stereotyping of Women's Korean Traditional Costume
− A Qualitative Analysis on Stimulus's Image, Age, Occupation and Husband's Occupation −

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Perceiver's attitude, person perception, stereotype, entry of social subgroup are related to estimate or to interpretation of persons and groups. Especially, stereotypes are "pictures in the head", or mental images that perceivers use to place others into categories and then to apply certain cognitive structures(Kaiser, 1990, 255). When perceivers form impression of others, we have stereotype about element of clothing sort, color, pattern. The danger of stereotyping result in an oversimplified, exaggerated, or inaccurate assessment, but this help easy estimate about others.

The purpose of the study was to extract stereotype of stimulus age, occupation, husband's occupation, image according to clothing colors using stereotyping and color theory.

The research method was qualitative research. Since qualitative research depends on observation within certain contexts and induction from those experiences. Therefore, this study have a significance that perceiver's measure perception of his experiences than response of researcher's manipulation.

The materials developed for the study were a set of stimuli and open-ended responses. The stimuli consisted of 17 drawings by CAD simulation of females wearing Korean traditional costume. A open-ended responses consisted of stimulus's image, age, occupation, husband's occupation.

The subjects were 1138 undergraduate students in Taejon city, Chungnam province and Chungbuk province, Korea. The data were analyzed using content analysis.

Results were as follows:

1) Age perception of the stimulus showed difference in clothing colors. The red was perceived youngest, but gray was perceived oldest. In bi-color combination set, the perceived age was influenced by color combinations.

2) Occupation perception of the stimuli's were employed housewife, specialist, service.

On conclusion stereotype have a tendency easily categorized and estimated perception of others.