

# The Effect of Print Design of Blouses on Wear's Image Perception

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## I. Introduction

Design patterns are very important part of clothing, and they affect whole images of clothing. Also the images of patterns are expected to create different effects through the style of stimuli such as printed fabrics and clothing. Thus this study was to find out the images about polka dot, stripe, and check pattern which consist of basic of design, and to find out subjects' preference according to the tone and complexity which are divided into fabric and clothing.

## II. Method

The survey was conducted to total of 1002 male and female university students who are residing in Daejeon and Chungnam province. The stimuli were composed of 2 level tones(dark and light), 3 level complexity(simple, medial and complex), and 3 patterns(polka dot, stripe and check).

Analysis was performed using SPSS program, and divided into factor analysis, *t*-test, ANOVA, and Duncan's multiple range test.

## III. Results and Conclusion

First, after the factor analysis for the adjective pair images(24 inquiries) about the design patterns which were used in this study, it resulted as three factors which are attraction(9 inquiries), salience(8 inquiries), and potential(7 inquiries). The difference of images according to the tone was resulted that all three factors affected the image, and lighter tone was assessed more attractive comparing to darker tone, and darker tone looked stronger and more distinctive than lighter tone.

The survey for the difference of images according to the way of stimuli resulted that clothing stimuli was more attractive, and distinctive to the subjects when comparing to fabric stimuli.

Secondly, the survey for the subjects' preference according to the stimuli resulted that darker tone is more attractive than lighter tone. Specifically, darker tone was assessed as more attractive

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and recommended more by subjects. For the inquiry about personal attraction or desire to consume, the result showed that there is no difference in tone. However, the difference in stimuli proved that fabric stimuli was more attractive to the subjects.

This study was conducted with Daejeon and Chungnam province thus has its limitations and should not generate to overall situation.

## **References**

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