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A Study on Harmony according to Tone on Tone Coloration of Shirt and Necktie - On Purple and Green Color -

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When you coordinate shirts with neckties, harmony of tones and colors is very important because the difference of designs is not so big. Thus, you might try various changes of the coloration of shirts and neckties: coloration of two colors.

The purpose of this research was to investigate the harmony evaluation and the effects used clues on harmony perception in terms of 32 tone on tone coloration of male shirt and necktie by male and female students when it comes to the coloration of male clothes' shirts and necktie, after shirts matched necktie with purple and green color, and changed only value among three attributes of color.

This experiment sign was 2×4×4×2 factorial designs: colors(purple, green), shirt tone(vivid, light, dull, and dark), necktie tones(vivid, light, dull and dark) and perceiver gender(a male and a female).

The experimental materials developed for this study were a set of stimulus and response scales. The stimuli were 32 upper body photographs which were color outputs by CAD system (4D-box program). we harmonized those colors of shirts and neckties differently, then made shirt and necktie tone same. In order to evaluate harmony of two color coloration, we used bi-polar adjectives "harmonious - disharmonious" and "matching - mismatching", presenting seven-point semantic differential response scales. The Cronbach's α-reliability coefficient was 0.8929.

The subjects of this research were 192 male and 192 female college students in Jinju and Gyeongnam province. The total 32 stimulus consisted of 16 experiment combinations, and we included 2 stimuli among each experiment combinations.

The data was analyzed by using SPSS program. Analysis methods were ANOVA, LSD test and t-test.

The result of the study were as follows.

As to the purple, light-dull, dull-dark was evaluated as harmonized coloration regardless of area-ratio by both male and female students.

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As to the green, dull-dark was evaluated as harmonized coloration regardless of area-ratio by both male and female students.

Among 16 purple tone on tone coloration stimuli, both female and male students evaluated the same 7 set as harmonized, but among 16 green tone on tone coloration stimuli, female students evaluated 4 set, male students 7 set, so proved that male's range of harmony more extensive than that of female.

It is significant difference between female and male on purple dull shirt and dull tie combination, females were more negative than males.

The main effect of the factor analysis result showed that colors, shirt tones, necktie tones were significant except for gender.

There were significant interaction effects in evaluating of harmony between color and shirt tone, color and necktie tone, shirt tone and necktie tone, as well as shirt tone and perceiver gender in 2 factor interaction effects respectively.

According to the result of MCA, purple had positive effects, on the other hand green had negative effects in harmony evaluation. When the tones of shirts were light, dull or dark except for vivid, had positive effects in harmony evaluation. Dull or dark tone necktie were positive effects but vivd or light had negative effects. In addition, we found that female tend to report higher harmony evaluation than male do.

References

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