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A Field Study of Hansan Mosi: Preference and Image of Textile and Garments

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The study was designed to examine consumer's attitudes toward Hansan mosi fabrics and garments under the context of multi-dimensional field experiment.

The purposes of the study were (1) to evaluate commercial value of Hansanmosi, (2) to understand consumer's aesthetic attitudes toward mosi materials with new design techniques.

The research consisted of 2 parts; a field survey and field experiment. for the field survey, an instrument of 18 questionnaires to understand attitudes toward mosi material was developed. For the field experiment, five material stimulus and three garment stimulus were developed. the material stimulus were 10 × 15 square mosi fabrics with 5 different design techniques (plain weave, burnt-out, check , stripe, embroidery)

The garment stimulus were 3 front opened blouses with long sleeves, round neck lines. Materials were plain weave, check and embroidery.

The data were collected during the Hansan mosi festival 2005 at Hansan chungnam provinces and the response were analysed quantitatively as well as qualitatively.

The results were as follows,

- 1) The advantages of mosi fabrics were cool and light in weight, symbolize Korean beauty, the national fabric, high quality, while disadvantages were expensive, low resiliency, stiffness to produce bigger images.
- 2) Mosi fabrics with the burn -out and embroidery designs were more preferred than fabrics with check or stripe designs, and consumers who preferred the burn-out designs showed more needs in design development of the materials.
- 3) The preference of mosi fabrics showed interaction effects with

perceived gender and ages.

In general consumers had positive attitudes on mosi fabrics, however, they believed that low resilience of the fabrics should be improved and the effects to cut down the price of new design techniques would increase consumer' s preferences on the fabrics.

The result revealed that design strategy for the Hansan mosi fabric, design development through motifs and colors will be essential processes and a triangler research method of scientific quantitative study and qualitative study to comprehend consumer' s preference would be necessary