A marketing strategy for nurse's uniforms according to Yin-Yang levels and professional symbolism

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The purposes of this study were 1) investigate the present status of nurse-uniform design and to categorize the image of nurse-uniform design 2) to analyze the effects of clothing variables of the uniform design and subject's traits on the wear's impression 3) to find out any significant relation between GBI, esthetic value of the perceivers 4) to suggest a suitable renovation strategy of the nurse's uniforms design

This study was carried out by two research processes; a field study and quasi-experiment.

For the field study, to investigate the present status of nurse-uniform, total 243 actual photographies of the uniform wearers in Daejon, Seoul and Chungnam province were taken by researcher and nurse-uniform wearer's photographies were obtained through web sites.

This photographies were evaluated by 3 major garment variables: design yin-yang level, occupational symbolism, and values of garment color.

The judge group who evaluated the nurse-uniform by the 3 variables, consisted of 10 experts majored in clothing and textiles by 7 point Likert scales.

The quasi-experiment were consisted of 3 instruments; a 8-set stimulus wearers, semantic differential scales to analyze the wearer's impression, perceiver's GBI and esthetic values.

The sampling method was a convenient sampling. The subjects were 580 undergraduate students in Daejoen city, Chungnam provinces. The data collection was conducted between May 23 and June 11, 2005. The validity of the measuring instruments were confirmed by pre-tests and judge group discussions, and the reliability was evaluated by Cronbach's alpha analysis.

The data were analysed using factor analyses, t-test, variance
analysis, and correlation analysis.

The results of this study and strategy of the nurse's uniforms design were as follows:

1. Design yin-yang level and occupational symbolism were more significant variable than the values of garment color and the final image map of the nurse-uniform was developed by the design yin-yang level and occupational symbolism.

2. The partial significant correlations were existed between nurse-uniform design and characteristics of hospital.

3. A factor analysis of the semantic differential scales emerged 4 significant impressional dimension: sociability, evaluation, attractiveness, and dynamic. Sociability dimension found to be most significant variable among the 4 impressional dimensions.

4. Some perceiver's traits and genders showed significant effects and the wearers impressions

5. Interaction effects existed between the perceiver's genders and nurse-uniform design

The marketing strategies for nurse's uniforms were developed through the processes of analyses the qualitative and quantitative results.

The most important meaning from the result through this study was that the nurse uniforms were classified into groups according to the present condition of nurses' uniform design. The result of the study will serve as variable design guide for the nurse-uniform.