

## A Study on Preference Factors of Body, Self, Costume and Hairstyle Image by Occupation Type

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### Abstract

This study aims at applying the body image, self-image and costume image, which is completed as harmony of hairstyle according to 14 occupational types to be help at in time of image creation. It made a survey of 5,658 women living in Seoul. The result of response showed that a sandglass type and rectangular type is highest in a form suited to the body image for educational employees, public officials, business employees, service workers, office workers, financial employees, university students who are majoring in beauty), beauty artists and entertainers, and for police officers, housewives, medical service workers, university students who aren't majoring in beauty, respectively, which there is the difference by occupational group. But there is no difference from a point of view that many women of our country are much alike in a form.

**Key Words** : occupational type, expression of image factor, counseling techniques

### 1. Introduction

More effective management of image can be applied to the expression of one's own body image, self-image, costume image and hairstyle image suited to occupational type because of more exactly observation of psychological variables that have an effect on specific behaviors appearing on the outside among various variables making a determination of consumers' behavior.

Demographical variables have been generally used for the classification of occupational types. But they have their limits because of the need

that an individual level of individuality and a group level of value have to be considered at the same time in explaining characteristics of an individual and group.

According to this, new characteristic variables, which are higher change speed than a characteristic variable of individual and are more comprehensive than a concept of value, are found. That can be an appropriate image expression by occupational type.<sup>1)</sup>

Since the study of occupation style provides consumers with very important information and application value, it is very useful of drawing up preference to express a good image for concerned

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occupation, of application of the image and of its extension. The more concrete need for this utility can be a standard of effective market segmentation. And it comes in handy in providing a selection of image and information, and an application of image suited to consumers by explaining their behavior in three dimensions. In Particular, it can also predict the behavior of consumption and purchase, and the change of purchase consciousness by understanding their life change, because that prediction can be used for the improvement of image or development of new service.<sup>2)</sup>

As such, the study aims to suggest the implications by indentifying body, self, costume and hairstyle to express right hairstyle image for types of occupations.

## II. Occupation and Image Concept

### 1. Occupation Concept

The occupation refers to the social and technical formation of working that produces goods or provides services, that is, relatively continuous job that aims to support living, share social role and realize self. It can be therefore defined as a characteristic image by each occupation.<sup>2)</sup>

Holland(1985)<sup>3)</sup>'s occupational interest theory places a great deal of weight on "Does one, who is classified into any occupational interest, show any occupational behavior pattern in the future?", and proposes a hypothesis on relations with educational, social and occupational variables of various kinds such as occupational selection pattern, educational achievement, occupational satisfaction, interpersonal skill, values by the individual's occupational interest to approach to this problem effectively.<sup>4)</sup> He divided

into six patterns such as realistic, investigative, artistic, social, enterprising and conventional on how an individual and environment interact with. HanJoo Yang(1998)<sup>5)</sup> divided occupational preferences into the internal, external and incidental domains, and classified the subordinate domain into service, originality, desire satisfaction and self-realization, leadership, profit-ability, respectability, stability and prospect, interpersonal relations, and diversity.

Our country made out a systematic classification of occupation to use it for an international probe in the Bureau of Statistics within the Ministry of Home Affairs in those days of 1960for the first time. After this, the Economic Planning Board enacted a classification of statistics sample in 1958, and Korean Standard Classification of Occupation (KSCO) based on ILO International Standard Classification of Occupation(ISCO-58) was enacted in 1963. Finally, KSCO was decided by the National Statistical Office Notification No. 2000-2(2000.1.7) through five revisions.<sup>6)</sup>

### 2. Image Concept

Generally, the image judged by the public is a sort of attitude so it is recognized like a concept of overall impression of "favor or not of the object." By an explanation of perception, image is a multidimensional composite perceived as an overall feature more than a summation of parts. Thus, it can be believed how a certain object is perceived is to forge an image.<sup>7)</sup>

As to the image like the above, the scholars explain image as a combination of general feature and feel, impression, perception, confidence and attitude, personality and emotion.<sup>8)</sup> Image is a feature of an object or a human to the general public while it is understood as a concept meaning psychological

concept, figure, shape and look of a perceived object in psychology.<sup>9)</sup> It is an individual's imagination about a certain object and defined as figure, picture, visual, physical similarity, photo, drawing, sculpture or envisioned expression, symbol or a sort of spiritual expression about human, animal or object.<sup>10)</sup> Juhee Park(2000)<sup>11)</sup> defined image as envisioning something perceived in mind, as what human perceives by sensory organs and as a combination of confidence, idea and impression that an individual has towards a certain object. This refers to sensory impression coming from the emblems of sensory experiences, especially associations, engraved on the brain. Also, image may refer to an object's characteristic or a feeling about it and an impression about a specific object, which develops for a certain period, and an evaluation system mainly for the attributes valued by the object.<sup>12)</sup> Image has changeability in view of its changes by experience from social interactions, learning and information.<sup>13)</sup>

Accordingly, image is not ever fixed as an abstract concept but ever-generating and changing by experience or information. Depending on who it is, image has a power to create new fact no matter if an object wants or not. Consequently, image works mixed by past experience, interaction of memories, an individual's association or feeling by living environment to a given stimulus. When they are perceived all in all and an actual visual symbol like shape, figure or sensory expression that invokes a certain meaning comes up, it will be an image. In the study, body image, self image, costume image and hairstyle image is to be linked with occupation so as to focus on drawing preference factors by identifying how associated they are as indigenous attributes for

occupation types.

### 3. Relation between body, self, costume and hairstyle and occupation image

As the society is getting more advanced, each image of occupation types is getting more typical as well. The impressed images by each image's attribute are differently typicalized, which can be associated with body, self, costume and hairstyle as follows.

#### 1) Body Image

The body image is the subjective evaluation of a self body and feeling and attitude associated with the evaluation(Summerfield & Rosen, 1982). It works as not the fundamental core of an ego concept but also an evaluation component of an ego concept even after the self grows up(Hyewon Kang, 1995). Also, the body image is constantly changing by responding to a new stimulus from the environment, closely related with the self-esteem(Cash, et al., 1986; Dworkin, et al., 1987) and influenced by social, cultural aspects of ideal beauty fashions of the concerned times(Kaiser, 1990).

Most of the domestic studies surveyed body satisfaction that is a major component of the body image and reported more women were less satisfied with self body than men(Jamyung Goo, Myunghee Lee, 1994; Yangjin Kim, 1992; Buhee Lee, 1995; Kyungja Song, 1998), by which there shows a correlation.

#### 2) Self Image

The actual self image that persons have in mind is influenced by an ideal self image and another self image being seen to the others. Even when the self buys merchandise, he or she develops self image by imagining the self like a

model in the concern commercial. Like this, what is seen as an ideal being to the self or the other is said as the self image(Eunyoung Chang, 1993).

Inhee Chung and Eunyoung Lee(1996) regarded a real self image and an ideal self image as the most general classifications of the self image. The real self image is perse the image of the self; the image that an individual has in mind what the self is like. Juhee Park(2000) saw the ideal self image as the self image that an individual admires and wishes to have.

The self image is a output from individual's unique background and experience and people behave to keep up their self image and improve. Also, through interactions with others, they try to enhance self image during which costume becomes a symbolic tool of communication for the interaction.

### 3) Costume Image

The costume image is an overall feeling that a costume conveys. The response, namely the feeling when people see a certain costume is influenced by a visual image expressed by the costume(Myunghee Lee, 1993).

The costume image refers to the image to be a major clue to perceive others together with face and physique. This helps to define individual's social position, occupation, role, self-confidence, individuality, situation and other personality characters and perceived situation(Seonsook Oh and others, 2003).

Kiwan Park(1990) stated that a look tells nothing more than a rough image or features of a feeling. Also, the image shows a rough symbolism of a picture while the style refers to more specific features of design.

### 4) Hairstyle Image

The hairstyle image delivered by the hairstyle of a self gets to have numerous social implications and, at the same time in view of an individual, is what perceived by individual's taste, aesthetic sense and environment at last. It is not simply a visual matter but has comprehensive and holistic figures with the obscure and continual border(Seonsook Oh and others, 2003; Sungok Lee and others, 2002). Looking at the kinds of hairstyle by image, new styles incessantly emerged in conformity with fashion trend in rapid transition and then new image of hairstyle came along. However, hairstyle image has been used not in a uniform way but in multiple meanings(Youngja Kim, 2003; Aekyung Kim, Kyunghee Lee, 2002).

### 5) Occupation Image

Just as occupations are differentiated and specialized by industry structure and technology civilization, they are being specialized by each structure and activity type of society units. Ramification of occupations occurs as occupations increase in the number of kinds and gradually becomes specialized(Kyungseok Kim, 2003).

As such, changes in occupations are due to development of clear occupation philosophy and occupational adaptability and thus occupations chosen in accordance with self image differ by the changes of the times.

Hansen(1990) stated that occupation images are different from the image that a concerned occupation has by preference. It is supposed that an individual has interest in certain friendly activity or occupation and the interest can be divided into several categories. If an individual has interest in a specific category, he or she

can have interest in any occupations of the concerned category. The image an individual has about an occupation, its coincidence with a concerned occupation and ability are very important variables in choosing his or her career. Therefore, as body, self and hairstyle perceived along with the name of the occupation have correlation with their images since they are perceived in accordance with occupation type of an individual and the image for each own individuality will be preferred, the causal relationship among the said variables will be investigated through the study design of the next Chapter.

### III. Study Method

#### 1. Frame of Analysis

Each consumer's image preference by occupation type is different. Therefore, the analysis in the study took the occupation type for an independent variance and the image attributes of body, self, costume and hairstyle for a dependent variance, out of many attributes that are being most used in these days and providing a lot of information regarding consumer behavior by drawing a broad consumer profile.

#### 2. Design of Sample and Collection of Data

The study was done with 5,653 adult females older than age 20 residing in Seoul. The survey was done by direct Self-Administered Method with convenient sampling from the questionnaire for 30 days commencing July 1, 2007.

1500 respondents came from age 20-25, 1196 from 26-29, 1211 from 30-34, 674 from 35-39,

833 from 40-49 and 240 from 50 and above.

Occupational characteristic of them showed that service workers, beauty artists, sales workers, entertainers, university students (major in beauty), educational service workers, clerks, public officials, medical service workers, university students(major in other subjects), financial employees, police officers, housewives and other occupations are in order of 452 (8.0%), 445, 444, 440, 436, 435, 431, 425, 424, 423, 418, 417, 400 and 63 persons, respectively.

#### 3. Design and composition of Measure

The questionnaire for this survey is composed of 3 parts as follows:

1) It reflected the survey scale of self, body and costume image through amendment and supplementation of Jo Yong-jin(2000)<sup>14)</sup>, Gang Eun-joo(2003) and Lee Jeong-eun (2003)<sup>15)</sup>'s studies.

2) It made a survey hairstyle images with reference to the preceding studies of Sin Soo-hyun(2003)<sup>16)</sup>, Park Yon-hee(2002)<sup>17)</sup> and Hong Ji-eun(2001)<sup>18)</sup>. In other words, the scale of hairstyle image is composed of total 20 questions, and selected questions used in Kim Bok-sook(1999)<sup>19)</sup>'s study through amendment.

3) The Preference and Image Selection by Occupational Pattern : The stability and general possibility of the renowned factors by occupation has been supported by many studies, but firstly this study selects and measures 14 occupations of high preference about generally perceiving occupation names presented in a book of the Prospects for Korean Occupation. It used the data of occupation preference with Tracey & Rounds(1996)'s analytic method to develop the occupation preference test suited to a situation of our country

#### 4. Analytic Method

It made an analysis of data with statistical package program of SPSS v. 12.0 through the process of data coding and data cleaning as follows:

First, it made an analysis of frequency to understand demographical characteristics of those who respond to a survey.

Second, it conducted a factor analysis and reliability test to verify the feasibility of measurement tool.

Third, it carried out a One way ANOVA to understand the preference of self, body, costume, and hairstyle according to occupation.

### IV. Study Result

#### 1. The Feasibility and Reliability Test of Measurement Tool

This study conducted a Principle Components with a factor sampling method, and it sampled only factors more than the designated eigen-value. It carried out a Verimax rotation in connection with factor rotation. It selected a receptive standard of factor loading that indicates a correlation between factors of each variable, and eigen-value standard that indicates a whole variance of each factor more than  $\pm .40$  and more than 1, respectively.

#### 2. The Preference for Image Factor by Occupation

The following is the result that conducts a Cross tabulation Analysis and One way ANOVA to understand the preference of body, appearance, costume and hairstyle images by occupation.

<Table 1> The factor analysis of future self-image

		factor loading	eigen value	explanatory variable(%)	reliability
factor 1 Honest and faithful	must give trust	.818	4.136	27.574	.883
	must be honest	.817			
	must be sincere	.759			
	must be intellectual	.708			
	must be worm hearted	.604			
	must be humble	.539			
	must be humorous	.531			
factor 2 Sociable and open	must be freehearted	.797	3.349	22.326	.858
	must be outgoing	.772			
	must be sophisticated	.709			
	must be aggressive	.694			
	must be active	.493			
	must be sociable	.451			
factor 3 Authoritative and objective	must be masterful	.804	1.794	11.961	.692
	must be objective	.512			

KMO = 0.938, Bartlett's test result  $\chi^2=42707.205$  (df=105, Sig.=0.000)

<Table 2> The factor analysis of hairstyle image

		factor loading	eigen value	explanatory variable (%)	reliability
Avant-garde	unique and strange design style, in advance of vogue	.915	2.678	9.917	.712
	express one's character in epoch-making and super-imaginative ways	.895			
	unusual, experimental, futuristic image in every aspect	.860			
Mannish	short and neat hairstyle	.868	2.438	9.031	.723
	image of rationalism and behaviorism	.860			
	masculine, 'a woman in man-style' style	.859			
Ethnic folklore	plain image with traditional folkway feelings	.888	2.430	8.999	.922
	savage containing shamanism, and dynamic style	.843			
	hairstyle making the most of uniqueness from the black's inherited curly hair	.829			
Active casual	light and innocent image style	.903	2.361	8.745	.836
	pure image style	.889			
	active image style	.776			
Elegance	image of woman expressing classic emotion	.893	2.330	8.629	.874
	graceful, representative, neat and elegant image	.858			
	thick wavy and neat ridge style	.783			
sophisticated modern	image to sublimate intellectual charm	.873	2.296	8.502	.845
	longing for future	.846			
	simple image of progressive career woman style with neat, polish and natural wavy hair	.800			
Feminine romantic	image with atmosphere to dream soft and sweet love	.848	2.278	8.438	.857
	romantic and sexy image	.843			
	affluent style to have wave and rich volume	.833			
classic	conservative and traditional image	.791	1.966	7.280	.838
	image to keep its unique originality, not influenced by trend	.776			
	relatively simple and not very changeable style	.772			
Natural	not bound by formular and familiar image	.818	1.924	7.124	.871
	image with natural wave sliding down	.779			
	natural style with innocent feeling	.708			

KMO = 0.795, Bartlett's test result  $\chi^2=79532.267$  (df=351, Sig.=0.000)

1) The Preference for Body Image

<Table 3> is the result that conducts a One way ANOVA to understand how there is the difference in the preference of body image by occupation.

According to examination by occupation, it showed that police officers, service workers, clerks, housewives, medical service workers, financial

employees and entertainers have the most preference for a great height and skinny build, and that educational service workers, sales workers, university students (major in beauty and other subjects) and beauty artists have the most preference for a normal build.

<Table 3> Preference for Body Image by Occupation (n=5653)

	preference for body image										
	great height and skinny build		small height and skinny build		gret height and fat build		small height and fat build		normal and build		
	M	SD	M	SD	M	SD	M	SD	M	SD	
o c c u p a t i o n	educational workers	3.47	1.162	2.62	.944	1.95	.848	1.69	.879	3.65	.928
	police officers	3.60	1.179	2.85	1.012	2.22	.948	1.95	1.006	3.26	1.087
	public officials	3.88	.787	2.61	.922	1.91	.916	1.49	.730	3.40	1.035
	sales workers	3.22	1.167	2.56	.908	2.32	1.016	2.17	1.031	3.51	1.074
	service workers	3.68	1.190	2.78	1.049	2.11	.912	1.85	.925	3.40	1.041
	clerks	3.68	1.040	2.81	1.058	1.84	.858	1.57	.803	3.61	.977
	housewives	3.54	1.064	2.59	1.051	1.98	.950	1.80	.918	3.51	1.045
	medical workers	3.86	.958	3.20	.967	2.02	.872	1.67	.875	3.59	1.002
	financial workers	3.91	.793	3.18	.717	2.09	.849	1.95	.879	3.64	.772
	university students (major in beauty)	3.42	1.192	3.04	1.160	1.80	.806	1.38	.665	3.82	.796
	university students (major in other subjects)	3.49	1.184	2.89	1.177	1.82	.937	1.55	.912	3.53	.953
	beauty artists	3.60	1.095	2.89	1.109	1.83	.835	1.53	.826	3.67	.924
	entertainers	4.07	.864	2.95	1.349	1.93	.916	1.43	.721	3.23	.998
	others	3.43	1.160	2.59	1.131	1.89	.935	1.56	.736	3.73	.902
whole	3.64	1.087	2.84	1.064	1.99	.911	1.69	.892	3.53	.988	
F	19.573***		16.685***		13.067***		29.994***		12.112***		

\*\*\* p<.001

According to examination by body image, it showed that there is a significant difference (p<.05). Entertainers (M=4.07) have the most preference for images of great height and skinny build, and on the other hand sales workers (M=3.22) have the lowest relative preference. And medical service workers (M=3.20) have higher relative preference for images of small height and skinny build than other occupations, and on the other hand sales workers (M=2.56) have the lowest relative preference. University students (major in beauty) (M=3.82) have higher relative preference for images of normal height and build than other occupations, and on the other hand entertainers (M=3.23) have the lowest relative preference. All occupations have the very low preference for images of great height and fat build, or small height and fat build.

## 2) Preference for self-image

To understand how there is the difference in future self-image by occupation, One way ANOVA showed that all occupations have the most preference for honest and faithful images (M=4.01), subsequently in order of sociable and open images (M=3.90), and authoritative and objective images(M=3.49) <Table 4>.

According to examination by each self-image, entertainers or beauty artists have high preference for sociable and open images, or honest and faithful images. And medical workers or beauty artists have higher preference for authoritative and objective images than other occupations. As a result, there is the difference by occupations (p<.001).



3) Preference for costume Image by Occupation

<Table 5>is the result that conducts a One way ANOVA to understand how there is the difference in the preference for costume image by occupation. In general, it showed that the preference for natural image (M=3.83) is the highest, subsequently in order of classic image (M=3.49), elegance style (M=3.49), active casual style (M=3.41), sophisticated modern style (M=3.32), mannish style (M=3.30), feminine romantic style (M=3.18) and ethnic folklore style (M=2.39), and the preference for avant-garde style (M=2.14) is the lowest relatively.

According to examination by each costume image, entertainers (M=4.05)or university students (major in beauty) (M=4.00) have high preference for the natural style, and entertainers or university

students (major in other subjects)(M=3.61) have high preference for the classic style relatively.

Also, on the whole the preference for avant-garde style is the very low, and on the other hand entertainers (M=2.36) or sales workers (M=2.29) have relative high preference for it. And entertainers (M=3.50) or university students (major in beauty) (M=3.48)have high preference for the feminine romantic style. For the mannish style, elegance style, active casual style, sophisticated modern style and ethnic folklore style, the preference of entertainers (M=3.68) or beauty artists (M=3.38), entertainers (M=3.64) or clerks (M=3.62), financial workers (M=3.64)or medical workers (M=3.62), clerks (M=3.54) or public officials (M=3.51), and sales workers (M=2.54) or service workers (M=2.49) are high, respectively.

<Table 4> Preference for Future Self-Image by Occupation

		Preference for future self-image					
		Sociable and open		Honest and faithful		Authoritative and objective	
		M	SD	M	SD	M	SD
o c c u p a t i o n	educational workers	3.86	.650	4.02	.636	3.44	.717
	police officers	3.67	.552	3.71	.592	3.25	.709
	public officials	3.63	.527	3.64	.578	3.16	.658
	sales workers	3.91	.751	4.00	.768	3.60	.758
	service workers	3.93	.720	4.03	.692	3.61	.820
	clerks	4.00	.612	4.08	.554	3.40	.719
	housewives	3.86	.649	4.02	.650	3.50	.734
	medical workers	3.99	.632	4.12	.618	3.72	.644
	financial workers	3.71	.526	3.89	.556	3.43	.774
	university students (major in beauty)	3.96	.681	4.04	.609	3.47	.819
	university students (major in other subjects)	3.91	.621	4.02	.629	3.37	.694
	beauty artists	4.15	.606	4.27	.573	3.72	.790
	entertainers	4.10	.648	4.28	.574	3.58	.739
	others	4.08	.530	4.23	.453	3.74	.718
whole	3.90	.649	4.01	.643	3.49	.756	
F		24.139***		35.495***		20.855***	

\*\*\* p<.001

<Table 5> Preference for costume Image by Occupation

	Preference for costume Image																		
	Natural style		Classic style		Avant-garde style		Feminine romantic style		Mannish style		Elegance style		Active casual style		Sophisticated modern style		Ethnic folklore style		
	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	
O c c u p a t i o n	educational workers	3.94	.782	3.57	.860	2.03	.933	3.04	1.166	3.17	1.039	3.59	.967	3.23	1.037	3.31	1.007	2.46	.970
	police officers	3.78	.870	3.49	.776	2.25	1.073	3.17	1.141	3.25	.990	3.49	.809	3.50	.961	3.29	1.039	2.46	1.037
	public officials	3.57	.989	3.36	.748	1.89	.992	2.77	1.109	3.18	1.233	3.34	.859	3.46	.871	3.51	.914	2.48	1.242
	sales workers	3.61	.913	3.43	.956	2.29	1.018	3.04	1.201	3.26	.994	3.45	1.039	3.15	1.051	3.27	1.005	2.54	1.098
	service workers	3.73	.935	3.30	1.012	2.22	1.075	3.07	1.136	3.27	1.075	3.35	1.000	3.39	1.049	3.29	1.083	2.49	1.066
	clerks	3.89	.838	3.54	.941	2.00	.970	3.18	1.150	3.31	1.118	3.62	.904	3.25	1.163	3.54	1.018	2.27	1.017
	housewives	3.84	.858	3.50	.782	2.08	1.103	3.00	1.159	3.31	.957	3.52	.976	3.31	.988	3.22	.977	2.33	1.002
	medical workers	3.85	.776	3.44	.913	2.02	.913	3.38	.966	3.22	.939	3.45	.976	3.62	.982	3.28	.944	2.44	.856
	financial workers	3.86	.869	3.55	.941	2.18	.778	3.23	1.205	3.18	.778	3.55	.783	3.64	1.069	3.45	1.118	2.23	1.086
	university students (major in beauty)	4.00	.789	3.52	.623	2.28	.783	3.48	1.073	3.34	.920	3.59	.966	3.52	1.103	3.24	1.136	2.31	.914
	university students (major in other subjects)	3.86	.918	3.61	1.010	2.17	1.054	3.21	1.233	3.35	1.029	3.33	1.044	3.22	1.195	3.05	.999	2.35	1.179
	beauty artists	3.88	.923	3.49	.999	2.10	1.023	3.23	1.152	3.38	1.031	3.47	.999	3.60	1.074	3.22	1.084	2.28	.998
	entertainers	4.05	.825	3.66	1.000	2.36	1.246	3.50	1.119	3.68	1.104	3.64	1.003	3.48	.942	3.48	1.034	2.45	1.098
	others	3.79	1.034	3.37	1.112	1.92	1.082	3.08	1.299	3.27	.919	3.56	.980	3.24	1.187	3.35	.970	2.30	1.042
whole	3.83	.882	3.49	.905	2.14	1.013	3.18	1.158	3.30	1.028	3.49	.957	3.41	1.054	3.32	1.037	2.39	1.051	
F	9.953***		4.911***		7.621***		12.501***		6.874***		4.807***		10.184***		7.206***		3.760***		

\*\*\* p<.001

4) Preference for hairstyle Image

<Table 6> is the result that conducts a One way ANOVA to understand how there is the difference in the preference for hairstyle image by occupation. In general, analysis showed that the preference for natural style (M=3.70) is the highest, subsequently in order of elegance style (M=3.49), feminine romantic style (M=3.39), sophisticated modern style (M=3.32), active casual style (M=3.13), classic style (M=2.70), mannish style (M=2.49) and avant-garde style (M=2.26), and the preference for ethnic folklore style (M=2.05) is the relative lowest. According

to examination by each hairstyle image, entertainers(M=3.89) or university students (major in other subjects) (M=3.83), and medical workers (M=2.92) or sales workers(M=2.91) have high preference for natural style and classic style, respectively.

Also, for the avant-garde style, feminine romantic style, mannish style, elegance style, active casual style, sophisticated modern style and ethnic folklore style, the preference of sales workers (M=2.57) or university students (major in beauty) (M=2.53), entertainers (M=3.57) or beauty artists (M=3.55), police officers (M=2.72) or financial workers (M=2.65) and entertainers

<Table 6> Preference for hairstyle Image by Occupation

	Preference for hairstyle Image																		
	Natural style		Classic style		Avant-garde style		Feminine romantic style		Mannish style		Elegance style		Active casual style		Sophisticated modern style		Ethnic folklore style		
	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	
o c c u p a t i o n	educational workers	3.81	.597	2.76	.724	1.96	.803	3.33	.767	2.38	.897	3.58	.714	3.15	.900	3.27	.873	1.80	.793
	police officers	3.56	.638	2.77	.870	2.29	1.015	3.30	.732	2.72	.884	3.37	.709	3.20	.790	3.36	.717	2.32	1.005
	public officials	3.51	.632	2.47	.700	2.18	.920	3.30	.887	2.51	.806	3.19	.897	2.94	.826	3.35	.923	1.87	.832
	sales workers	3.56	.829	2.91	.840	2.57	1.041	3.31	.955	2.61	.982	3.41	.799	3.11	.866	3.34	.871	2.35	1.011
	service workers	3.62	.682	2.71	.795	2.48	1.104	3.41	.856	2.50	.953	3.47	.860	3.13	.886	3.24	.862	2.11	.920
	clerks	3.76	.704	2.63	.821	1.97	.963	3.41	.846	2.34	1.019	3.68	.779	3.12	.924	3.35	.908	1.86	.925
	housewives	3.66	.602	2.66	.706	2.13	1.022	3.42	.860	2.45	.889	3.48	.607	3.16	.685	3.14	.866	1.95	.928
	medical workers	3.73	.657	2.92	.777	2.07	.960	3.51	.668	2.35	.992	3.48	.717	3.01	.891	3.30	.812	1.78	.733
	financial workers	3.82	.584	2.71	.801	1.82	.791	3.18	1.155	2.65	1.072	3.73	.665	2.76	.843	3.67	.773	1.65	.756
	university students (major in beauty)	3.64	.447	2.57	.614	2.53	.891	3.52	.516	2.53	.814	3.46	.628	3.24	.502	3.54	.590	2.30	.949
	university students (major in other subjects)	3.83	.714	2.51	.772	2.34	1.079	3.31	.834	2.17	1.119	3.40	.956	3.36	.891	2.97	.903	2.12	1.109
	beauty artists	3.72	.664	2.62	.870	2.45	1.117	3.55	.866	2.50	1.041	3.61	.726	3.21	.923	3.38	.917	2.18	1.033
	entertainers	3.89	.559	2.86	.867	2.52	1.094	3.57	.861	2.65	1.074	3.52	.956	3.23	.891	3.24	.912	2.27	1.119
	others	3.72	.770	2.84	.752	2.01	.815	3.35	.751	2.38	.905	3.65	.740	3.25	.929	3.27	.978	1.93	.878
전체	3.70	.656	2.70	.796	2.26	1.017	3.39	.848	2.49	.979	3.49	.790	3.13	.853	3.32	.862	2.05	.965	
F	13.405***		13.130***		25.771***		7.665***		9.816***		12.774***		12.684***		15.525***		24.997***		

\*\*\* p<.001

(M=2.65), financial workers (M=3.73) or clerks (M=3.68), university students (major in other subjects) (M=3.36) or university students (major in beauty) (M=3.24), financial workers (M=3.67) or university students (major in beauty) (M=3.54), and sales workers (M=2.35) or police officers (M=2.32) are high, respectively.

## V. Conclusion

The purpose of the study was to draw preferred hairstyle images becoming well with 14 types of occupation, from which the findings and the implications are as follows.

First, it showed that active occupations such as police officers, public officials, service workers,

clerks, housewives, medical workers, financial workers and entertainers have the highest preference for the image of great height and skinny build in the body image. As a result, the counseling techniques of Polished image turned out preferred of different image based on the body image.

Second, it showed that they have the highest preference for honest and faithful images, or sociable and open images in the preferring self-image. In particular, entertainers or beauty artists have high preference for sociable and open images, or honest and faithful images. And medical workers have higher preference for authoritative and objective images than other occupations. It can be inferred that the more authoritative an occupation is, the more

preferred of tidy, chic wave style that is sophisticated and modern.

Third, it showed that advanced career women such as public officials or clerks have high preference for the sophisticated modern style or elegance style of intellectual image. According to this, sales workers or service workers are persuaded by an ethnic folklore style with a unique individuality. Beauty artists or college students with beauty art major showed to prefer the feminine, romantic style that is romantic and soft or the mannish style that is of tidy and active image.

Fourth, as it showed that the preference for natural, elegance and feminine romantic style is high in the preferring hairstyle image, the largest means, which expresses self-image with costume image, became the hairstyle. According to this, changeable entertainers by style have to be generally prepared for the preference change of each image. Also, a style of an elegant and neat image, and a mannish style of a short, neat, rationalistic and active image can be corresponded to financial workers and police officers, respectively.

Given the findings and the implications, body, self, costume and hairstyle images are different by each occupation and the occupation image by the existing stereotype can be seen to be changing substantially.

This is because the contemporary society we are living in requires to adapt to the changing environment with industrialization, urbanization and information-orientation and the human has worn costumes, put make-ups and had various hairstyles since the history started and the contemporary culture shows the total fashion trend comprising of hairstyle, accessory and makeup.

Since both inner and outer aspects of the

beauty in all are exposed to other people with the right uniqueness and symbolism for each of occupation types, a new image should be left when the self is being compared with others. Most people try to look better with much interest in the self appearance. Because, the outer look can be said to be created by the self.

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