

Comparison of the Actual Uses and Perceptions about Traditional Clothes by Korean and Japanese Female College Students

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Abstract

This study was intended to look into the actual status of using their own traditional clothes, by Korean and Japanese female college students, and to compare the differences of their perceptions about the traditional clothes of their own and the other countries, and thus to present the ways beneficial for Korean female college students to establish their positive recognition toward traditional clothes. For the study, the questionnaire method was used, by which a total of 375 sheets was collected; Frequency analysis and t-test were conducted with a SPSS 12.0 statistic program.

The findings were as follows: Korean female college students, in comparison with their Japanese counterparts, owned less traditional clothes suitable and wearable for their body, and so they had a less number of wearing and renting experiences. In addition, they indicated a low level of realization about the suitability of traditional clothes to the wearers in their 10's, 20's and 30's. While they thought highly of their traditional clothes in the item of 'pride,' they had a low level of recognition in the item of 'knowledge,' and they considered the traditional clothes to be inconvenient. Korean college students revealed a lower level of favorable interest in the other country, but they had a higher level of evaluation for the items of 'design applicability' and 'popularity' than the Japanese college students did.

Key Words : Hanbok, Kimono, Traditional clothes, Japanese female college students

I. Introduction

As the interest in national culture has recently been rising, movements are getting active for the preservation and succession of Korean culture. With the mid-1980's as the starting

point, many designers in the fashion industry have introduced the works which express the national uniqueness, thus having tried to find out Korean beauty. The Ministry¹⁾ of Culture and Sports designated the first Saturday of every month as the 'Hanbok-Wearing Day,' effective

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from December 1996, for the purposes of preserving traditional culture, publicizing the practicality and beauty of Hanbok to Korean and foreign nationals, and thereby enhancing the wearing ratio of traditional clothes, though its effectiveness is not so significant. Such a phenomenon is considered common in almost all countries.

Hanbok, the traditional clothing of Korea, has reflected the spirits and cultures of Korean people and developed during a long period in a variety of styles with basic ones found in jeogori and baji for men and in jeogori and chima for women. However, it has been pushed away by western clothing, which was introduced at the enlightenment period, and it has changed gradually from everyday clothing to ceremonial dresses, with its uses as the latter rising. At present, thus, it is evident that the wearing frequency of Hanbok is significantly lower than that of western clothing. Hanbok is worn more as people get older than while young, and it is used mainly for the attendance at family events, big or small, seasonal festivities, or various social events. Hanbok is well established as the ceremonial dresses as to imply that its wearers unusually participate in a certain event.²⁾ According to the study by Okuta Naoyuki³⁾ the situation in Japan is not significantly different from that in Korea. In Japan, the western cultures were introduced at the beginning of the Meiji period, and its traditional culture became drastically drawn back particularly with the acceptance of American culture after its defeat in World War II. Kimono, the traditional clothing of Japan, saw the fall in its wearing frequency, too, and at present it has changed as the ceremonial dresses for the wedding of offsprings or relatives, seasonal festivities, parties, or gatherings, together with the changes in the way of living.

Efforts are needed for the preservation of traditional clothes, because they are changing to ceremonial dresses or gradually disappearing, with the rapid spreading of world-common western clothing, as mentioned above. Along with these developments, the studies about traditional clothes have also been actively progressed in various aspects. However, the perceptions about traditional clothing have been looked into as a part of the studies about the image evaluation, which necessitates their in-depth studies. Thus, this paper aims, with the subjects of female college students of Korea and Japan, to compare the actual uses and the differences in the perceptions about traditional clothing of their own countries and to suggest the ways useful for the formation of positive perceptions about traditional clothing.

II. Investigations into Preceding Studies

According to soon-Sim Kim's⁴⁾ study toward the images of Hanbok among college students in Cheongju area, indicated that men's Hanbok to be is more active, prestigious, or unfashionable than that of women, while considering women's Hanbok to be more refined, beautiful, or attractive with the characteristics of dignity, intelligence, formality, or personality. Students showed positive images toward women's Hanbok.

Hee-Nam Lee and Seung-Hee Han⁵⁾ reported that though Korean college students were very positive to, and strongly proud of, traditional costume comparison with Japanese college students. However, Korean students showed a lower level of detailed knowledge on traditional costume than those of Japan. Also, Korean and Japanese college students considered the traditional costume of their own and the other

countries were hard to wear and inconvenient.

Hwa-Jin Shim⁶⁾ claimed that female student's perception and wearing Hanbok were correlated highly positive, and the wearing ratio of Hanbok got higher as it was perceived to be beautiful, practicable, or highly useful. Moreover, Hanbok was considered to be ceremonial dresses and traditional clothing for seasonal festivities. The subjects mainly had the basic set of chima and jeogori, and they had a lot of experiences of wearing them for the seasonal occasions.

Tai-Gi Kwak and Mi-Woo Nam⁷⁾ also indicated that college students held positive attitudes toward traditional Hanbok and male students had significantly more positive attitudes toward Hanbok than female students did. In the study by Soo-Ae Kweon⁸⁾, college students listed the awkwardness as the top reason for their infrequent wearing of Hanbok, with a high perception of Hanbok in the traditional and esthetic aspects and a low perception in the aspects of practicality and wearing manners, leading to their unwillingness to wear Hanbok.

As reviewed above, college students consider Hanbok to be beautiful and they were proud of it, but their wearing ratio remained low due to their perceptions of it as ceremonial dresses and the awkwardness associated with its wearing.

III. Methods

1. Study Issues

Study Issue 1: To compare the actual uses about traditional clothing by Korean and Japanese female college students.

Study Issue 2: To look into the differences in perceptions about the suitability of traditional clothing by the age group in line with the actual

uses by Korean and Japanese female college students.

Study Issue 3: To look into the differences in perceptions about traditional clothing by Korean and Japanese female college students.

Study Issue 4: To look into the differences in perceptions about the other country's traditional clothing by Korean and Japanese college students.

2. Subjects and Data Collection

The subjects of study were the students of four-year universities located in Seoul, the capital of Korea, and in Tokyo, the capital of Japan, and the collection of data was done through the questionnaire method. The questionnaire sheets were collected from October 20 through November 23 in 2004, and a total of 375 copies composed of 194 copies from Korea and 181 copies from Japan were used, with the exclusion of some insincere replies.

The features of the study subjects were summarized in (Table 1).

As to the female college students from Korea, freshmen and sophomores accounted for 57.2 % and 28.4%, respectively, of the total, thus representing the majority, while in the case of Japanese students freshmen through seniors showed an even distribution. As to the allowances for pocket money, Korean students were given as much as 300,000 Won to 400,000 Won, while Japanese students received no more than 100,000 Won. As to the personal ownership of traditional clothing, the ratios were of the similar level with 47.4% for Korean students and 44.7% for Japanese students. As to the renting experiences of traditional clothing, a significant contrast was present, with 14.4% of Korean students and 44.7% of Japanese students having ever rented traditional clothing.

<Table 1> Features of the Study Subjects

| Item | Korea(n=194) | | Japan(n=181) | | |
|--------------------------------------|-----------------------|-----|----------------|-----|-------|
| | Fre- quency | % | Fre- quency | % | |
| School year | Freshman | 111 | 57.2 | 58 | 32.0 |
| | Sophomore | 55 | 28.4 | 48 | 26.5 |
| | Junior | 18 | 9.3 | 32 | 17.7 |
| | Senior | 10 | 5.2 | 43 | 23.8 |
| | Total | 194 | 100.0 | 181 | 100.0 |
| Allowances for pocket money | Less than 100,000 Won | 19 | 9.8 | 69 | 38.1 |
| | 100,000 – 200,000 Won | 44 | 22.7 | 55 | 30.4 |
| | 200,000 – 300,000 Won | 42 | 21.6 | 18 | 9.9 |
| | 300,000 – 400,000 Won | 59 | 30.4 | 23 | 12.7 |
| | 400,000 Won or more | 30 | 15.5 | 16 | 8.8 |
| | Total | 194 | 100.0 | 181 | 100.0 |
| Ownership of traditional clothing | No | 102 | 52.6 | 100 | 55.2 |
| | Yes | 92 | 47.4 | 81 | 44.7 |
| | Total | 194 | 100.0 | 181 | 100.0 |
| Renting experiences | No | 166 | 85.6 | 90 | 49.7 |
| | Yes | 28 | 14.4 | 91 | 50.3 |
| | Total | 194 | 100.0 | 181 | 100.0 |

3. Measuring Tools and Data Analysis

The questionnaire sheets were revised through preliminary surveys. The contents of the questionnaire were composed of a total of 56 question items: 13 items about the actual uses of traditional clothing, 27 items about the perceptions of traditional clothing of the respondent's country, 12 items about the traditional clothing of the other country, and four items about demographic characteristics. The perceptions about traditional clothing were measured along the 5-point Likert scale, from one point for 'most unlikely' to five points for 'very likely.'

The collected data went through frequency analysis and t-test with the SPSS 12.0.

IV. Findings of the Study

1. Comparison of the Actual Uses about Traditional Clothes

The actual uses of Korean and Japanese traditional clothing were as follows (Table 2). Korean and Japanese students responded similarly to the question about the current ownership of traditional clothing. The highest ratios were observed in the item of 'no ownership of traditional clothing' with 52.6% for Korean students and 55.6% for Japanese students, and the second highest ratios were seen in the 'one suit ownership,' with 39.2% and 30.4%, respectively, for Korean students and Japanese students. As to the responses to the purchase period of currently-held traditional clothes, however, 31.5% and 39.1% of Korean students purchased them during their elementary school days and middle or high school days,

respectively, which implies that they have the traditional clothes actually unsuitable for wearing due to their changes in body types. In the meantime, 76.9% of Japanese students purchased their traditional clothes during their college days. Such a phenomenon seems to have affected the annual average number of traditional clothing wearing. That is, Korean female college students showed that the ratio of 'zero-wearing in a year'

(72.1%) is higher than that of 'wearing once or more,' while Japanese students indicated that the ratio of 'wearing once or more' (56.6%) is higher than that of 'zero-wearing.' This fact could have affected the findings of the preceding study⁹⁾ that college students had a lower purchase rate of Hanbok than elementary, middle, or high school students and general public and thus had a much lower wearing rate of Hanbok.

<Table 2> Comparison of Actual Uses about Traditional Clothes by Korean and Japanese Female College Students

| Item | | Korea(n=194) | | Japan (n=181) | |
|---|------------------------------|--------------|-------|---------------|-------|
| | | Fre-quency | % | Fre-quency | % |
| Number of currently-owned traditional clothing | Zero | 102 | 52.6 | 100 | 55.6 |
| | 1 suit | 76 | 39.2 | 55 | 30.4 |
| | 2 suits | 14 | 7.2 | 9 | 5.0 |
| | 3 suits or more | 2 | 1.0 | 17 | 9.4 |
| | Total | 194 | 100.0 | 181 | 100.0 |
| Purchase period of currently-owned traditional clothing | Elementary school | 29 | 31.5 | 5 | 6.2 |
| | Middle school | 21 | 22.8 | 6 | 7.4 |
| | High school | 15 | 16.3 | 7 | 8.6 |
| | College | 27 | 29.4 | 63 | 77.8 |
| | Total | 92 | 100.0 | 81 | 100.0 |
| Annual average number of traditional clothing wearing | Zero | 75 | 72.1 | 43 | 43.4 |
| | Once | 21 | 20.1 | 45 | 45.6 |
| | Two times | 5 | 4.8 | 3 | 3.0 |
| | Three times or more | 3 | 3.0 | 8 | 8.0 |
| | Total | 104 | 100.0 | 99 | 100.0 |
| Purpose of traditional clothing wearing | Family events | 15 | 38.4 | 11 | 30.5 |
| | Non-family events | 4 | 10.3 | 10 | 27.8 |
| | Seasonal festivities | 17 | 43.6 | 6 | 16.7 |
| | Other | 3 | 7.7 | 9 | 25.0 |
| | Total | 39 | 100.0 | 36 | 100.0 |
| Reasons for non-wearing of traditional clothing | Lack of traditional clothing | 24 | 36.9 | 34 | 54.0 |
| | No needs for wearing | 24 | 36.9 | 16 | 25.4 |
| | Awkwardness | 9 | 13.8 | 2 | 3.2 |
| | Inconvenience | 5 | 7.7 | 3 | 4.8 |
| | Other | 3 | 4.7 | 8 | 12.6 |
| Total | 65 | 100.0 | 63 | 100.0 | |
| Number traditional clothing renting | Zero | 166 | 85.6 | 90 | 49.7 |
| | Once | 16 | 8.2 | 48 | 26.5 |
| | Two times | 7 | 3.6 | 26 | 14.4 |
| | Three times or more | 5 | 2.6 | 17 | 9.4 |
| | Total | 194 | 100.0 | 181 | 100.0 |

As to the purposes of wearing of traditional clothes in the case of the students who wear them once or more on average in a year, Korean students indicated in the order of seasonal festivities and family events, and Japanese students showed higher ratios for family events and non-family events. In the case of the students who do not wear traditional clothes, the ratios of 'no ownership of traditional clothes' and 'no needs for wearing' were commonly high in the listing.

However, in the number of renting traditional clothes, 14.4% of Korean female students and 50.2% of Japanese female student responded renting traditional clothes once or more, which showed a considerably low level of renting traditional clothing among Korean students.

In conclusion, Korean students have less ownership of traditional clothes fit for body and suitable for wearing, a lower number of wearing, and less experiences of their renting than Japanese students. This seems to be results of the non-prevalence of practices for traditional clothing renting.

2. Differences in Perceptions about the Suitability of Traditional Clothes by the Age Group in Relation to the Actual Uses

The differences in perceptions about the appearance suitability of traditional clothes by the age group, in relation to the actual uses of traditional clothes, are summarized in (Table 3). Korean and Japanese students significantly recognized the differences in the level of suitability of their traditional clothes to all of the age groups except to their 10's. Korean students responded positively that traditional clothes were suitable well to those of 9 years old or younger, to which Japanese students responded neutrally. As to the suitability of traditional clothes to

those in their 20's and 30's, Japanese students showed a little higher points. As to the suitability of traditional clothes to those in their 40's, 50's, and 60's, the students of both countries produced responses of 3 points or over, with a higher level of perceptions by Japanese students, showing differences at $p < 0.05$ and $p < 0.001$, respectively. That is, Japanese students perceived that Kimono was suitable to all of the age groups except to their 10's, while Korean students perceived that Hanbok was highly suitable to those of 9 years of age or younger, along with positive responses for those in their 40's or older, thus indicating their positive recognition on Hanbok's suitability to children or those of middle age or over.

In the case of Korean students, with regard to the differences in perceptions about the suitability of traditional clothes by the age group, in relation to the ownership and renting experiences of Hanbok, they showed differences for those in their 50's only at $p < 0.5$. On the other hand, they showed differences for those in their 10's and 40's, with regard to the differences in perceptions about the outer appearance suitability of traditional clothes by the age group, in relation to the wearing experiences of Hanbok. Thus, the groups with the ownership or renting experiences of Hanbok, and those with wearing experiences have a little higher recognition of the outer appearance suitability level by the age group for traditional clothes.

3. Comparison of the Perceptions about Traditional Clothes

The comparisons of perceptions about traditional clothes by Korean and Japanese students are summarized in (Table 4).

<Table 3> Differences in Perceptions about the Suitability of Traditional Clothes by the Age Group in Relation to the Actual Uses

| Actual Uses of Traditional Clothes | | Age | | | | | | | | | | | | | | |
|------------------------------------|---------------------|--------------------|------------|----------------|----------------|------------------|--------|------------------|--------|----------------|----------------|------------------|----------------|------------------|--------|------|
| | | 9 years or younger | | 10's | | 20's | | 30's | | 40's | | 50's | | 60's | | |
| | | M. | S.D | M. | S.D | M. | S.D | M. | S.D | M. | S.D | M. | S.D | M. | S.D | |
| Country | Korea (n=194) | 3.66 | 0.77 | 2.57 | 1.23 | 2.73 | 1.13 | 2.88 | 1.09 | 3.15 | 1.05 | 3.42 | 0.98 | 3.46 | 1.00 | |
| | Japan (n=181) | 3.00 | 1.23 | 2.74 | 1.24 | 3.23 | 1.01 | 3.29 | 0.94 | 3.41 | 0.92 | 3.77 | 0.71 | 3.89 | 0.49 | |
| t | | 6.204*** | | -1.361 | | -4.530*** | | -3.969*** | | -2.532* | | -4.043*** | | -5.266*** | | |
| Korea (Hanbok) | Ownership | No (n=102) | 3.62 | 0.83 | 2.47 | 1.26 | 2.66 | 1.13 | 2.92 | 1.07 | 3.10 | 1.11 | 3.28 | 1.08 | 3.33 | 1.10 |
| | | Yes (n=92) | 3.72 | 0.70 | 2.67 | 1.19 | 2.80 | 1.12 | 2.83 | 1.12 | 3.21 | 0.98 | 3.57 | 0.86 | 3.61 | 0.86 |
| | t | | -0.897 | | -1.155 | | -0.911 | | 0.609 | | -0.718 | | -2.023* | | -1.946 | |
| | Renting experiences | No (n=166) | 3.64 | 0.80 | 2.55 | 1.24 | 2.70 | 1.14 | 2.84 | 1.10 | 3.00 | 1.05 | 2.93 | 1.15 | 3.21 | 1.13 |
| | | Yes (n=28) | 3.82 | 0.61 | 2.64 | 1.13 | 2.89 | 1.07 | 3.11 | 1.03 | 3.17 | 1.05 | 3.50 | 0.93 | 3.51 | 0.98 |
| | t | | -1.395 | | -0.353 | | -0.843 | | -1.214 | | 0.814 | | 2.490* | | 1.427 | |
| | Wearing experiences | No (n=65) | 3.63 | 0.78 | 2.52 | 1.25 | 2.60 | 1.14 | 2.78 | 1.11 | 3.03 | 1.07 | 3.48 | 0.92 | 3.46 | 1.00 |
| | | Yes (n=39) | 3.74 | 0.68 | 3.03 | 1.01 | 3.00 | 1.08 | 2.97 | 1.09 | 3.46 | 0.79 | 3.69 | 0.73 | 3.77 | 0.67 |
| | t | | -0.748 | | -2.239* | | -1.766 | | -0.850 | | -2.174* | | -1.317 | | -1.878 | |
| | Japan (Kimono) | Ownership | No (n=100) | 2.90 | 1.21 | 2.66 | 1.17 | 3.13 | 1.04 | 3.28 | 0.89 | 3.40 | 0.89 | 3.73 | 0.72 | 3.87 |
| Yes (n=81) | | | 3.12 | 1.26 | 2.84 | 1.32 | 3.35 | 0.96 | 3.31 | 1.01 | 3.42 | 0.97 | 3.83 | 0.69 | 3.91 | 0.50 |
| t | | -1.213 | | -0.968 | | -1.432 | | -0.203 | | -0.143 | | -0.920 | | -0.590 | | |
| Renting experiences | | No (n=90) | 2.82 | 1.30 | 2.77 | 1.20 | 3.33 | 0.98 | 3.28 | 0.92 | 3.44 | 0.91 | 3.79 | 0.63 | 3.83 | 0.57 |
| | | Yes (n=91) | 3.18 | 1.14 | 2.71 | 1.28 | 3.12 | 1.03 | 3.31 | 0.96 | 3.37 | 0.94 | 3.76 | 0.78 | 3.95 | 0.40 |
| t | | -1.941 | | 0.283 | | 1.419 | | -0.213 | | 0.514 | | 0.291 | | -1.527 | | |
| Wearing experiences | | No (n=63) | 3.06 | 1.29 | 2.75 | 1.37 | 3.30 | 0.99 | 3.27 | 1.00 | 3.37 | 1.00 | 3.75 | 0.78 | 3.95 | 0.38 |
| | | Yes (n=36) | 3.36 | 1.07 | 3.25 | 1.02 | 3.56 | 0.81 | 3.50 | 0.91 | 3.53 | 0.84 | 3.92 | 0.37 | 3.86 | 0.59 |
| t | | -1.169 | | -2.077* | | -1.380 | | -1.135 | | -0.820 | | -1.470 | | 0.935 | | |

*p<.05 **p<.01 ***p<.001

In the items about the pride, differences were found in three items. Korean students were more generous with their marks for 'Superiority of national traditional clothes to foreign ones' and

'Pride felt when seeing traditional clothes in overseas,' and so were Japanese students for 'Design beauty of traditional clothes.'

In the items about the development potential,

<Table 4> Comparison of the Perceptions about Traditional Clothes by Korean and Japanese College Students

| Perceptions about Traditional Clothes | | Korea | | Japan | | t |
|---------------------------------------|---|-------|------|-------|------|-------------------|
| | | M. | S.D | M. | S.D | |
| Pride | Pride in traditional clothes | 4.40 | 0.82 | 4.25 | 0.96 | 1.607 |
| | Superiority of national clothes to foreign ones | 4.28 | 0.84 | 3.23 | 0.97 | 11.277*** |
| | Design beauty of traditional clothes | 4.32 | 0.87 | 4.48 | 0.64 | -1.987* |
| | Color refinement of traditional clothes | 4.22 | 0.91 | 4.26 | 0.83 | -0.438 |
| | Color composition of traditional clothes | 3.94 | 0.93 | 4.23 | 4.14 | -0.933 |
| | Pride felt when seeing traditional clothes in overseas | 4.44 | 0.79 | 3.93 | 1.02 | 5.318*** |
| Development potential | Wearers of traditional clothes to rise in the future | 2.86 | 1.04 | 2.73 | 1.03 | 1.130 |
| | Interest in traditional clothes to grow in the future | 3.41 | 1.09 | 3.06 | 1.08 | 3.142** |
| | Continuation of wearing traditional clothes | 3.48 | 1.00 | 3.63 | 1.14 | -1.314 |
| Appearance fitness | Good fitness to my body type | 3.13 | 1.13 | 2.85 | 1.20 | 2.408* |
| | Good suitability to my appearance | 3.15 | 1.00 | 3.12 | 3.83 | 0.098 |
| Purchasing desire | Intent to purchase adjusted traditional clothes | 2.81 | 1.10 | 2.33 | 1.27 | 3.935*** |
| | Intent to own adjusted items | 2.95 | 1.19 | 2.52 | 1.28 | 3.406*** |
| | Necessity to own a suit of traditional clothes | 2.59 | 1.25 | 3.92 | 1.02 | -11.231*** |
| | Need to purchase one (for college lives, wedding, festivities) | 2.30 | 1.31 | 3.75 | 1.19 | -11.265*** |
| Knowledge | Well aware of kinds or names of traditional clothes | 1.62 | 1.01 | 2.39 | 0.92 | -7.725*** |
| | Aware of the names of famous designers | 1.33 | 0.67 | 2.52 | 1.40 | -10.639*** |
| Inconvenience | Inconvenience for activities | 3.65 | 1.06 | 4.30 | 3.37 | -2.573** |
| | Feeling of pressure | 3.10 | 1.10 | 3.45 | 1.21 | -2.970** |
| | Difficulty in wearing | 3.12 | 1.02 | 4.23 | 1.08 | -10.169*** |
| Dissatisfaction with designs | Lack of variety in design | 3.18 | 1.05 | 2.35 | 1.11 | 7.417*** |
| | Lack of variety in fabrics | 3.16 | 1.13 | 2.53 | 1.98 | 3.814*** |
| | Lack of uniqueness | 2.49 | 1.00 | 1.87 | 1.01 | 6.021*** |
| Wearing practices | Wishing to wear traditional clothes during seasonal festivities | 3.90 | 3.11 | 3.02 | 1.40 | 3.493*** |
| | Good to see others wear traditional clothes | 4.07 | 0.88 | 4.22 | 0.83 | -1.750 |
| | Special events are associated with other's wearing of traditional clothes | 4.44 | 0.74 | 4.45 | 0.77 | -0.054 |
| | Conscious of others wearing traditional clothes | 3.29 | 1.20 | 3.43 | 1.21 | -1.098 |
| | More occasions for future wearing of traditional clothes | 2.79 | 1.13 | 2.59 | 1.09 | 1.717 |

*p<.05 **p<.01 ***p<.001

Korean students gave higher marks in 'Interest in traditional clothes to grow in the future,' showing a significant difference at $p < 0.01$.

In the items about the outer appearance fitness, Korean students responded positively in 'Good fitness to my body type,' leading to a difference.

In the four items about purchasing desire, all of which showed significant differences, Korean students indicated negative perceptions in the level of 2 points for all items, while Japanese students were desirous of purchasing and owning about one suit of traditional clothes in the future.

In the items about the knowledge of traditional clothes, meaningful differences were found at the level of $p < 0.001$. Low marks were present for both countries, and particularly Korean students gave points in the level of 1, indicating little knowledge of common senses about traditional clothes such as the kinds and terms of traditional clothes and the names of designers, and at the same time a lower interest in traditional clothes.

In the items about inconvenience, Japanese students perceived that traditional clothes were inconvenient, pressure-giving, and hard to wear. In the items about design dissatisfaction, Korean students felt that traditional clothes lacked the variety of designs, fabrics, and uniqueness. In this connection, it was note-worthy that the preceding study¹⁰⁾ concluded the design was an important evaluation standard affecting the purchase of traditional Hanbok among female college students. In other words, Korean female college students were understood not to purchase or wear traditional clothes due to their discontent with designs. Thus, it is necessary to know the designs preferred by female college students.

4. Comparison of the Perceptions about the Other Country's Traditional Clothes

The comparison of perceptions about the other country's traditional clothes by Korean and Japanese students is summarized in (Table 5).

In all of the six items about favorable interest, Japanese students perceived the other country's traditional clothes a bit more favorably than Korean students did, and the five items except 'Koreans (Japanese) are proud of traditional clothes' showed significant differences.

In all of the two items about the design applicability of traditional clothes, Korean students perceived that there were many clothes or products with the applications of Japanese traditional clothes, and Japanese students had a lower perception at a 2-point level. In the items about fame, Korean students felt that the other country's traditional clothes were more famous than Japanese students did, with a significant difference at the level of $p < 0.001$.

In the items about inconvenience, Korean students highly perceived the inconvenience relating to the wearing methods and activities relating to Kimono.

V. Conclusions and Suggestions

This study intended, with the subjects of Korean and Japanese female college students, to compare the actual uses of traditional clothes of each country and the differences in perception about traditional clothes, and thereby to present the ways useful for the formation of positive perceptions about traditional clothes.

The findings of the study were as follows:

First, the ownership ratio of traditional clothes showed a similar level between Korean and Japanese students. But, Korean students owned

<Table 5> Comparison of the Perceptions about the Other Country's Traditional Clothes by Korean and Japanese Female College Students

| Perceptions about Traditional Clothes | | Korea | | Japan | | t |
|---------------------------------------|---|-------|------|-------|------|-------------------|
| | | M. | S.D | M. | S.D | |
| Favorable interest | Much interest in the other country's traditional culture. | 2.66 | 1.24 | 3.45 | 1.15 | -6.369*** |
| | Koreans(Japanese) frequently wear traditional clothes. | 3.27 | 1.25 | 3.53 | 1.29 | -1.980* |
| | Koreans(Japanese) are proud of traditional clothes. | 3.70 | 1.23 | 3.85 | 1.09 | -1.245 |
| | The other country's traditional clothes are refined in color. | 3.16 | 1.00 | 3.87 | 0.98 | -6.848*** |
| | The other country's traditional clothes are beautiful. | 3.06 | 1.02 | 4.30 | 0.86 | -12.672*** |
| | The other country's traditional clothes will continue to be worn in the future. | 3.24 | 1.16 | 3.80 | 1.10 | -4.730*** |
| Design applicability | Designs of the other country's traditional clothes have many applied products. | 3.32 | 1.10 | 2.41 | 0.92 | 8.657*** |
| | Clothes with applied designs of the other country's traditional clothes have frequently been observed. | 3.20 | 1.31 | 2.07 | 1.10 | 9.086*** |
| Fame | The other country's traditional clothes are much known to other countries. | 3.39 | 1.25 | 2.99 | 0.93 | 3.561*** |
| | The other country's traditional clothes are more known to other countries than those of the respondent's. | 3.48 | 1.09 | 3.58 | 1.00 | -0.860 |
| Inconvenience | Difficulty in wearing of the other country's traditional clothes. | 3.79 | 1.29 | 2.76 | 0.92 | 8.943*** |
| | Inconvenience for activities in the other country's traditional clothes. | 3.96 | 1.26 | 2.90 | 0.96 | 9.131*** |

*p<.05 **p<.01 ***p<.001

a small number of traditional clothes suitable and wearable for body, thus leading to a lower frequency of wearing and less renting experiences of traditional clothes in comparison with Japanese students.

Second, in the case of Korean students those in the groups that owned Hanbok, had had experiences of renting Hanbok, or worn Hanbok perceived highly its suitability level for all age groups. But, their perceptions about the suitability of traditional clothes to those in their 10's, 20's, and 30's were lower than those of

Japanese students.

Third, Korean students had higher perceptions in the items about pride in traditional clothes along with lower perceptions in the items about knowledge, than Japanese students, and the traditional clothes were considered to be inconvenient by both of them.

Fourth, Japanese students had a little more favorable perception about the other country's traditional clothes than Korean students did, but the former had low perceptions about the items regarding the design applicability and fame. In

conclusion, Korean students had a low interest in the traditional culture of Japan, but they felt that the traditional clothes of Japan were famous and there were many products and clothes with the design application of traditional clothes. On the other hand, Japanese students had much interest in the traditional culture of Korea, but they had a low perception in the item that there were many clothes or products with the design application of Hanbok. Thus, much publicity should be done along with the product development.

For the positive perceptions about traditional clothes, it is necessary to further publicize that they are not for the limited age groups and to work out designs suitable to the consumers in diverse age groups. In particular, if they have a frequent access to Hanbok through mass media and school system with the assistance of the same-aged fashion models in their 10's, 20's, and 30's, the perceptions would be established that Hanbok is suitable to their age group and the wearing ratio of Hanbok by those in their 20's, which are the subjects of the study, could be enhanced. Moreover, foreigners could also be guided to have positive perceptions through the development of products with the application of Hanbok along with sufficient publicity.

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Received December 29, 2008

Revised February 12, 2009

Accepted February 16, 2009