

A Study on Personality Expression and the Awareness of Body Type

– Focusing on Korea's Jeonnam Province and
Yanbian, China College Students –

Jeong, Mi-Ae · Choi, Mee-Sung*

Part Time Professor, Fashion Design, Jangan College
Professor, Costume Design, Dongshin University*

Abstract

This paper aims to investigate if a total of 266 college students from Yanbian, China, and Korea's Jeonnam Province are satisfied with their face and body type, and to find out an image-development method, depending on body characteristics. For this, a questionnaire survey using the 5-point Likert Scale was conducted, and an SPSS program has been used for data analysis. Besides the descriptive analysis, crosstab analysis, t-verification, and frequency analysis have been conducted. As body shape, posture, costume, accessories and makeup play an important role in image formation, this paper intends to form positive ego through exact awareness of the body shape by providing base data to a set image-development strategy. Then, the result has turned out as follows:

First, in terms of the body index (i.e., Rohrer index), both Korea's Jeonnam Province and China's Yanbian college students were included in a category of the mean value. In terms of satisfaction with their body shape, on the contrary, China's Yanbian college students were higher than Korea's Jeonnam Province college students. Second, male China's Yanbian college students were slightly higher than female China's Yanbian college students in terms of satisfaction with their facial shape. However, the male students showed no big interest in facial care. Third, in terms of facial shape, an egg-shaped face was the most preferred in both China's Yanbian and Korea's Jeonnam Province college students, followed by an inverted triangle-shaped face in China's Yanbian college students and a diamond-shaped face in Korea's Jeonnam Province college students, showing significant difference ($p \leq .001$). Even though both college students live in Northeast Asia, their preference on facial shape turned out to greatly differ, which indicates their different social environments. This paper will be helpful in global marketing for college students who are the major consumers in the future as Korean-Chinese exchange increases.

Key Words : Image-development, body shape, image, Rohrer index, costume

Corresponding author: Choi, Mee-Sung, Tel.+82-61-330-3373, Fax.+82-61-330-2839
E-mail: mc102@dsu.ac.kr

I. Introduction

Throughout history, ideals of feminine beauty have changed in accordance with the esthetic standards of the particular time and evidence suggests that women have attempted to alter themselves to match the current societal demands.¹⁾⁻²⁾ The idealized female form delivered by the mass media has popularized professional body control, makeup and artificial digital image enhancement techniques. Also, as men have recently taken on a more feminine disposition and an active desire to express their own image of themselves, they participate more regularly in image enhancement than before.

Sexual differences in dress have decreased among youths since the 1980s, owing to changing lifestyles. For example, there has been the appearance of jeans and unisex clothing, elements of feminine dress have been incorporated into men's fashions, undergarments have been worn externally, and the clothing styles from various cultures have been mixed together. In addition, men who wear makeup and have women's hair styles have appeared, challenging the notion that men who wear makeup and feminine hair styles are immoral or less masculine.³⁾⁻⁴⁾ With the rapid growth of the economy, people's lives have been enriched. People are able to be more concerned with beauty than ever before, and are also coveting a more 'westernized' fashion style. So women desire to be tall and slender, having dissatisfied with their self-image.⁵⁾⁻⁷⁾

As the importance of appearance has increased in Korea, Korean designers are creating new trends to reflect this change of attitude. Korean culture has spread into and had a great influence on China, taking advantage of the Korean Wave phenomenon. Findings show that

Chinese people have less concern towards fashion when purchasing clothes, unlike Korean people. While Koreans tend to choose clothes based on personality, practicality and aesthetics,⁸⁾ the Chinese feel that clothes should be a way to achieve a concrete goal and not a mere luxury.

At present, four ethnic groups, including the Han, the Korean Chinese, the Man, and the Hui, as well as 23 other minority groups are living in China's Yanbian, a city in Jilin Province in the People's Republic of China. At the end of 2001, the total population was 2.188 million and of them, the Han comprised 58.7%, the Man 2.5%, the Hui 0.3% and other minorities 0.1%. Research by Im Sun et al. (1999)⁹⁾ revealed that "the Korean-Chinese women living in China's Yanbian and Korean women in their twenties had different physical characteristics due to the cultural gap and different living environments although they belonged to the same race and were of a similar age as the Korean-Chinese". Much research has been done on the influence of college students' awareness of their facial types and body shapes on image-making in Korea, but few studies have compared and analyzed college students from Yanbian, People's Republic of China, and from Korea.

China's Yanbian was chosen for its historical and ethnic relationship to Korea. Having once been a part of Korea, geographically and ethnically, the China's Yanbian and Korea's Jeonnam Province people are very closely related. Today, however, Yanbian is a part of China and the Yanbian people have mixed with Chinese people. So although historically similar, Yanbian now has very different socio-political and economic concerns to those of Korea.

The researchers examined the satisfaction and dissatisfaction of 266 students in Yanbian, China

and Korea's Jeonnam province with their facial types and body shapes and characteristics of their body shapes, conducted a questionnaire concerning image-making for image-development,

Therefore, this study aims to investigate if China's Yanbian and Korea's Jeonnam Province students are satisfied with their face, personality expression and body type.

II. Theoretical Background

Body images are a complex construct encompassing one's cognitions, emotions, and actions regarding one's body, according to Cash and Prunzinsky.¹⁰⁾ Fewer studies have assessed mood and other affective aspects of body image (Myers, & Biocca, 1992; Pinhas, Toner, Ali, Garfinkel & Stuckless, 1999).¹¹⁾⁻¹²⁾

Building a positive image can enhance personal relationships, increase self-confidence in social life, and maximize personal potentials and merits, which all improve quality of life. Components of image-making used for improving image can be divided into clothes, body, and personality. The influence of clothing on image-making is determined by colors and materials, and the body is composed of proportion, height and girth.¹³⁾

Thus the first step to making a positive image is to understand exactly what body shape is. Women's ideal body shapes vary according to the aesthetic standards of the times and their definitions are also different, whereas masculine body shapes have been simplified into linear, triangular, and circular ones. Many researchers used the degree of body satisfaction as one of the methods to evaluate body image. The degree of body satisfaction indicates the degree of satisfaction or dissatisfaction of men with

their own body parts.¹⁴⁾ The degree of body satisfaction varies according to sex, race and age, and, according to Cash, Winstead & Janda in 1986,¹⁵⁾ as a result of examining men and women in America, 34% of men and 38% of women are dissatisfied with their body image, and women are less satisfied overall with their body image than men. They also state that Korean women perceived themselves to be fat and big and they were more dissatisfied with their body shapes than American women were.¹⁶⁾⁻¹⁷⁾

A kindred community preserves and develops language, customs and psychological properties and characteristics of a national culture, as well as a deeply rooted national consciousness. In the 21st century when preservation of national identity and the perceived importance of cultural factors are increasing, nationality should be newly recognized because it must be understood as a cultural symbol as well as a temporal concept.¹⁸⁾ The various body shapes of people of Northeast Asia adjacent to the borders of three countries are examined and these results can help measure consumers' body shapes and improve accuracy of clothing patterns for mass production. It can be an important datum point of measuring the human body to produce optimal clothing for each individual within a mass customization strategy and production of a variety of choices and also build a system to show the rational and correct appearance which will be the standard size on front and back patterns in designing clothes.

Both Korean-Chinese and Korean societies belong to the 21st century, but while Korea has been accustomed to modernized industrial and urban culture since the 90's, Korean-Chinese society is largely engaged in agriculture and does not have an awareness of the market

economy. Studies on existing social and cultural backgrounds have been done to promote heterogeneous values between Korea-Chinese college students in Yanbian and Korea college students, and cultural integration between them should be actively developed by sharing information.¹⁹⁾

Body image is the mental picture we have of our bodies, and it has both perceptual and affective components, affecting how we interact with clothing, and how that clothed appearance is presented publicly.²⁰⁾

Body dissatisfaction among women is pervasive in Western culture and is becoming so in other cultures as they adopt Western standards of beauty.²¹⁾

Numerous studies and high concerns about how mass media portrays body images influence the lifestyles of male and female college students and this portrayal will be the core motivation for their active image-development.

questions, including the facial features of college students, personality expression methods, characteristics of body shapes, image-making, student's favorite colors, and neckline. Their responses were measured on a Likert 5-point scale, giving one point to 'it is not very likely' and five points to 'very likely'. We were looking for the respondents' level of satisfaction with their body image.

The students were instructed to answer the questionnaire after listening to an explanation of the contents related to image-making within it so as to reduce the errors when answering the questions. On the question of colors, Munsell's color specification was shown to students to choose favorite color, and on the questions of facial types, they were guided to answer after looking at the picture painted on the questionnaire. Stature and weight were described on the survey themselves. Respondents filled in their stature and weight.

III. Research Methods

1. Research Questionnaire

We surveyed to find any significant differences between body types and face types and the importance of image-making within a student's success. A survey was conducted during March and April of 2006.

The questionnaire consisted of a total of 19

2. Age Distribution and Statistical Characters of the Respondents

Respondents of this study were 192 college students (male: 63, female: 129) between 18 and 27 years old residing at Yanji (Yanbian) in the People's Republic of China and 74 college students (male: 47, female: 27) between 19 and 28 years old living in Jeonnam Province in Korea. The respondents for this research were a convenient non-probability sampling during the class. Preliminary informal interviews of respondents

<Table 1> Distribution of the Respondents

Country Age Gender	China's Yanbian		Korea's Jeonnam Province		Total(%)
	18 ~ 21	22 ~ 27	18 ~ 21	22 ~ 27	
Male	32	31	3	44	110
Femal	82	47	10	17	156
Total(%)	114(42.9)	78(29.3)	13(4.9)	61(22.9)	266(100.0)

were conducted for the development of the questionnaire.

All respondents are presented in Table 1. 266 surveys were obtained from 268 surveys given; two respondents did not fully complete their survey. It suggested that female students were more active than male students at Yanbian, China and male students in Jeonnam, Korea showed more metro-sexual trends, unlike the past. A random sampling method used for this survey.

3. Data Analysis

The appearance rate was calculated by means of frequency using the SPSS package program for statistical analysis. The chi-square was used for the comparison of color preference, and each diagram was drawn using Excel. The t-test was also used to compare the mean between the China's Yanbian students and Korea's Jeonnam Province students.²²⁾

IV. Results & Considerations

1. Physical Characteristics of Respondents

The physical characteristics of the respondents

are shown in Table 2. There was a slight difference in height between the two groups.

The mean height of male students at Yanbian, China was 174.44cm and that of male students in Korea was 174.42cm. The mean height of female students at Yanbian, China was 160.73cm and that of female students in Jeonnam, Korea was 161.54cm.

The mean weight of male students in Jeonnam, Korea was 68.23kg, 2.12kg more than that of male students at Yanbian, China, and the mean weight of female students in Korea was 53.35kg, 2.65kg more than those at Yanbian, China. The Rohrer index, calculated by height and weight, showed the mean value in Korea's Jeonnam Province male and female students was 128.90 and 126.39, China's Yanbian male and female students was 124.41 and 122.29, but it fell within the range of mean values of the two groups.

2. Comparison of Facial Types between Korea's Jeonnam Province Students and Yanbian Students in People's Republic of China

When respondents were asked to choose their own facial types from given pictures, both groups chose the ovate face in Table 3. It can

<Table 2> Physical Characteristics of Respondents

(Units: cm, kg)

Items	Gender		T-value	Female		T-value	
	Country			China's Yanbian	Korea's Jeonnam Province		
	Male	Female		China's Yanbian	Korea's Jeonnam Province		
Height(cm)	M	174.44	174.42	.01	160.73	161.54	-.81
	SD	5.69	5.44		4.62	4.84	
Weight(kg)	M	66.11	68.23	-.97	50.70	53.35	-1.75
	SD	11.07	11.49		7.11	7.37	
Rohrer Index	M	124.41	128.90	-1.16	122.29	126.39	-1.11
	SD	18.15	22.15		18.16	13.73	

be understood from this finding that the facial type of a beautiful woman was an ovate facial shape.

No Korea's Jeonnam Province students saw their facial type as a trapezoidal shape. China's Yanbian students have the round and most ovate faces, followed by inverted triangular faces and diamond faces. The differences in the variety of facial types reflected social aspects at that time, even though they belonged to the same northeast region of Asia. Future research on whether actual facial type is identical to imagined conclusions is needed to accurately determine preferred facial types.

The facial satisfaction index between China's Yanbian and Korea's Jeonnam Province is shown in Table 4. Male students at Yanbian in People's Republic of China had a relatively higher satisfaction with their faces with a mean value of 3.70, but there was no significant difference between male and female students.

Korea's Jeonnam Province male college students showed relatively higher satisfaction with their faces (3.64) and it was higher than female students' satisfaction with their faces (3.00) and there was a significant difference between male and female students ($p \leq .01$).

3. Comparison of Personality Expressions

1) Male and Female College Students at Yanbian, People's Republic of China

The personality expression by college students at Yanbian in People's Republic of China is shown in Table 5. As judged in the results of questionnaire items expressing respondents' desires, such as makeup, skin care, and plastic surgery, concerns with skin care were 2.37 and 2.53 in male and female students respectively; it was found that they had no great concerns about skin care. The results suggested that priority regarding appearance was not the face

<Table 3> Comparison of Facial Types

(Units: *n*, %)

Face Country	ovate shape	triangle shape	inverted triangle	rectangle shape	square shape	diamond shape	trapezoid shape	Total
China's Yanbian	94 (35.7)	2(0.8)	32(12.2)	14(5.3)	14(5.3)	26(9.9)	7(2.7)	189 (71.9)
Korea's Jeonnam Province	60(22.8)	0	7(2.7)	3(1.1)	1(0.4)	3(1.1)	0	74 (28.1)
Total	154 (58.6)	2 (0.8)	39 (14.8)	17 (6.5)	15 (5.7)	29 (11.0)	7 (2.7)	263 (100.0)

<Table 4> Satisfaction index with their facial type by Korea's Jeonnam Province and China's Yanbian students

Gender	Country	Male (n=46)		Female (n=27)		T-value
		M	SD	M	SD	
	China's Yanbian	3.70	0.93	3.52	0.88	1.30
	Korea's Jeonnam Province	3.64	0.97	3.00	0.73	3.20**

** $p \leq .01$

but the torso and body shape. Wearing accessories with clothing also contributed to positive image-making. These results were identical to the findings of Na Young Ju²³⁾ on the relationship between Chinese male students' satisfaction with their bodies and their preference for a dress image that showed off the upper part of the body (chest, shoulder, back, arm and posture) as the primary indicators of their satisfaction with their bodies.

The desire to express their personality, including their priority for having an individualistic style or dressing to highlight their own image was higher in female students (3.47) than in male students (3.24) and there was a significant difference between male and female students ($p \leq .05$). Especially, preference of particular accessories to express their personality was higher in female students (3.12) than in male students (2.10) and there was a significant difference between male and female students ($p \leq .001$). These results show that the desire to

express their own images through choosing or wearing special dresses or articles of clothing to set themselves apart from others or highlight their own image reflects the general trend of college students these days.

Anticipating a similar result to females, a remarkable result of accessory preference was a low preference among male students for accessorization (2.10), while female students showed a high preference for accessorization (3.12) and there was a significant difference ($p \leq .001$). When they tried to change their image, respondents who used accessories rather than clothing were more in female students (2.49) than in male students.

According to studies examining and analyzing socialization processes of male and female students in Yanbian in the People's Republic of China by Kim Gye-Wol,²⁴⁾ female students' pursuit of fashion showed that 12 out of 115 female high school students were very sensitive to fashion (10.4%), 26 of them were somewhat

<Table 5> Satisfaction with Personality Expression by College Students at Yanbian in People's Republic of China

Item	Male (n=63)		Female(n=129)		T-value
	M	SD	M	SD	
Concern with facial skin care	2.37	0.76	2.53	0.70	-1.53
Desire to express their personality	3.24	0.81	3.47	0.63	-2.50*
Preference of particular accessories	2.10	1.24	3.12	1.08	-5.85***
Desire for shaping body	2.63	0.81	2.87	0.77	-1.98*
Desire to change their facial image	2.38	1.20	2.43	1.16	-0.30
Acceptance of other's advice about appearance	2.68	1.09	2.95	0.99	-1.71
Preference of exposed and discriminative dress	1.87	0.89	2.02	0.95	-0.10
Priority for accessory to change image	1.94	0.93	2.49	0.99	-3.71***
Using time to coordinate for their campus wear	2.21	0.95	2.33	0.93	-0.83
Desire for changing their body shape	2.97	1.11	3.10	1.02	-0.82

* $p \leq .05$ ** $p \leq .01$ *** $p \leq .001$

sensitive (22.6%) and 54 of them were slightly sensitive (47%), and thus it was found that Korean-Chinese women at China's Yanbian had a greater interest in fashion.

In the research of the socialization process of female Korean-Chinese students by Kim Hyang Hwa,²⁵⁾ it was pointed out that the number of females attending China's Yanbian University was almost 2,300 (50%) and that the number of female college students was increasing and also suggested that female college students' values of success were diverse and they showed a strong will and great energy.

2) Male and Female College Students at Jeonnam Province, Korea

The relationship between satisfaction of Korea's Jeonnam Province college students with their personality expressions was shown in Table 6. Recently, male students have been developing an interest in feminine tastes due to the "metro sexual" phenomenon, and they have pursued soft, delicate and feminine tastes rather than a

more traditional masculine appearance. Thus makeup and accessories like necklaces which have been traditionally worn mostly by women have become popular among male students, particularly among adults and college students who have been exposed to mass media. It was also found that female students showed a higher preference for accessories(3.56) than male students(2.74) and there was a significant difference in the preference for accessories between male and female students($p \leq .01$). The numbers of male students wearing necklaces has also increased. Both male and female students showed above-average satisfaction with their facial types, but they still desired to change their facial type.

As image-making is influenced by such factors as body shape, skin color and posture, clothing and accessories, makeup and hair style, positive image-making through the image-development can be actualized and it can be developed by the continuous learning of business manners and narration.

<Table 6> Satisfaction with Personality Expression by College Students at Korea's Jeonnam Province college students

Item	Male (n=46)		Female (n=27)		T-value
	M	SD	M	SD	
Concern on facial skin care	1.57	0.80	2.37	1.18	-4.40***
Desire to express their personality	3.23	0.81	3.55	0.63	-1.26
Preference of peculiar accessory	2.74	1.13	3.56	1.05	-3.04**
Desire for shaping body	2.66	0.57	2.70	0.68	-0.30
Desire to change their facial image	3.96	0.91	4.04	0.59	-0.41
Acceptance of other's advice about appearance	3.94	0.82	3.96	0.85	-0.13
Preference of exposed and discriminative dress	2.55	0.85	2.93	0.68	-2.07*
Priority for accessory to change image	2.47	0.93	2.67	0.73	-0.95
Using time to coordinate for their campus wear	3.13	0.92	3.41	0.89	-1.27
Desire for changing their body shape	3.70	0.91	3.33	1.00	1.62

* $p \leq .05$ ** $p \leq .01$ *** $p \leq .001$

As image-making is influenced by such factors as body shape, skin color and posture, clothing and accessories, makeup and hair style, strengths and weaknesses of one's appearance are understood more with camcorder and training to maximize advantages and cover disadvantages, as needed than a still camera or a mirror. Positive image-making can be actualized through these processes and a more sophisticated self can be developed by the continuous learning of business manners and narration.

Male and female college students in Yanbian in People's Republic of China showed a significant difference in such areas as the satisfaction index with their facial type and a desire for body shaping and a high priority for using accessories to manipulate image. Male and female college students in Korea showed a significant difference in levels of satisfaction with their facial types, concerns in facial skin care and preference for accessories.

4. Satisfaction of Korea's Jeonnam Province and China's Yanbian Students with Their Body Shapes

The results of examining the recognition of body shapes by Korea's Jeonnam Province and China's Yanbian college students is shown in Table 7. In Korea, the mean value of male students was 2.89 and that of male students at

Yanbian, China was 3.30, with the China's Yanbian students showing a greater satisfaction than the Korea's Jeonnam Province. Female students showed the different results as male students, while female students at Yanbian, China showed greater satisfaction with their body shape and also displayed a positive attitude to their body shape and there was a significant difference ($p \leq .001$).

Their awareness of body shapes was judged by comparing an ideal body shape with their actual size, but it was decided that the perception of the ideal body shape promulgated by the mass media was definitive. Recently, the appearance of fashion models and extremely slim entertainers in the mass media in Korea may have led to the general public's dissatisfaction with their own body shapes.

6. Favorite Colors between Korea's Jeonnam Province and China's Yanbian Students

Respondents were asked to choose colors suitable to them in order to diagnose their own favorite colors and the results are shown in Fig. 1. Color preference might be considered as personal and subjective taste, but it was influenced by personal characters, education and income levels, as well as by region, nation, age, product and fashion.²⁶⁾ The diagnosis of such a favorite color can be a standard to judge one's

<Table 7> Satisfaction of Korea's Jeonnam Province and China's Yanbian Students with Their Body Shapes

Gender \ Country	Korea's Jeonnam Province (n=74)	China's Yanbian (n=192)	T-value
Male (n=110)	2.89 (n=47)	3.30 (n=63)	1.89
Female (n=156)	2.44 (n=27)	3.13 (n=129)	3.46***

*** $p \leq .001$

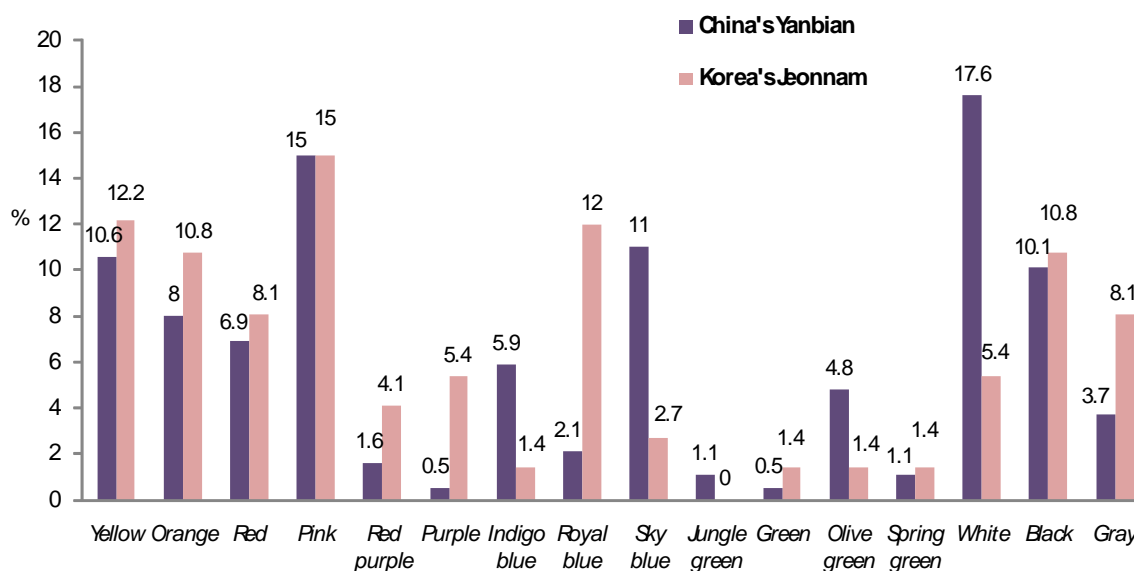
personality and character and can also be used in good image-making. The visual effects of colors are phenomena which depend on the context in which the color appears, its relation to the colors surrounding it, and the form in which it is presented. These variables had a great influence on whether the image was seen as warm, cool, heavy or light.²⁷⁾ Radeloff²⁸⁾ argued that brightness and chromaticism are important factors in color preference and revealed in his study on the psychological import of color preference that extroverted people preferred warm and bright colors, while introverted or depressed people preferred cooler colors.

While Korea's Jeonnam Province students preferred yellow, orange and pink colors, China's Yanbian students showed remarkable preference for pink and white colors, followed by yellow, sky blue and black colors. The shade of yellow most preferred by Korea's Jeonnam Province

students is an abstract image that represents curiosity, lightness, happiness, caution, warning and rashness. It also represents the energy of light and projects a cheerful and vivid image. At the same time, it also projects rashness and is associated with paleness, weakness, and nervousness. Accordingly, people who prefer yellow are very positive and have a strong curiosity and an adventure for novelty. When it is used for dress, it can be used to attract attention.

The shade of pink preferred by China's Yanbian students is a very deep and vivid color and is loved by women. Modern men also like pink shirts and neckties. White is an abstract image and conveys cleanliness, purity, innocence, elegance, and divinity. White tends to induce loneliness and consciousness of one's surroundings. It also symbolizes the pursuit of the ideal.

Considering their favorite colors are identical with colors appropriate to their faces, it was judged that they had little chance to try other colors.



<Fig. 1> Korea's Jeonnam Province and China's Yanbian student's color preferences.

V. Discussion

Under the fast change due to industrialization and urbanization, the exchange between China's Yanbian and Korea's Jeonnam Province college students has become very active. In particular, a globalization of costume has affected various social and cultural values, customer's body shape, purchase of clothing, accessories, and makeup.

After graduation, college students need to express their own image in a different look depending on the type of job they would take. However, many students realize that it's not easy to change their image from college students to a professional office worker. Therefore, this paper aims to provide the information that is necessary for college students to set up their self-management marketing strategy. A positive awareness on their body shape would increase self respect and bring a happy social life. However, on the contrary, if students have a negative awareness of their body shape, they need to recover self-confidence by choosing and wearing a wardrobe perfect for them.

In terms of stature, no big difference has been found between China's Yanbian and Korea's Jeonnam Province college students. In terms of weight, however, China's Yanbian college students turned out lower than Korea's college students. In other words, the former is slimmer than the latter. This information will be useful for Korea's Jeonnam Province clothing manufacturers in pattern making or exporting clothes to China. In terms of a desire to change facial image, Korea's Jeonnam Province college students' desires (3.96) were much stronger than China's Yanbian college students' desires (2.38). It seems that Korea's Jeonnam Province

students spend more time than China's Yanbian students in selecting and co-ordinating their campus wear. Because China's Yanbian students turned out to be more satisfied than Korea's Jeonnam Province students in terms of body shape, the former tended to spend less time in taking care of their looks than did the latter. In particular, this paper will be helpful in global marketing against college students who will be the major consumers in the future as the Korea's Jeonnam Province-Chinese exchange becomes increasingly active.

VI. Conclusions

This study selected 192 male and female college students between 18 and 27 years old in Yanbian, People's Republic of China and 74 male and female college students between 19 and 28 years old in the Gwangju and Jeonnam regions in Korea as the respondents of research. The study examined China's Yanbian and Korea's Jeonnam Province students' preference for good image-making, analyzing differences and similarities between the two groups and it aimed to provide materials related to the differences and similarities between the two groups.

It is expected that this study will increase opportunities for Korea's Jeonnam Province and China's Yanbian students to gain image-development through diversified investigations of their body shapes and achieve intellectual improvement of image-making related to appearance.

1) The Rohrer index, calculated by height and weight, showed higher mean values in Korea's Jeonnam Province students than in China's Yanbian students, but in both groups all were

within the range of mean values.

2) Male China's Yanbian students showed higher satisfaction with their facial types than did female students. As judged in the results of items showing desires for making facial expression, skin care and plastic operation, they had no great concerns about facial skin care.

3) Male students showed relatively high results in satisfaction with their facial types than in female students. Preference for accessorizing was also higher in female students than in male students and there was a significant difference between male and female students. That is, satisfaction with facial types was above average in male and female students, but they had a desire for trying to change their current facial types into new shapes.

4) China's Yanbian and Korea's Jeonnam Province students showed preference for round- and egg-shaped facial types. China's Yanbian students had round- and egg-shaped facial types the most, followed by the inverted triangle-shaped face and the diamond-shaped face and they showed a significant difference from Korea's Jeonnam Province students ($P \leq .001$). Many differences in the variety of facial types although they belonged to the same northeast Asia region reflected social aspects at that time.

5) Korea's Jeonnam Province and China's Yanbian students got high satisfaction with body shapes and showed affirmative responses to of their body shapes.

6) While Korea's Jeonnam Province students preferred yellow, orange and pink colors, China's Yanbian students showed remarkable preference for pink and white colors, followed by yellow, sky blue and black colors.

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