

Research of the conditions and Preferences of Uniforms for the Disabled in Silver-towns

Wee Hyejung

Professor, dept. of Fashion Design, Chungkang College of Cultural Industries

Abstract

We are stepping into so called "aged society" stage, as the mature people account for 7% of the population by UN's standard yardstick. The goal of this research is to provide the fundamental source in producing ecological lifestyle uniforms of health and substantiality: LOHAS which are relevant to high performance and healthy body and take things like architecture, driving, surroundings, and recycling as main factors. the results of study were as follows:

Therefore we can predict, through exerting researches about consumer's usage and preference of uniforms, that the garment business will be upgraded to the medical welfare and urban life style business level. All of the silver town resident we researched wear silver town uniforms, and the uniforms were chosen by the owner and operator.

This research was processed through the survey of supervisors who were employed in senior residences. 66% of elderly changed their clothes for laundry every 2 days, The timing of removal of the old uniform was that 17% was less than 1 years, consideration of buying silver-town uniforms were consider materials, design, laundry, convenience of administration, durability, color, cost.

Key Words : aged society, LOHAS, convenience of administration, durability

1. Introduction

It wouldn't be considered an exaggeration to utter that the main issues, from political, economical, and social points in this country currently, are turning to the population ageing and the growth of senior generation. Those issues include as well the elongated life span accordingly, and the changed life style chasing

health and incessant improvement not just for the well being – but for Lifestyle of Health And Substantiality: LOHAS.¹⁾

We are stepping into so called "aged society" stage, as the mature people account for 7% of the population by UN's standard yardstick. Moreover, We are expected seniors to comprise 14.3% in 2022, 19.3% in 2030 of population, by OECD announcement, which will take us to the

Corresponding author; Wee Hyejung, Tel.82-10-6352-8381, Fax.82-31-638-0569
E-mail: gil0911@ck.ac.kr

super aged society with speed.²⁾³⁾

The Japanese senior people are already the main force for consumption in super aged Japanese society, claiming "Old-people with active life".

The main consumers in super aged society are consisting of those elderly people with financial capability, And the business targeting them are identified as the private enterprises, those who provide the middle or older aged markets with the service to meet their demand in physical, psychological, financial and social aspects for their stability.

In advanced countries the senior market business has nested as the main growth force already. A great number of companies with various sizes are rushing to the elderly ventures.

Japan and the USA have shown the advanced models in this business.

From 1950s, not the government but the private companies have played the pivotal roles to introduce this business in the USA. It was started from the manufacturers of medical aid instruments, later turning to more service oriented, higher value-added business. it differs from the situation in Korea in which this business is still in its infancy.

Furthermore, the fact that these mature consumers over 50 have more money with an estimated amount 77% of total wealth helps the market grow. Japan has become the aged society 20 years ago and get this business to invigorate further that even the conglomerate company like Mitsubishi put its feet into this market.

According to Japanese service industry association, the elderly supplies market has already reached 5 trillion yen(64 trillion won).

The elderly welfare products, like paper diapers, wheelchairs, badsore free mattress and

emergency call system, are flooding into markets. Japanese government also encourages the business by setting up the senior business guidance department which carries out researching and directing the leaders.

Specially, the senior residence projects (so called 'silver town') are the key in this business, covering 60% of total, which is expected to build from 7 to 8 trillion markets until late 2010.⁴⁾⁵⁾

Consequently senior clothing industry is prospected to grow as well, along with residential business. The current general uniforms adopted in Silver-towns resemble the hospital gowns, only made up with easy washing fabric. Considering this fact, it is urgent to develop the style of those garments and fabric with reflecting consumer's emotional demands.

The senior product industries include from the facilities for convalescence, home staying service organizations, to senior products development and senior hospital appliances distribution. Additionally the service for deteriorations of body function and all the products for elderly life are included.

We can forecasting that all this business will boom shortly in Korea as in other advanced countries. The clothing demand for seniors has been vigorously changed and formed the specific market separately from other grown-ups' conventional clothing markets.

Nevertheless the clothes for the elderly should be designed functionally and comfortably by taking into consideration their specific physical needs, such as active, disabled, or aged with dementia. There haven't been any standard sizes established yet in Korea, due to the industries' small scale, indifference, lack of understanding.

The major advanced countries, mostly in Europe have propelled the development of

integrated solution for on and off line deals and automatic production system in order to preoccupy the techniques in this industries, targeting the global markets.

There are a lot to catch up for us to compete with them in trade. First of all, we have to produce the elderly products and upgrade our service so to plant firmly the senior's cultural industries which are high value-added and knowledge-based business.

The purpose of this research is to provide the fundamental source in producing ecological lifestyle uniforms which are relevant to high performance and healthy body and take things like architecture, driving, surroundings, and recycling as main factors.

Therefore we can predict, through exerting researches about consumer's usage and preference of uniforms, that the garment business will be upgraded to the medical welfare and urban life style business level.

II. The research method and contents

This study was carried out from 7th of June to 25th of August in 2009 by direct interviews with the questionnaire in the Seoul Metropolitan Area. It has made a survey of 56 managers working at the silver towns for the elderly in the middle class.

1. The question configuration

This research was processed through the survey of supervisors who were employed in senior residences. The questions were made to analyze the status of uniform usage and preference, eventually to develop the appropriate

uniforms.

The survey was consist of the list-order, multiple-choice or short answer questions about the actual usage, the timing for replacement, the consideration for choice, the most important functions, and proper price range, and the 5 points likert leveled questions about the preferable style and price, the important points in design, the suitable fabric, etc.

2. Research contents

Firstly, investigate the actual usage and the replacement timing of uniforms.

Secondly, search the main factors which the administrators and supervisors put on the first consideration on choosing the uniforms and understand the functions required on wearing.

Thirdly, figure out the designs of uniforms for seniors, which influence the choice. Understand the importance of the appropriate material of uniforms for seniors.

III. Result

The result from the research to figure out the actual usage and preference in the aged society, aiming at development the high performance, health oriented uniforms, shows ahead.

1. Characteristics of demography

The Characteristics of demography of the supervisors responding to the survey are shown at <table 1>. They were comprised of 83.9% of women and 76.1% of the age ranged between 40~50.

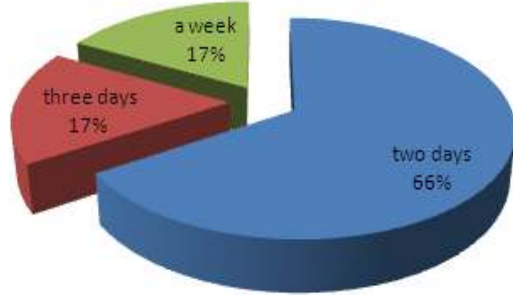
2. Conditions of uniforms for the silver towns

Silver town uniform is decided by the owner of facilities, not by the consumers, and the silver town we researched let elderly wore uniforms.

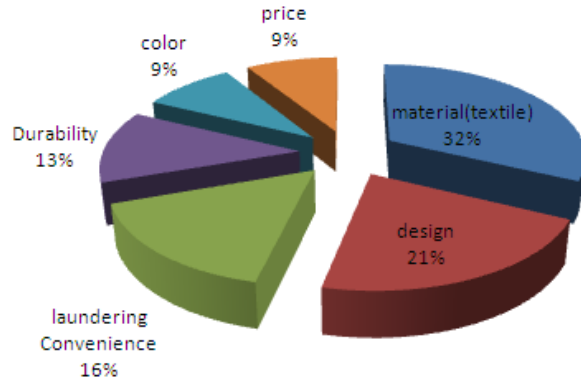
According to <figure 1>, 66% of elderly changed their clothes for laundry every 2 days. Also, every 4 days, once a week were 17%, respectively. There were differences on degree of severity, and the more staying on bed, the more timing of changing clothes. The timing of removal of the old uniform was that 17% was less than 1 years, 1~2years was 82.8%. So, this was researched that standards of removal of uniforms was 2 years.

According to <figure 2>, 32.1% consider materials, 21.4% consider design, and 16.1% consider laundry and convenience of administration, and 12.5% durability, 8.9% color, 8.9% cost when they buy silver town uniforms.

The qualification the silver town uniforms should have is shown in <figure 3> which shows The qualification the silver town uniforms should have is shown in <figure 3> which shows the



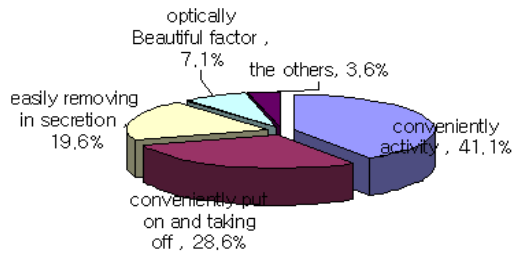
<figure 1> The interval of changing uniforms



<figure 2> Consideration of buying uniforms

<Table 1> Characteristics of demography

	male(%)	person(%)
aging group	20s	4(0.07)
	30s	8(14.3)
	40s	20(35.7)
	50s	17(30.4)
	60s	7(12.5)
	total	56(100.0)
sex	male	9(16.1)
	female	47(83.9)
	total	56(100.0)
level of education	graduate school	3(5.4)
	college graduate	28(50.0)
	high school graduate	25(44.6)
	total	56(100.0)



<figure 3> Functional specification of uniforms

activity being convenient factor 41.1%, conveniently put on and taking off 28.6%, easily removing in secretion 19.6% , optically Beautiful factor 7.1%, the others 3.6%.

The other contains the special clothes for elderly who got Alzheimer's disease, and have some specification such as sensing the leaving, caring about secretion.

3. Preference of uniforms for the silver towns

Silver town uniform preference is shown in the <graph 2>. The silver town uniforms which manyelderly prefer depend on the possible motion ability, the elderly who can walk prefer tow-piece pants type 60.7%, the elderly who cannot walk and lie on the bed prefer one-piece type 21.4%, the elderly who can walk

<Table 2> Preference of uniforms for the silver towns

classification	contents	person(%)
uniform item	tow-piece pants type	34(60.7)
	one-piece type	12(21.4)
	jump-suit type	9(16.1)
	etc.	1(1.8)
	total	56(100.0)
uniform color	green series	28(50.0)
	blue series	19(33.9)
	red series	6(10.7)
	brown series	2(3.6)
	puple series	1(1.8)
	white series	0(0.0)
	total	56(100.0)
uniform pattern	silver-town symbol pattern	45(80.4)
	striped pattern	8(14.2)
	check pattern	2(3.6)
	fiower pattern	1(1.8)
	total	56(100.0)
uniform price	20,000won or more~less than 30,000won	19(33.9)
	30,000won or more~less than 40,000won	27(48.2)
	40,000won or more~less than 50,000won	8(14.3)
	50,000won or more~	2(3.6)
	total	56(100.0)

but have Alzheimer's disease prefer jump-suit type 16.1%

The uniform color they prefer were green series 50%, blue series 33.9%, red series 10.7%, brown series 3.6%, and purple series 1.8%. the green and blue symbols fresh vitality, and give convenience and stability, which is eco-friendly color.

The uniform patterns they prefer were silver town symbol pattern 80.45%, striped pattern 14.2%, check pattern 3.6%, flower pattern 1.8%, and also, many silver town apply symbol of green color.

The uniform price they prefer were 30,000Won ~ 40,000won 48.2%, 20,000won ~ 30,000 won 33.9%, 40,000won ~ 50,000won 14.3%, 50,000Won or more 3.6%. Most of silver town use uniforms which is less than 20,000Won, but the silver town with middle class use uniforms with better quality.

IV. Conclusion

The purpose of this research is to provide the fundamental source in producing ecological lifestyle uniforms which are relevant to high performance and healthy body and take things like architecture, driving, surroundings, and recycling as main factors.

This study was carried out from 7th of June to 25th of August in 2009 by direct interviews with the questionnaire in the Seoul Metropolitan Area. It has made a survey of 56 managers working at the silver towns for the elderly in the middle class.

With this conclusion, the summary of this thesis is what is written beneath.

All of the silver town resident we researched wear silver town uniforms, and the uniforms

were chosen by the owner and operator, so it cannot be convenient and stable to the elderly's skin, health and mental. Also, the composition of the clothing for the elderly was not applied.

Especially, only owner and operator-centric convenience and durability were emphasized, so small amount of cotton, and acrylic and polyester were used, passing over the protection of the body.

Also, although the various types of uniforms which apply the possible motion ability were demanded, the silver town uniforms do not get out from hospital uniform types, or use the silver town uniforms of Japan which entered an aging society earlier than us.

So, uniforms for elderly which will be the most part of Korea fashion market of aging society should get out of owner and operator centric uniforms, and make on the point of elderly, and forming the basis with this thesis, there should be more research pattern by development of silver uniforms' materials, design, and pattern, and make product for market.

Reference

- 1) Kim Minju(2006), *LOHAS ECONOMICS*, Mirae BOOK PUBLISHING, p.15.
- 2) "aging society", *Ministry of Strategy and Finance Republic of Korea*, Retrieved 2009. 1. 5, from <http://mosf.go.kr>
- 3) Agng Statistics Korea, 2006
- 4) "silver New-deal Project> Japan:silver goods` market, Korea: toddle phase" Retrieved 2009. 1. 5, from <http://www.heraldbiz.com>
- 5) Kim Bokju, Cho Osoon, Pak Hyewon(2007), "Design Development of the Recuperation Clothing using Polygonum Indigo and Traditional Design for New Silver

- Generation", *Journal of the Korean Society of Clothing & Textiles*, 31(9/10), pp.1408-1417.
- 6) Bae Hyunsook, Yoo Taisoon, Jo Kiyeu (2002), "A Study of Clothes Buying Orientations based on Clothes' Self-Image of Silver Agever Women", *Journal of Fashion Business*, 6(4), pp.83-98.
 - 7) Park Hyewon, Ryou Eunjeong, Bae Hyunsook (2006), "A Research and Analysis on the Design of Dementia Patient's Clothes in Domestic", *The Korean Society of costume*, 6(6), pp.45-57.
 - 8) Hong Nayoung, Jee Yoonyoung(2004), "A Study on the Adaptive Dress for the Disabled Ederly", *The Costume Culture Association*, 7(2), pp.899-914.
 - 9) Kim Jungsil(2007), "A study on the Marketing Strategies of the Silver Clothing Industry", *Korean Fashion & Beauty Society*, 5(3), pp.87-91.
 - 10) Chung Sahnho, Kim Sooa(2006), "A Research on the Actual Condition of Silver Apparel Brands", *The Korean Society of costume*, 56(4), pp.15-32.

Received May 3, 2010

Revised May 31, 2010

Accepted June 7, 2010