

## Research on the Perception of Wedding Planners on Hanbok as a Wedding Ceremony Dress

Shin Kyeongseub

Director, Planning Couture Ltd.

### Abstract

The aim of this study is to understand the wedding planners' general perceptions on Hanbok as a ceremonial dress in wedding ceremonies. Moreover, the study explores the aesthetic understanding of wedding planners on Hanbok which both influences their choice of recommendation and purchasing decisions. In the process of organizing the structure of weddings for clients, planners have naturally acquired the position of being able to influence the sales of the Hanbok industry. Moreover, brides-to-be are heavily dependant on wedding planners in sketching the outlines of their whole wedding. Therefore, in order to analyze the opinions of both subjects, a research survey was launched which involved three hundred participants from two groups: first, wedding planners who were free lancers working in the Chungdam District, and second, wedding planners who were working for wedding consulting firms. The survey method was based on one precedent study, in which a preliminary survey was conducted by interviewing companies in the Hanbok industry and wedding consulting firms, and an additional survey in the form of questionnaires. The STATA 11.0 program was used for analyzing the recruited data for frequency analysis and cross-tabulations analysis on career. The conclusion of this research may be used as substantial preliminary data in prospering the Hanbok industry, enhance and newly shape its marketing strategies and the conclusion is as follows.

1. Wedding planners have a more profound understanding on Hanbok and prioritize the significance of formative constituents in the order of color, material, style, size, and decoration.

2. The prospects of promoting the image of Hanbok through wedding planners is promising. According to surveys, this goes to show that the persuasion of wedding planners have brought a positive effect on choice of Hanbok and as wedding planners become more specialized, their involvement in preparing Hanbok with brides is increasing.

3. Wedding planners believed that the main reasons why future brides do not select Hanbok as a ceremony dress are that the cost is too high relative to practicality and that there are not enough opportunities to wear them.

**Key Words** : wedding planner, perceptions on Hanbok, Hanbok industry

## I. Introduction

The Hanbok, rather than being a mere product of clothing, is a form of a cultural icon that displays values and culture. Furthermore, in this era of competing national cultural images, the Hanbok contains a sustainable cultural fountainhead through which we can inform the world of our own unique image. Recently however, viewpoints regarding the Hanbok industry have been divided into two groups: the pessimists who believe the industry to have been uprooted by western fashion senses, thus, leaving the Hanbok as mere ceremonial dresses; and the optimists who maintain that by undergoing changes and development, Hanbok can become a cultural art industry representing Korea during the era of globalization.<sup>1)</sup> However, confronted with the immediate problems of management and economic efficiency, it has become vital for the Hanbok industry to find diverse solutions to decreasing demand caused by the misleading perception among industrial circles. These perceptions deem Hanbok as a product of boudoir culture and separate it from the fashion industry. Factors such as the ongoing recession and young peoples' tendencies to shun the clothing have also contributed to falling demand. Continuous research on Hanbok purchases as well as research on the perception and satisfaction derived from wearing Hanbok have been conducted to find solutions to these difficulties facing the Hanbok industry. It is worth noting however that not much research has been done on changes in the wedding industry, which dominates a sizable portion of the Hanbok market. The wedding market is the largest target of sales for the Hanbok industry, estimated to account for up to 90% of net sales.<sup>2)</sup>

As the wedding market entered the 2000s, noticeable changes were made to the market's distribution system. While it was the norm in the past for customers to purchase directly from shops under the influence of brand names and advertisements, the introduction of wedding planners has allowed brides and grooms to visit shops under their guidance. Instead of receiving initial information on purchasing wedding-related products from wedding dress or Hanbok manufacturers, bride and grooms now begin consultation on the matter with wedding consultants, and it is them from whom the couple receive initial information on wedding-related products. According to a research<sup>3)</sup>, seven out of ten brides show a strong preference for wedding consultants. Although it is true that friends and relatives still do play a certain role in the process of choosing businesses to prepare wedding gifts including Hanbok, wedding planners in Korea have expanded in scale and their expertise has developed to the extent in which they can considerably affect sales in the domestic wedding market. Therefore, it would no longer be prudent to overlook the impact of wedding planners and wedding consultants in the wedding industry, who provide expert assistance ranging from purchasing decisions to preparation processes.

The wedding planner is a profession that has already secured its ground in the western market; in addition to offering information on various wedding-related processes, such as related products, wedding gifts, wedding hall reservations and honeymoon destinations, planners also acquire information on the customers' preferences and economic conditions to assist them in coming up with the optimal decision.<sup>4)</sup> Because the duration in which these

professionals help with the wedding preparations range from three months to a whole year, they come to know exactly the line of thinking and attitudes of not only the bride and groom but their parents as well. As a result, manufacturers of wedding-related products benefit by having their advertising costs curbed (as wedding planners provide a link between them and the customers) and by utilizing information on customer needs acquired through wedding planners to focus on product development. Some wedding-related product manufacturers, however, have reported that wedding planners had provided misleading information on the Hanbok, resulting in the spread of negative perceptions toward the clothing and a decrease in industry sales.<sup>5)</sup>

Therefore, the purpose of this study is to research into the general perceptions of wedding planners toward the Hanbok as a wedding ceremony dress and look into their aesthetic consciousness on Hanbok. To do these, this research explores the aesthetic understanding of wedding planners on Hanbok which both influences their choice of recommendation and purchasing decisions. The results of this research will serve as positive initial data for invigorating the Hanbok industry, as well as an important guide for the future direction of Hanbok marketing.

## II. Theoretical background

### 1. Examination of precedent study

As studies concerning wedding planners or brides have been insufficient until now, the researcher will look through, and use as the basic material for this study the perceptions of the general public on Hanbok, their preferred

fashion styles, aesthetic factors that affect purchasing conditions and behaviors as well as causes of dissatisfaction with Hanbok.

#### 1) Perceptions toward Hanbok

According to the study conducted by Hwang Chunsun<sup>6)</sup> on the perceptions of the modern people on wearing our traditional clothing, people have given the following reasons for wearing Hanbok: because it is Korea's traditional form of clothing (36.8%), it carries grace and beauty(20.1%), it is worn for special occasions (17.8%), it has become familiar and is worn out of habit(17.7%), and it is a dress that carries the Korean sentiment. The study however, also suggested that various causes would lead to a decline in people wearing Hanbok. Studies by Choi Yeongmi and Cho Hyosun<sup>7)</sup> displayed similar results in that in spite of the belief that Hanbok serves as an elegant and graceful ceremonial dress, people consider it to be too uncomfortable to wear and thus purchase them only for holidays and special occasions. Choi Seonheong and others<sup>8)</sup> elaborated on the differences between the general perception on Hanbok itself and actually wearing it, by providing the study that while Korean women in general possess a positive image of Hanbok, there was not much positive correlation between the image and the actual wearing of the dress. Observing the changes in the function of Hanbok throughout the periods, the wearing of Hanbok as a ceremonial dress for holidays and special occasions has risen constantly after the seventies. At the same time however, its usage as a normal outfit has evidenced a sharp decline in the nineties, leading to the conclusion that Hanbok is worn merely as ceremonial dresses and is unsuitable as casual outfits.

Studies by Lee Joohyeon and others<sup>9)</sup> found

that Hanbok was mostly worn by people over their fifties who pursue classic looks, or those who were either involved with or interested in traditional Korean culture. Ko Eunju's<sup>10)</sup> research involving the image of Hanbok in the eyes of foreign customers who had lived in Korea shows that while some view the clothing in a positive light (beautiful, Korean, unique), others possess a more negative attitude, considering it uncomfortable to wear. Cho Woohyun and Kim Munyoung<sup>11)</sup> stated that while people's perception toward Hanbok in the aesthetic sense was very positive, their perception of its practicality was negative. Also, a positive correlation was found between people's assessment of the aesthetic aspect of Hanbok with the size of their home city, their ages and income levels.

## 2) Preferred styles of Hanbok

Surveys on consumers' preferred styles of Hanbok were conducted by Choi Yeongmi and Cho Hyosun<sup>12)</sup> as a process of revitalizing the Hanbok industry. 49.7% preferred the plain, basic style of Hanbok, followed by 41% showing preference in the refined, lofty type. In terms of color tones, 31.5% preferred colors that matched the wearer, while 29.8% answered that they prefer plain, refined colors. When asked about the preferred type of patterns, solid colors (49.4%) and needlework (23.8%) accounted for most of the answers. Cho Woohyun and Kim Munyoung<sup>13)</sup> in their study stated that the most important aesthetic aspects of Hanbok— the curves, color tones, patterns, the collar and collar strips are something that should be passed down throughout the ages and added that such elements could also be well-applied to western styles of clothing.

## 3) Aesthetic factors that affect purchasing conditions and behaviors of Hanbok

Studies by Hwang Chunsub<sup>14)</sup> show that Hanbok is mostly purchased either custom-made(64%) or ready-made(17.8%). The most frequent occasion in which it is worn is during Korean national holidays(60%), followed by special occasions such as feasts and memorial services. According to Choi Yeongmi and Cho Hyosun<sup>15)</sup>, Hanbok is mostly ordered custom-made, while ready-made purchases account for merely 2.6% of net purchases. Customers preferred those Hanbok that were even marginally superior in quality, and the standards in choosing which to buy rested mostly on color and patterns(44%), followed by the type of cloth(24.7%). This was in stark contrast to those prioritizing Hanbok design, who merely made up 9.3% of the entire customers. Surveys on preferred colors yielded the following results: colors that match the wearer(31.5%), plain and genteel colors(26.8%). Only 3.1% preferred colors that match the latest trends and 1.6% unique colors, reflecting the tendency of wearers to show their individuality rather than merely following the latest trend. As for the type of cloth, preferences in colors and patterns(36.7%) as well as texture(36.1%) showed the willingness of consumers to express their individuality through plain and basic styles, colors and patterns. Studies by Choi Seonheong and others<sup>16)</sup> yielded similar results in that Hanbok were mostly ordered custom-made, while the portion of ready-made purchases made up a mere 1.3% of total sales. Cho Woohyun and Kim Munyoung's<sup>17)</sup> research showed 57.5% of total customers preferring to purchase directly from shops when in need of tradition Hanbok, while 31.9% answered that they would go to rental shops to acquire them. These results

displayed the rise in tendency of customers to resort to rental shops in search of Hanbok. Factors that affect purchasing decisions of Hanbok were colors and patterns(37.8%), design(30.9%) and price(13.8%), reflecting the general emphasis on colors and patterns, as well as the rise in the importance of designs.

#### 4) Causes of dissatisfaction with Hanbok

Concerning the aspects of practicality, Hwang Chunsub<sup>18)</sup> pointed out the Hanbok's restriction of activity, difficulties in wearing and handling, and in the case of women's Hanbok, its aesthetic deficiencies, pressures on the chest and its tendency to cause respiratory disorders. Choi Yeongmi and Cho Hyosun<sup>19)</sup> noted the need for the production of a diverse range of ready-made finished, or half-finished Hanboks to reflect the consumers' preferences for sizes that fit their bodies. Studies by Choi Sunheong and others<sup>20)</sup> stated the complaints on the Hanboks' restraint of activity, handling difficulties, prices, pressures on the body and lack of diversity as the main reasons behind dissatisfaction. According to Lee Joohyeon and others<sup>21)</sup>, many modern Koreans mostly in their 20s and 30s avoid wearing Hanbok as they believe the clothing to be unsuitable for their jobs, status and age, as well as a defiance of the dress code norm among their attached groups. Other reasons for avoiding Hanbok included the lack of T.P.O (time, place, occasion) for wearing Hanbok, the tendency of people to view the wearer in a negative image, fear of being shown as indecent, and the inconvenience in putting it on, maintenance problems and difficulties in engaging in dynamic activities while wearing it. Studies by Cho Woohyun and Kim Munyoung<sup>22)</sup> showed similar results, stating Hanbok as perceived to be a

mere ceremonial dress, with price, difficulties in maintenance and inconvenience as factors behind the negative perception. Most notably, restraint in activity and inconvenience in laundering were identified as key sources of dissatisfaction.

As can be seen above through the precedent researches, consumers believe Hanbok to be a valuable traditional form of clothing and view them to be very beautiful, but show negative attitudes toward inconvenience in wearing Hanbok, its difficulties in maintenance, restraint in the wearer's activity, the lack of product diversity and the shortcomings in its customization and distribution system.

## 2. The changes in the distribution system of the wedding industry

### 1) The scale of the wedding industry

It was in the late eighties, along with the economic boom brought by the '88 Olympics that the business of wedding-related products formed into a separate industry. According to the National Statistics Office, the annual number of weddings has experienced a significant decrease since the 435,000 recorded in 1996, down to merely 310,000 in 2009.<sup>23)</sup>

Although the overall scale of the wedding industry is in decline, it still boasts an estimated market size of 33 billion won, and serves an average of 300,000 weddings per year, while providing related products ranging from wedding halls, dresses, photo shoots, makeup, bouquets, wedding gifts, wedding expenses, pyebaek ( formal greetings from the newlyweds after the wedding ceremony), food, honeymoon to DVD. of the wedding recording. The unique characteristics of the industry make it difficult

for precise statistics to be derived, but it is estimated that just in Seoul there exists 400 businesses related to wedding dresses, and 300 studios specializing in weddings. Statistics on the Hanbok industry is likewise inexact, but studies by Lee Choowon<sup>24)</sup> estimates the number of Hanbok-related businesses across Korea to be around 20,000. The government's census is inadequate for estimating the number of Hanbok-related businesses as they only treat businesses with over five workers. The industry estimates that there are about a hundred Hanbok-related businesses in the Seoul Chungdam-dong Wedding district alone, and according to the Hanbok union, about 80,000 Hanbok work permits have been granted in Korea. The low level of entry barriers have resulted in excess supply over demand, leading to fierce price competition and endangering the industry itself. Thus, the industry is seeking a change in distribution systems with the advent of a new profession in the form of wedding planners.

## 2) Wedding planners and wedding consulting

Wedding planners refer to specialists who assist in organizing wedding plans to match the preferences of the bride and groom so that they can prepare their wedding in a reasonable, stable and economic style but not without adhering to the latest trend. As wedding planners spend at least three months to as much as a whole year with the brides in their wedding preparations, they come to know much about the brides, and thus are able to provide consulting not only on wedding-related products but on psychological and mental stress associated with marriage as well. Wedding planners usually take care of forty to fifty couples a year.

Wedding planners were first introduced under the title of 'wedding managers'. Most of them operated as freelancers back in 1997, around the time when the profession was being introduced through various media as a novelty profession for the first time. Making the most of their long-time experience and connections they obtained while working in the wedding dress or beauty parlor industry, wedding planners focused on introducing dresses, beauty products, and studios to brides. It was in 2000 that the wedding managing services that started out as those of freelancers evolved into enterprises like those present today. Despite the recent decline in numbers, wedding planners have cemented their place among the specialized professions, catering to the demands of over an average of more than 30,000 couples a year, a wedding market that exceeds 30 billion won in scale, and ever diversifying and individualistic demands of customers. It was about then that the 'wedding town' was formed in the Chungdam-dong district.<sup>25)</sup>

Wedding consulting is the product of the industrialization of wedding planning. Following the Fair Trade Commission's complete prohibition on bundling other wedding-related products with the renting of wedding halls, wedding halls could only rent out their halls for the wedding, leaving it up to the bride and groom to freely purchase products through specialized businesses. It was in 2001 that the wedding manager industry was reorganized to form the wedding consulting industry and expand its influence in the wedding market. Businesses that were already active in the original wedding market such as wedding event planners, total wedding shops and even wedding information providers joined in the wedding consulting business. As of 2010 there is an estimated 1,000 wedding

planners in Seoul alone, active as either freelancers or as part of the wedding consulting industry. Wedding planners and the wedding consulting industry has thus become the main means through which brides and grooms preparing for marriage obtain their primary information, and as a result heavy importance can be laid on the influence of wedding planners in shaping the perceptions and attitudes of brides toward Hanbok.

### III. Research problems and method

#### 1. research problems

The problems regarding the main research are as follows:

First, general aesthetic conscientiousness on Hanbok of wedding planners.

Second, wedding planners' aesthetic attitude toward design factors that affect Hanbok choice.

Third, the perception of wedding planners about favored Hanbok style, the Hanbok dress and the green jeogori and red chima.

Forth, periodic education on Hanbok.

Fifth, wedding planners' leverage on brides' choice of Hanbok.

Sixth, appropriate cost for Hanbok which wedding planners wish.

#### 2. research methods and demographic factors

The study was conducted by surveying wedding planners who were working as freelancers or in wedding consulting businesses. Prior to the main survey being sent out, preliminary research was conducted by examining past, precedent research; this preliminary research was carried out from August 16th, 2010 to August 20th, 2010. After the preliminary research was completed, the main survey was distributed to a total of 340 individuals, 299 of which were referenced for the final analysis. The survey was conducted over a period of 24days, from August 25th, 2010 to September 18th, 2010. The results were analysed using the STATA 11.0 program for frequency analysis and cross-tabulations analysis on career. The demographic factors of the people can be found in <Table 1>, of the wedding planners surveyed, the majority were unmarried women, who were in their twenties. It is interesting to note that 72.7% of the planners surveying had been in the business for less than three years, so they needed to be in the industry for a longer period of time for it to be a stable, professional job for them.

<Table 1> Demographic factors of the surveyed people

%(n)

sex	female	male		
	92.6(277)	7.4(22)		
age	21~30	31~40	41~50	51~60
	60.9(182)	30.4(91)	7.7(23)	1(1)
marriage	married	unmarried		
	26.4(79)	73.6(220)		
career	3years less than	3years more than		
	27.7(216)	27.5(81)		

#### IV. Results of the survey on wedding planners' perceptions toward Hanbok

##### 1. General aesthetic conscientiousness on Hanbok

The questions that asked how much the subjects knew about the colors, materials, design, and the decorative trends of Hanbok were aimed at examining the subjects' general aesthetic conscientiousness. <Table 2> On the matter of color, 45.5% replied that they had a medium amount of knowledge, and 34.4% replied that they knew much about it, 4% replied that they knew very well. So leading to the conclusion that 83.9% were somewhat knowledgeable on the color schemes and the traditional colors of Hanbok. But on their knowledge regarding materials indicated that they were less conscious of the materials than color schemes. Notably, their lack of knowledge on materials suggests that there needs to be more professional training for the businesses. Results showed that they were more confident on design than they were in other areas and wedding planners were conscious of the various aesthetic factors in the following order: design, trend, color, decoration and materials.

Regarding cross-tabulation analysis with experience <Table 3>, the wedding planners who have worked more than 3 years have higher

aesthetic consciousness and more knowledge on color, material, decoration, trend except design. Especially it shows a noticeable difference in materials of Hanbok and it is very desirable phenomenon. Maybe the reason why design was emphasized in the wedding planners who have worked less than 3 years is because they consider Hanbok to be similar to Western formal dresses.

##### 2. Aesthetic factors that affect Hanbok choice

As it can be seen in <Table 4>, the order of the factors wedding planners regarded as the most important in choosing Hanbok were color, materials, design, size and decoration. The fact that more planners emphasized the importance of material over style seems to result from the professionalism that is embedded in the wedding planner profession. Likewise, the mere 3% difference between those who answered 'color' and 'material' suggests that materials are considered quit important. The question asking the most preferred jeogori embellishment yielded the following results, color decorations, needlework decorations, gold and silver plating, printing and patchwork. The results display sensitiveness toward the color schemes of the breast-ties and ornamental edgings, and as well as a positive attitude toward traditional needlework.

<Table 2> General aesthetic on Hanbok

variance	nothing	not so much	somewhat	much	very well
color	4(12)	11.7(35)	45.5(136)	34.4(103)	4(12)
material	1.3(4)	20.7(62)	61.5(184)	15.4(46)	0.7(2)
design	1.3(4)	9.7(29)	55.9(167)	31.8(95)	1.3(4)
decoration	1(3)	19.4(58)	53.5(160)	24.4(73)	1.3(4)
trend	1.7(5)	9.4(28)	52.2(156)	34.4(103)	2(6)

%(n)



<Table 3> Cross-tabulation analysis with career on General aesthetic conscientiousness on Hanbok<sup>(2b)</sup>  
 %(n)

		nothing	not so much	somewhat	much	very well	total	
color	less than 3years	3.3 (7)	14.15 (30)	50.47 (107)	30.19 (64)	1.89 (4)	100 (212)	$\chi^2=21.3758^{***}$ df=4, Cramer's V =0.2701
	more than 3years	3.7 (3)	4.94 (4)	34.57 (28)	46.91 (38)	9.88 (8)	100 (81)	
	total	3.41 (10)	11.6 (34)	46.08 (135)	34.81 (102)	4.1 (12)	100 (293)	
material	less than 3years	0.94 (2)	25.94 (55 )	60.38 (128 )	12.26 (26)	0.47 (1)	100 (212)	$\chi^2=15.5621^{**}$ , df=4, Cramer's V =0.2305
	more than 3years	0 (0)	8.64 (7)	65.43 (53)	24.69 (20)	1.25 (1)	100 (81)	
	total	0.68 (2)	21.16 (62)	61.77 (181)	15.7 (46)	0.68 (2)	100 (293)	
design	less than 3years	0.94 (2)	8.92 (19)	61.03 (130)	27.7 (59)	1.41 (3)	100 (213)	$\chi^2=8.0961$ , df=4, Cramer's V =0.1659
	more than 3years	1.23 (1)	11.11 (9)	43.21 (35)	43.21 (35)	1.23 (1)	100 (81)	
	total	1.02 (3)	9.52 (280)	56.12 (165)	31.97 (94)	1.36 (4)	100 (294)	
decoration	less than 3years	0.47 (10)	22.17 (47)	58.02 (123)	17.92 (38)	1.4 (23)	100 (212)	$\chi^2=20.0496^{***}$ , df=4, Cramer's V =0.2616
	more than 3years	1.23 (1)	11.1 (19)	44.44 (36)	41.98 (34)	1.23 (1)	100 (81)	
	total	0.68 (2)	19.11 (56)	54.27 (159)	24.57 (720)	1.37 (4)	100 (293)	
trend	less than 3years	1.42 (3)	12.26 (26)	56.61 (20)	28.3 (60)	1.42 (3)	100 (212)	$\chi^2=22.3154^{***}$ , df=4, Cramer's V =0.2760
	more than 3years	1.23 (1)	1.23 (1)	40.74 (33)	53.09 (43)	3.7 (3)	100 (81)	
	total	1.37 (4)	9.22 (27)	52.22 (153)	35.15 (103)	2.05 (6)	100 (293)	

\*p<.05, \*\*p<.01, \*\*\*p<.001

These results show that while color and needlework decorations are clearly perceived as aesthetic factors that make the Hanbok more beautiful, while gold and silver plating and printing decorations are thought to be merely traditional aspects. Therefore, it would be required to find a way to express those decorations in a more modern fashion. Regarding cross-tabulation analysis with career, results shows differences. The wedding planners who have worked more than 3 years preferred much more 8.3% in printing decoration and less 16.18% in needlework decoration than short term worked wedding planners.

This reveals a similarity with the study conducted by Cho Woohyun and Kim Munyoung<sup>27)</sup> in that theirs showed color and pattern(37.8%) to be the most important aspects of Hanbok, but the 10.2% result on the quality of material from the same study shows that wedding planners put greater emphasis on the material of Hanbok(32.1%).

On color schemes, highly contrasting modern colors is that wedding planners preferred the most(33.6%) Contrary to the typical view that

wedding planners would prefer pastel tone color schemes(32.2%) as their image as professionals assisting preparation of weddings would suggest, they showed a high preference toward highly-contrasting modern color schemes and individual colors. This suggests that wedding planners in reality are much more individualistic when choosing traditional Hanbok.

On the questions about factors they regarded as the most important in choosing Hanbok's materials, the order of the factors<Table 4> were color tone(42%), texture(38.4%), sense of touch(13.9%), pattern(5.7%). These survey results showed that wedding planners regard the color tone and the texture of the material to be the most important when selecting Hanbok.

Regarding the question about materials for Hanboks, silk fabric(myeongju) is favored in all four seasons. This may be because that silk fabric is favored year-round in order to wear them for national holidays such as Chu-seok and New Year's Day and people have become less sensitive to hot or cold weather due to the development of air-conditioning. However as can be seen from the fact that the numerical

<Table 4> Aesthetic factors that affect Hanbok choice

%(n)

the factors regarded as the most important in choosing Hanbok	size	color	design	material	decoration
	1.1 (3)	38.4(104)	25.1(68)	35.4(96)	0(0)
the most preferred jeogori embellishment	color match	needlework	gold & silver plating	patchwork	printing
	44.3 (127)	31.4(90)	13.6(39)	3.5(10)	7.3(21)
the factors regarded as the most important in choosing materials of Hanbok	color	texture	touch	pattern	
	42 (118)	38.4 (108)	13.9 (39)	5.7 (16)	

<Table 5> Preferred materials

%(n)

variance	brocade	fine gauze	silk	no-bang	ramie fabric
spring & autumn	16.4 (44)	17.5 (47)	58 (156)	5.9 (16)	2.2 (6)
summer	6 (16)	14.6 (39)	34.3 (92)	7.8 (21)	37.3 (100)
winter	63 (172)	6.6 (18)	26.4 (72)	3.7 (100)	0.4 (1)

value of the system was an overwhelming 10% above other questions, there seems to be quite a few wedding planners that do not know about Hanbok material.<Table 5>

**3. The perception about favored Hanbok style, the Hanbok dress and the green jeogori and red chima**

On the matter of style, as in <Table 6>, 58.7% of the total survey favored the traditional style of Hanbok, which was followed by practical Hanbok for everyday use and party-dressed Hanbok. As it can be seen, the traditional style is still favored the most, which is a positive phenomena in maintaining our traditional culture.

Out of the traditional Hanbok style, It was the most that they favored a modern style with a slight change to the breast tie, which was followed by the basic style, 'Uhwoodong' style, and a Hanbok style of the Enlightenment Period which exposes the waistline because the length of both the breast tie and the jeogori are short. Combined together, it can be seen that people favor the traditional Hanbok silhouette in general but want a modernized Hanbok style through changes in detail.

Regarding the traditional green jeogori and red chima, most wedding planners were negative.

The pervasive view was that it lacks practicality, out of fashion and it did not suit them. Only 17.6% of the total really liked the green jeogori and red chima. And the color tone of the green jeogori and red chima was limited to the ceremonial dress for the bride, it could not be worn for events other than the wedding ceremony. But regarding cross-tabulation analysis with career, the wedding planners who worked longer showed 14.57% difference in likeness of the green jeogori and red chima. 28.57% of longer worked wedding planners thought that the green jeogori and red chima is very good whereas 14.01% short term worked wedding planners thought that it is very good.

On the matter of Hanbok dress, about 58.6%(174) of wedding planners perceived the Hanbok dress as a dress they would like to wear if given the chance, while 17.8% of the total believed it was beautiful but did not suit them, 15.8% regarded them as so-so, and 7.7% expressed the view that they would not want to wear them. Regarding the question of specific reason why they would like to wear the Hanbok dress, 82.2% wanted to wear it to give more diversity during the rehearsal shoot, and 12.7% believed the Hanbok dress can seem more courteous than the Western-style dress during the wedding. From these results, it can be seen

<Table 6> The perception about favored Hanbok style

%(n)

favored Hanbok style	traditional style	practical style	party dressed style		
	58.7(172)	29.4(86)	11.9(35)		
favored traditional Hanbok style	basic style	Uhwoodong style	modern style with a slight change to the breast tie	Hanbok style of enlightenment Period	
	34.6(102)	5.4(16)	54.9(162)	5.1(15)	
green geogori red chima	very good	beautiful but not suit	not harmonious in color	out of fashion	lack of practicality
	17.6(51)	20.1(58)	3.1(9)	18.3(53)	40.8(118)

that only a small number of planners would want to wear the Hanbok dress during their actual wedding.

#### 4. Periodic education on Hanbok

Regarding education on Hanbok, 47.1%(137) received it more than once per season, 24.1%(70) received it more than once every three months, and 14.4%(42) received it more than once per month. Therefore, about 85.6% are receiving regular education on Hanbok. And this education is carried out is through visits by Hanbok firms or through wedding planners visiting Hanbok firms, so there is plenty of room for improvement of the image of Hanbok through wedding planners. However as 14% of wedding planners do not receive education at all, it is imperative that there exist some kinds of education rules regarding the Korea Wedding Consulting Associations, the Korea Wedding Planner Association and The Korea Hanbok union to cooperate closely with one another to check on the qualifications of wedding planners.

#### 5. The wedding planners' leverage on brides' choice of Hanbok

On the question about brides who prepared Hanbok as a wedding ceremony dress, 30.6% of the total replied that 50~70% of brides who prepared wedding items with wedding planner prepared Hanbok as a wedding ceremony dress and 23.5% answered it was above70~90%, 7.5% replied it was above 90%.

Regarding the question about the percentage of wedding planners' involvement in brides' preparing Hanbok as a wedding ceremony dress, 29.8% replied that wedding planners' involvement in the process was above 30% but under 50%, 27.8% answered that it was above 50~ 70%, 5.8% believed it was above 90%. The general estimate of consulting firms is that the percentage of wedding planners' involvement in preparing Hanbok is on average 30%. According to this study, 77.3% of wedding planners are involved in more than 30% of the process. This goes to show that as wedding planners become more specialized, their involvement in preparing Hanbok with brides is increasing.

Regarding the question about whether wedding planners explain the necessity of Hanbok to future brides and grooms, as it can be seen in <Table 7>, 73.2% of the total wedding planners answered that they do, whereas 21.7% answered that they sometimes do but at times do not. It seems that most wedding planners intend to explain the necessity of Hanbok to the brides. But 4.7% regarded it as needed but do not introduce the necessity of Hanbok. To revitalize Hanbok Industry, it is need to make even 4.7% to explain the necessity of Hanbok. Because in response to the question of whether the bride chose Hanbok due to the persuasion of the wedding planner, 89.6% responded that they have had such experience. This goes to show that the persuasion of wedding planners have brought a positive effect.

As in <Table 7>, regarding the cumulative percentage of wedding planners who replied that brides who prepared Hanbok as a wedding ceremony

dress were above 50% is 61.6% and the cumulative percentage of wedding planners who replied that brides who prepared Hanbok with wedding planners together were above 50% is 47.5%, also wedding planners who experienced cases that bride chose of Hanbok due to the persuasion of them were 89.6%, wedding planners' leverage on brides' choice of Hanbok is far-reaching. Regarding cross- tabulation analysis with career, the wedding planners who have worked more than 3 years have more experience in persuasion of selecting Hanbok of future brides. So these results shows that the wedding planners' education on Hanbok is very important.

### 6. The appropriate Cost for Hanbok

As it can be seen in <Table 8>, about 65.3% of wedding planners answered that the appropriate price of one set of chima and jeogori is 400,000

<Table 7> The wedding planners' leverage on brides' choice of Hanbok

%(n)

brides prepared Hanbok as a wedding ceremony dress	30% below	30~50%	50~70%	70~90%	above 90%
	14.6(43)	23.8(70)	30.6(90)	23.5(69)	7.5(22)
involvement of wedding planners in bride's preparing Hanbok	30% below	30~50%	50~70%	70~90%	above 90%
	22.7(67)	29.8(88)	27.8(82)	13.9(41)	5.8(17)
explanation on the necessity of Hanbok	do	sometimes do	needed but do not explain	not do	
	73.2(219)	21.7(65)	4.7(14)	0.3(1)	
experience about bride choice of Hanbok due to the persuasion of the wedding planner	yes	no			
	89.6(268)	10.4(31)			

<Table 8> Expectative price of Hanbok

unit=10,000, %(n)

one set of chima geogori	less than 40	40~60	60~80	80~100	
	14.3%(42)	65.3%(192)	18.4%(54)	2%(6)	
one set of baji, geogori, baeja	less than 40	40~60	60~80	80~100	
	15.8%(47)	63.8%(190)	18.5%(55)	2%(6)	
one set of baji, geogori, jogi, magoja	less than 40	40~60	60~80	80~100	more than 100
	4.8%(14)	33.2%(96)	36%(104)	21.8%(63)	4.2%(12)

~600,000 won, and 18.4% replied it is 600,000 ~800,000 won. For one set of baji-jeogori and baeja, 63.8% regarded 400,000~600,000 won as an appropriate price, 18.5% believed 600,000~800,000 won. For one set of baji-jeogori, vest, and magoja(outer jacket) 36% believed 600,000~800,000 won as appropriate, 33.2% replied that 400,000~600,000 won as appropriate

## V. Conclusion and Proposal

According to the results of the study, on the matter of the general perception about Hanbok, wedding planners understood Hanbok's design, trend, color, material, and decoration the most in that order. Regarding cross-tabulation analysis with experience, the wedding planners who have worked more than 3 years have higher aesthetic consciousness and more knowledge on color, material, decoration, trend except design. Maybe it is the reason that the wedding planners who have worked longer have had regular education about professional knowledge of Hanbok.

On aesthetic factors affecting the choice of Hanbok, wedding planners chose color, material, style, size and decoration in that order, and the reason that material gained more votes than design is that they have expertise about Hanbok.

On the question about the most preferred jeogori embellishment, wedding planners showed a high preference in color decoration and needlework. However, a relatively low preference was shown for gold and silver plating, printing, and patchwork, therefore it is imperative to find out ways to express them in a more modern way. Regarding cross-tabulation analysis with career, the wedding planners who have worked more than 3 years preferred much more in printing decoration and less in needlework decoration than short term worked wedding planners. Regarding colors, wedding planners preferred modern arrangement of colors with strong color contrasts. About materials for Hanbok, silk fabric(myeongju) is favored in all four seasons. This is because that may be silk fabric is favored year-round. And wedding planners regard the color tone and the texture of the materials to be the most important when selecting Hanbok.

On the matter of selecting the Hanbok style, wedding planners preferred the traditional Hanbok style with the breast tie which is changed into short. And they regarded green jeogori and red chima as lacking practicality, and this seems to be a problem of lack of opportunity to wear them compared to its economic value. But regarding cross-tabulation analysis with career, longer worked wedding planners preferred green jeogori and red chima

than wedding planners who have worked for a short time. About Hanbok dress as a wedding ceremony dress, only a few would be willing to wear Hanbok dress during the actual wedding ceremony. This is partly due to the fact that Hanbok dresses are given out for free by firms for marketing purposes.

Wedding consulting firms estimate that around 30% of brides select Hanbok with the assistance of wedding planners, but as can be seen through survey results, there is an increasing dependency on wedding planners. According to surveys wedding planners give explanations to future brides on the necessity of Hanbok as a formal wedding dress. As a result, 89.6% of wedding planners experienced that brides who initially did not plan on preparing Hanbok as a formal dress, prepared Hanbok through the recommendation of wedding planners. This goes to show that the persuasion of wedding planners have brought a positive effect and as wedding planners become more specialized, their involvement in preparing Hanbok with brides is increasing. Now Wedding planners receive education on Hanbok at least once every season, and this kind of education is positively affecting brides and so education system on Hanbok is needed to reinforce.

Most appropriate price for one set of jeogori and chima, and one set of baji-jeogori and baeja for men's Hanbok was 400,000~600,000 won. Wedding planners believed that the main reasons why future brides do not select Hanbok as a ceremony dress are that the cost is too high relative to practicality and that there are not enough opportunities to wear them.

In conclusion, as there has been no study carried out regarding the perception of Hanbok by wedding planners and future brides, this study will help the Hanbok industry and the

wedding industry despite its limits. However, follow-up studies are needed to verify the causal relationship, as this particular study was based upon descriptive statistics. In addition to follow-up studies, it will be done to conduct surveys with future brides in person to provide more accurate information to the Hanbok industry.

## Reference

- 1) Shin Kyeongseub(2010), "The Analysis of Korean Formative-Artistic Characteristics in the Hanbok Fashion", *Journal of the Korea Fashion and Costume Design Association* 12(3), p.122.
- 2) Interview, Won Hyeun, Director of Korea Hanbok Union, 2010. 09. 02.
- 3) Shin Kyeongseub(2008), "Reaearch on the status of domestic wedding Industry", *Journal of Fashion Business* 12(3), p.158.
- 4) Korea Wedding & Party Planner Association (ed.)(2010), *Qualification Training of Korean wedding Planner*, p.55.
- 5) Hanbokin(2007. 03. 29), "Hanbok!! Still have merchantable quality?", *Hanbok Beauty*, Retrieved 2010. 05. 23, from <http://www.Hanbokin.com>
- 6) Hwang Chunsub(1977), "A Study on Modern People's Consciousness and Wearing Practice of Korean Costumes", *Journal of the Korean of Costume*, 1, pp.125~126.
- 7) Choi Yeongmi, Cho Hyosun(1989), "A Research on Purchasing Behavior and the Decision F Factors Influenced in Purchasing Hanbok", *Journal of the Korean of Costume*, 13, p.148.
- 8) Choi Seonheong, Jeong Inhee, Kang Sunje(1998), "A Study on the wearing and

- Purchasing Hanbok of Korean Urban Women”, *Journal of the Korean of Costume*, 35, p.34.
- 9) Lee Joohyeon et al.(2001), “Implications of Wearing 'Hanbok' in Korea”, *Journal of the Korean Society of Clothing and Textiles* 25(1), p.47.
  - 10) Ko Eunju(2005), “Suggestions for Brand Marketing strategies through Market Opportunity Analysis of Traditional Fashion Products”, *Journal of the Korean society of Clothing and Textiles*, 29(5), p.699.
  - 11) Cho Woohyun, Kim Munyoung(2010), “Reearch on Consumer Recognition of Korea Traditional Costume, Hanbok”, *Journal of the Korean of Costume*, 60(2), pp.136-137.
  - 12) Choi Yeongmi, Cho Hyosun, op. cit., pp.145-147.
  - 13) Cho Woohyun, Kim Munyoung, op. cit., p.141.
  - 14) Hwang Chunsub, op. cit., p.121.
  - 15) Choi Yeongmi, Cho Hyosun, op. cit., pp.143-146.
  - 16) Choi Seonheong, Jeong Inhee, Kang Sunje, op. cit., p.41.
  - 17) Cho Woohyun, Kim Munyoung, op. cit., p.135.
  - 18) Hwang Chunsub, op. cit., p.126.
  - 19) Choi Yeongmi, Cho Hyosun, op.cit., p.147.
  - 20) Choi Seonheong, Jeong Inhee, Kang Sunje, op. cit., pp.42-43.
  - 21) Lee Joohyeon, et al., op.cit., p.48.
  - 22) Cho Woohyun, Kim Munyoung, op.cit., p.142.
  - 23) "nuptiality, at an all time low", (2010. 03. 24), *Choseonilbo*, Retrieved 2010. 09. 25, from <http://www.biz.chosun.com>
  - 24) Lee Choowon, You Soonlye(2005), “A Study on Industrial Rationalization of Hanbok”, *Journal of Korean Traditional Costume*, 8(1), p.102.
  - 25) Shin Kyeongseub(2008), op. cit., pp.157-158.
  - 26) Although there are items which their cells have an expected frequency of five or less, because there is no difference in the result of Fisher's exact test and  $\chi^2$ , the verification result of  $\chi^2$  has been adduced.
  - 27) Cho Woohyun, Kim Munyoung, op. cit., p.134.

---

Received Sept. 15, 2010

Revised (Oct. 26, 2010, Nov. 16, 2010)

Accepted Nov. 22, 2010