A Study on the Visual Effects and Harmonic Sensitivity according to Body Type and Width of Necktie

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Abstract

The purpose of this study is to investigate the effect of body type (thin, standard, fat), Necktie width (narrow, medium, wide), gender (man, woman) on body type image and harmony Sensitivity in the combination of body type and necktie width. Sets of stimulus and response scales (7-point semantic) were used as experimental materials. The stimuli were 9 color pictures manipulated with the combination of necktie-width and body type using computer simulation. The subjects were 216 male and female undergraduates living in Gyeongsangnam-do.

In the visual effects of body type image, body type and necktie-width showed independent effect. Significant interaction effects of body type and necktie-width, body type and gender on body type image were found. In the harmony sensitivity in the combination of body type and necktie width, body type and necktie-width showed independent effect. Significant interaction effects of body type and necktie-width on harmony sensitivity were found. As to the thin body type, coordination of narrow tie or medium tie were evaluated as disharmony sensitivity. In case of standard body type were evaluated as harmony sensitivity regardless of the Necktie width. The degree of harmony can be perceived to be different depending on how the necktie width and body type are coordinate.

Thus, the analysis data for body type image and harmony sensitivity according to the combination of necktie width and body type thus provide basic material for image consulting or coordination.

Key Words

Necktie Width (넥타이폭), Body Type (체형), Visual Effect (시각적 효과), Harmony Sensitivity (조화감상)