A Study on Women’s Taste of Design Elements of Hallyu Products

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Abstract

Hallyu (the Korean wave) from the middle of 1990s, has widespread throughout not only China but all over the countries in East Asia and has unique position in the popular culture. Further, Hallyu even indicates the interest on Korean culture in general.

In particular, the exports of some consumer goods including home appliances, mobile phones, cosmetics and clothing have increased as an indirect effect of Hallyu. As the rates of social participation of female and the number of female consumers has been increased with Hallyu, feminine design elements have emerged as the core of every design. Women today are the subject of economic activities who can create and lead the fashion. Even the designs of vehicles, electronic goods and IT products which were mainly decided to purchase by men are not able to neglect the influence of women.

In the change of the current, the design industry shows more interest on the design which is more considerate to women and based on gender equality. For the last few years, a lot of international companies paid attention to the design development which can draw higher preference of women. In Korea, however, the main current of the designs are ‘of the men, for the men’ in the tradition of Confucianism. It is hard to find the designs ‘of the women, for the women.’

This study aims at analysing feminine design elements represented in Korean products emerged with the Korean wave, that is, Hallyu products. The design elements in Hallyu products will be researched and analysed focusing on its plastic elements especially from the viewpoint of women’s taste.

This research contains (1) data research & documentary research, (2) surveys, (3) the analysis of survey in China, (4) the application of the result of this study. The survey carried out targeting more than 200 people in China where Hallyu is distinctively strong among the countries in East Asia. With the result of the survey, this study suggests the application along with the core feminine design elements in Hallyu products, such as home appliances, mobile phones, cosmetics and clothing.

According to the result of the survey, the most preferred element in home appliances and IT products is the color design, followed by overall design and brand image. The preferred design types are classical, natural, elegant and modern in order. The most favored color combination represented in following order: complimentary colors, pastel shades, silver and primary colors. The most favored element in cosmetics on the other hand is appropriate price rather than container design, followed by brand image, quality. It appeared that the container design was the least favored. The preferred types of cosmetic designs are classical, modern, natural, elegant and romantic design in order. In addition, the most favored color combination in container design represented in following order: complimentary colors, primary colors, silver and pastel shades.

The result of this study with the analysis of feminine design elements in Hallyu products will assist to understand the core elements of design not only targeting the markets in East Asia but in and outside of the country. Further, it will be