Colors and Color Arrangement Characteristics of Korean Tracking Jackets for Men and Women

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Economic growth and development of modern living has changed people's lifestyles and along with interest in health, outdoor sports is also becoming popularized. Korean mountain climbing in the past took place centering on the men of the baby boom generation, but lately the range of consumers is widening to women in their 20's-30's. Such phenomenon has created new coinage like "Outro" and now various concept designs that consider not only technical and functional aspects but also aesthetic prospects for outdoor wear are being emphasized.

Related scholastic studies also have subdivided into developing material with increased functionality, comfort evaluation, consumer analysis centering on middle-aged men from the baby boom era, market investigation, design and much more. From a study on the benefits of outdoor wear-pursuing consumers in their 20-30's, aspects of fashion and trend were the benefits which showed to be most highly sought after. Meanwhile, the baby boom generation pursues comfort and their everyday use frequency shows to be high. This means that aesthetic aspects play a significant role when people select the products. However, there is not sufficient research in Korea or abroad on outdoor wear and studies on color are especially difficult to find.

In this study, the aim is to investigate into the color characteristics of men's and women's outdoor tracking jackets by analyzing their present colors. This will become ground material that can be used for color scheming in the future, which has been discriminated against until now in the outdoor wear product planning stage.

The research method that was used was collecting color data from the 2009-2011 S/S, F/W catalogues according to brand in order to analyze the color traits that are used in domestic outdoor wear. The standards by which selection was made for target investigation brands and their ranking order were high market share based on 2010 domestic outdoor wear sales and high recognition brands. Finally, investigation was conducted on the 7 brands for which catalogues were available as The North Face, Kolon Sports, K2, Columbia, Mont Bell, Millet, and Arc'teryx.

Munsell Conversion CMC11 version was used for color analysis, which was conducted by classifying colors into 12 fields according to the PCCS color classification rule.

Collected colour distribution by 7 brand's catalog from S/S season of 2009 to the F/W season of 2011 is as follows. The total number of the collected colours are 3,421, 1,572(46.0%) for the S/S season, 1,849(54.0%) for the F/W season. Collected colours by each brand was the North Face 833(24.3%), Arc'teryx 605(17.7%), Kolon Sports 534(15.6%), Columbia 461(13.5%), Millet 386(11.3%), MontBell 366(10.7%), and K2 236(6.9%) respectively. Munsell 10 hue distribution of the dominant colour of the collected data showed Purple Blue line 18.2%, accounted for the largest portion, Red line 15.7%, Yellow line was followed by 10.4%. However, examine closely men's outdoor wear colours used on Purple blue(24.4%), Red(14.0%), Yellow(11.2%) and the women's one on Red(17.8%), Red purple(14.4%), Purple Blue(11.0%) showed differences in the order
shown. Purple Blue and Red for men's but women's, warm colour like Red line and Red Purple line were more commonly used. The most common distribution of the entire hue was achromatic colour 15.6%, strong hue 13.5%, dark greyish hue followed by 11.6% respectively. In detail, used hue on outdoor wear for men tint Neutral(16.1%), strong(14.7%), dark greyish(14.6%) and for women tint Neutral(14.9%), vivid(14.2%), bright(14.2%) are in order. That stood out the use shades that are opposite to each other as men with a dark and strong hue while women use bright and clear tones.

Arrangement of colours in the entire case appear a rate of 17.4%. The total number of images collected 596 full-color scheme, S/S season 279(46.8%), F/W season 317(53.2%) respectively. The data collected in the secondary colour of the whole Munsell 10 hue distribution was Purple Blue line to 17.1% was accounted for the largest portion, Red line 14.1%, Yellow line was followed by 12.2%. However, in detail, used colours for the men's outdoor were on Purple Blue(19.4%), Green Yellow(12.9%), Red(11.9%) and women of were Red(18.2%), Yellow(15.8%), Purple Blue(12.9%) followed by partial differences were appeared. Purple Blue, Red, Green Yellow line were focused on for Men's, but the other women, Red Purple and Green Yellow also relatively evenly distributed with 11.0% and 10.5%. It showed it was being used by a variety of colours than men's. Dark grey distribution of the entire hue was highest portion with 21.5%, neutral to 13.4%, greyish hue was the order of 13.3%. Examine in detail the hue used in outdoor wear showed for men were dark greyish(24.3%), neutral(15.2%), greyish(15.2%) and for women were dark grayish(15.3%), strong(12.4%), deep(11.0%) in order. 10.0% more with greyish tones and also neutral tones were widely used. Both men's and women's with dark and grayish tint but Strong hue were stood up with women.

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