Female Consumers' Attitudes towards Bridal Hair Accessories: An Exploratory Study

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Abstract: This study aimed to probe into women's perceptions of modeling images of bridal head ornaments. Nowadays, marriage is important stage of life. In wedding planning, bride modeling is one of the services provided by wedding planners. Bridal ornaments can complete the overall modeling. Modern fashion keeps changing and the design of ornaments becomes diverse. Do women have different modeling images for different types of ornaments? By analyzing the modeling images of head ornaments through the use of vocabulary, this study aimed to suggest women's perceptions of bridal head ornaments to allow stylists, wedding planners and metal designers to design goods matching women's needs. The research methods included two stages. At the first stage, the researcher reorganized pictures of bridal head ornaments and divided them into the five types of flower, crown, hair band, gauze and ribbon. Validation was conducted at the second stage. This study generalized adjectives and selected five groups of adjectives according to an expert review. Finally, by questionnaire survey, the researcher explored women's perceptions of modeling images of bridal head ornaments. According to the findings, women's overall preferences for bridal head ornaments are for those that are fashionable, simple and unique, and ancient and elegant, as well as slightly delicate and bright. The results could function as criteria for designers.

Keywords: Bridal head ornaments; Wedding planners; Modeling image; Vocabulary

1. Introduction

Nowadays, the operations of the wedding photography industry in Taiwan are diverse. Currently in Taiwan, there are 140,000 to 180,000 pairs of newly-weds every year. However, with the increase in the number of wedding photography and dress firms, the firms have encountered the pressure of competition. They have been forced to introduce various kinds of marketing strategies and promotions, as well as new photography styles, operational techniques and choices to attract customers [2]. Wedding planners are part of the wedding service, and their main task is to deal with the overall modeling design for the newly-weds. In earlier times, brides were usually dressed up using fresh flowers. However, nowadays people tend to use ornaments for convenience. Since flowers are fragile, cannot be reused, and easily wither, many stylists and wedding dress companies avoid using them [3]. In overall modeling, accessories are used as ornaments. Bridal head ornaments are important accessories and are the focus of the public. Modern women who believe in individualism value having options, and bridal ornaments that vary according to individual characteristics and preferences are the necessary elements of a perfect wedding.

1.1 Research Motives and Background

In modern society, it is common for women to enter the workplace. Do women have different cognitions of different types of materials? Besides work life, marriage is another important plan in life. A bride's overall modeling is the focus on the day of wedding. Ornaments aim to complete the modeling. Wedding planners attract consumers with their innovation and creativity, and this is reflected in their ornaments. In order to match fashion trends, ornament design has become diverse. The researcher suggested wedding planners' ornament use rate. Among others, head ornaments (hair clips, wedding veils and crowns) and flowers are used more frequently [6]. This study mainly investigated wedding planners' preferences and use rates. In the current market, product design should be based on customers' needs and preferences; thus, this study explored women's cognition of head ornaments.

1.2 Research Purposes

- (1) Probe into women's cognition of bridal head ornaments.
- (2) Analyze women's different modeling images of bridal head ornaments.
- (3) Function as criteria for wedding planners' or ornament designers' design and matching.

1.3 Research Scope and Limitations

The appearance and color of ornaments will influence the users' matching model. This study explored the appearance of different kinds of bridal head ornaments to probe into women's cognition of the modeling images of different head ornaments. Therefore, bridal head ornaments are the subjects. The researcher also analyzed image vocabulary in order to recognize the design elements of head ornaments.

2. Literature Review

2.1 Bridal Ornaments

Wedding planners and wedding dress stylists are often the main characters that deal with the appearance and characteristics of newly-weds, and ornaments are the keys in the overall design. Thus, the ornaments into eight categories: flowers, crowns, hat bodies, diamonds, gauze, hair bands, ribbons, and needles [9]. The researcher suggested that models of ornaments include two parts. The first part is head ornaments, including crowns, delicate head flowers, gauze, pearl hair bands, color diamond hair bands, and hat bodies, etc. The second part is earrings and necklaces, including splendid, elegant and noble styles, and colors [1]. Based on the above literature review, this study divided head ornaments into flowers, crowns, hair bands, gauze, and ribbons for the following research.

2.2 Definitions of Modeling

The concept of modeling was created at the Bauhaus college in Germany in 1919. It is the product of modern civilization. In German, the noun "modeling" is gestaltung, and the verb is gestalten. The origin of the word means "gestalt", or the complete pattern. It is a complete pattern explored in Gestalt psychology. It is usually the basic condition of modeling [8]. Lu stated that, "modeling is different from pattern. Pattern is the first element of modeling. Pattern includes geometric patterns and organic patterns. It must have color, quality, dynamics and space in order to become modeling." Scholars' definitions on modeling are shown as in Table 1.

Author / Year	Definition of modeling
Ying-hui Weng /1986	Visible or tangible formation and activity modeling of materials perceived
	through visual language.
Zdzislaw / 1988	Modeling presents the aesthetics for the audience and thus there should be
	multiple unifications.
Yung-fu Chiu / 1990	Modeling is the main characteristic of an object and the element of industrial
-	design.
Jan Burney / 1991	Modeling is a kind of message (image) conveyed by an object. The object not
	only presents a visual image but also includes another level of the phenomenon or
	spirit perceived.
Ching-tien Yang / 1997	Modeling is the movement to create form. Modeling is a concrete form consisting
	of institution and function. Modeling includes form, color, material and quality. It
	emphasizes the overall image after integration.
Cheng-lien Teng, Wen-te	Modeling is the main factor of a product.
Chang / 2003	
	Source: compiled by this study

Table 1. Different scholars' definitions of modeling [11,13,4,7,12,10]

Source: compiled by this study.

2.3 Modeling Image and Definition of Vocabulary

According to the Concise Psychology Dictionary, image is defined as the combination of concept, judgment, preference and attitude toward general things. Image emphasizes the content by mental states and feelings. Based on Encyclopedia Americana, image refers to the concrete image of a person or things, even in the most complicated usage. It specifically presents what the sensory organs cannot perceive. By image thinking with values, association and imagination and based on group image perception, memory and presentation, regarding the correlation between the modeling image of products and image vocabulary, the creator triggers the audience's sensory image or emotional and rational responses through the use of words. In short, the concept of image an abstract design matched this study, which tried to explore women's perceptions of head ornaments and the relationship between modeling image vocabulary and design elements.

Based on the above analysis, current studies on modeling image have rarely explored the image of bridal head ornaments. Thus, this study analyzed image vocabulary of bridal head ornament modeling. The result can function as criteria for wedding planners or ornament designers in design and development.

3. Research Method and Analysis

This study mainly probed into the cognition of modeling images of bridal head ornaments. In order to more precisely accomplish the research purposes, by a literature review, this study reorganized related data to construct a conceptual base for bridal ornaments. Analysis was conducted using a questionnaire survey and the Pearson product-moment correlation. The result highlighted the development of manufacturing and design elements of head ornaments and women's cognition of selecting bridal head ornaments. Thus, this study explored the perception of modeling images and the different preferences of the respondents.

3.1 Research Subjects

The main subjects were women who were at least 18 years old and unmarried (single or divorced).

3.2 Research Samples

By a literature review and the opinions of experts, bridal head ornaments were classified into five types and ten models. Since this study aimed to probe into the modeling image of bridal head ornaments, at the beginning, the

samples are shown by using pictures of real models with the same color, in order to avoid the respondents' preference and matching of color, which could influence the precision of the experiment. The five types of bridal head ornaments and the nine models are shown in Table 2.

Туре	Description of sample	Picture of sample	Description of sample	Picture of sample
(A) Flower	Sample 1: Single combination	0	Sample 2: Double combination	0
(B) Crown	Sample 3: Single material		Sample 4: Composite material	9
(C) Hair band	Sample 5: Single material		Sample 6: Composite material	
(D) Gauze	Sample 7: Single material	6	Sample 8: Composite material	Ó
(E) Ribbon	Sample 9: Single material		Sample 10: Composite material	

Table 2. Five types of bridal head ornaments

Source: compiled by this study.

3.3 Research Tools

As to the adjectives of modeling image, this study reviewed 60 adjectives in the researcher Application of Paiwan Culture Image in Modeling and Ornament Design [5]. First, experts evaluated the perception of the adjectives and selected 20 words matching this study. The adjectives and research samples were investigated using a questionnaire that focused on women's modeling image of bridal head ornaments.

Twenty adjectives					
Fresh	Conservative	Pure	Ancient	Tough	
Charming	Avant-garde	Sexy	Fashionable	Gentle	
Traditional	Tawdry	Young	Simple	Handsome	
Fashion	Elegant	Mature	Splendid	Cute	

Source: compiled by this study.

3.4 Data Analysis

Statistical analysis of this study was based on factor analysis and Pearson product-moment correlation.

4. Results and Discussion

4.1 KMO and Bartlett Tests

According to the KMO results of factor analysis and the Bartlett test, the KMO was 0.879, indicating that factor analysis could be conducted. Bartlett's Test of Sphericity was 5569.703 (freedom is 45) and was significant. An Eigenvalue 1 is the standard of extraction, and by the square of rotation and variance in loading, the researcher obtained four principal components. The explained variances were 23.024%, 21.256%, 12.554% and 10.112%, and the total explained variance was 66.946%. The researcher then analyzed the internal consistency of the factors using Cronbach's α . Cronbach's α ranged from 0.89~0.64, which indicated that the factors were all acceptable or good. Thus, the four factors were suitable for this study. The factors were named fashionable, simple and unique, ancient and elegant, and delicate and bright.

4.2 Factor and Vocabulary Classification

According to the image evaluation after factor rotation analysis, Factor 1 (fashionable) included three adjectives and had an explained variance of 23.024%. Factor 2 (simple and unique) included six adjectives and had an explained variance of 21.256%. Factor 3 (ancient and elegant) included six adjectives and had an explained variance of 12.554%. Factor 4 (delicate and bright) included five adjectives and had an explained variance of 10.112%. In order to probe into the internal consistency of the factors, the researcher conducted Cronbach's α , and the result showed that Cronbach's α ranged from 0.92~0.63. The analytical results and names of factors were then reorganized, as shown in Table 4.

Factor	Name	Adjective	Eigen value	Explained variance %	Accumulated explained variance %	Internal reliability
Factor 1	Fashionable	Fashion Avant-garde Fashionable	4.248	23.024%	23.024%	0.92
Factor 2	Simple and unique	Fresh Tough Pure Elegant Young Handsome	3.512	21.256%	44.28%	0.80
Factor 3	Ancient and elegant	Conservative Ancient Gentle Traditional Tawdry Simple	2.346	12.554%	56.834%	0.63
Factor 4	Delicate and bright	Charming Sexy Mature Splendid Cute	2.144	10.112%	66.946%	0.72

Table 4. Factor analysis

Source: compiled by this study.

4.3 Pearson Correlation Coefficient

According to Table 5, based on women's views on sample 1 (flower - single combination), fashionable was significantly related to simple and unique (0.737***) as well as ancient and elegant (0.501***). In other words,

women perceive single flower combinations as being fashionable, simple and unique, and ancient and elegant. As to the other modeling images, delicate and bright did not have a significant correlation.

Sample 1:	Fashionable	Simple and	Ancient and	Delicate and
Flower -single combination		unique	elegant	bright
Fashionable	1			
Simple and unique	.737***	1		
Ancient and elegant	.501***	.633***	1	
Delicate and bright	077	208	.137	1

Table 5. Correlation coefficient analysis of single flower combinations

***When significance level is 0.00 (two-tailed), correlation is significant; **when significance level is 0.01 (two-tailed), correlation is significant; * when significance level is 0.05 (two-tailed), correlation is significant. Source: compiled by this study.

According to Table 6, based on women's views on sample 2 (flower - double combination), fashionable was significantly related to simple and unique (0.733***) as well as ancient and elegant (0.487***). In other words, women perceive double flower combinations as being fashionable, simple and unique, and ancient and elegant. As to the other modeling images, delicate and bright did not have a significant correlation.

Table 6. Correlation coefficient analysis of double flower combinations

Sample 2: Flower -double combination	Fashionable	Simple and unique	Ancient and elegant	Delicate and bright
Fashionable	1			
Simple and unique	.733***	1		
Ancient and elegant	.487***	.648***	1	
Delicate and bright	106	123	087	1

***When significance level is 0.00 (two-tailed), correlation is significant; **when significance level is 0.01 (twotailed), correlation is significant; *when significance level is 0.05 (two-tailed), correlation is significant. Source: compiled by this study.

According to Table 7, based on women's views on sample 3 (crown - single material), fashionable was significantly related to simple and unique (0.757***), as well as ancient and elegant (0.648***). In other words, women perceive crowns made of a single material as fashionable, simple and unique, and ancient and elegant. Delicate and bright was significantly related to simple and unique (0.288*).

Sample 3:	Fashionable	Simple and	Ancient and	Delicate and
Crown - single material		unique	elegant	bright
Fashionable	1			
Simple and unique	.757***	1		
Ancient and elegant	.648***	.534***	1	
Delicate and bright	.194	.288*	.107	1

Table 7. Correlation coefficient analysis of crowns made of single material

***When significance level is 0.00 (two-tailed), correlation is significant; **when significance level is 0.01 (twotailed), correlation is significant; *when significance level is 0.05 (two-tailed), correlation is significant. Source: compiled by this study.

According to Table 8, based on women's views on sample 4 (crown - composite material), fashionable was significantly related to simple and unique (0.610^{***}) , as well as ancient and elegant (0.461^{***}) . In other words, women perceive crowns made of composite material as fashionable, simple and unique, and ancient and elegant. Delicate and bright was significantly related to simple & unique (0.278^{*}) .

Sample 4: Crown - composite material	Fashionable	Simple and unique	Ancient and elegant	Delicate and bright
Fashionable	1			
Simple and unique	.610***	1		
Ancient and elegant	.461***	.412**	1	
Delicate and bright	.278*	.052	.123	1

Table 8. Correlation coefficient analysis of crowns made of composite material

***When significance level is 0.00 (two-tailed), correlation is significant; **when significance level is 0.01 (two-tailed), correlation is significant; *when significance level is 0.05 (two-tailed), correlation is significant. Source: compiled by this study.

According to Table 9, based on women's views on sample 5 (hair band - single material), fashionable was significantly related to simple and unique (0.554***), as well as ancient and elegant (0.644***). In other words, women perceive hair bands made of a single material as fashionable, simple and unique, and ancient and elegant. As to the other modeling images, delicate and bright did not have a significant correlation.

Table 9. Correlation coefficient a	alysis of	hair bands mad	le of single material	
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Sample 5: Hair band -single material	Fashionable	Simple and unique	Ancient and elegant	Delicate and bright
Fashionable	1			
Simple and unique	.554***	1		
Ancient and elegant	.644***	.554***	1	
Delicate and bright	121	125	132	1

***When significance level is 0.00 (two-tailed), correlation is significant; **when significance level is 0.01 (twotailed), correlation is significant; *when significance level is 0.05 (two-tailed), correlation is significant. Source: compiled by this study.

According to Table 10, based on women's views on sample 6 (hair band - composite material), fashionable was significantly related to simple and unique (0.610***), as well as ancient and elegant (0.461***). In other words, women perceive hair bands made of composite material as fashionable, simple and unique, and ancient and elegant. There was a significant correlation between delicate and bright and simple and unique (0.278*).

Table 10. Correlation coefficient analysis of hair bands made of composite material

Sample 6: Hair band - composite material	Fashionable	Simple and unique	Ancient and elegant	Delicate and bright
Fashionable	1			
Simple and unique	.610***	1		
Ancient and elegant	.461***	.412**	1	
Delicate and bright	.278*	.052	.123	1

***When significance level is 0.00 (two-tailed), correlation is significant; **when significance level is 0.01 (twotailed), correlation is significant; *when significance level is 0.05 (two-tailed), correlation is significant. Source: compiled by this study.

According to Table 11, based on women's views on sample 7 (hairnet - single material), fashionable was significantly related to simple and unique (0.633^{***}) , ancient and elegant (0.534^{***}) , and delicate and bright (0.517^{***}) . In other words, women perceive hairnets made of a single material as fashionable, simple and unique, ancient and elegant, and delicate and bright.

Sample 7: Hairnet - single material	Fashionable	Simple and unique	Ancient and elegant	Delicate and bright
Fashionable	1			
Simple and unique	.633***	1		
Ancient and elegant	.534***	.477***	1	
Delicate and bright	517***	.488***	.194	1

Table 11. Correlation coefficient analysis of hairnets made of single material

***When significance level is 0.00 (two-tailed), correlation is significant; **when significance level is 0.01 (twotailed), correlation is significant; *when significance level is 0.05 (two-tailed), correlation is significant. Source: compiled by this study.

According to Table 12, based on women's views on sample 8 (hairnet - composite material), fashionable was significantly related to simple and unique (0.754***), ancient and elegant (0.644***), and delicate and bright (0.554***). In other words, women perceive hairnets made of composite material as fashionable, simple and unique, ancient and elegant, and delicate and bright.

Table 12. Correlation coefficient analysis of hairnets made of composite material

Sample 8: Hairnet - composite material	Fashionable	Simple and unique	Ancient and elegant	Delicate and bright
Fashionable	1			
Simple and unique	.754***	1		
Ancient and elegant	.644***	.554***	1	
Delicate and bright	.554***	.412**	410**	1

***When significance level is 0.00 (two-tailed), correlation is significant; **when significance level is 0.01 (twotailed), correlation is significant; *when significance level is 0.05 (two-tailed), correlation is significant. Source: compiled by this study.

According to Table 13, based on women's views on sample 9 (ribbon - single material), fashionable was significantly related to simple and unique (0.654***), as well as ancient and elegant (0.544***). In other words, women perceive ribbons made of a single material as fashionable, simple and unique, and ancient and elegant. Among the other modeling images, delicate and bright did not have a significant correlation.

Table 13. Correlation coefficient analysis of ribbons made of single material

Sample 9: Ribbon - single material	Fashionable	Simple and unique	Ancient and elegant	Delicate and bright
Fashionable	1			
Simple and unique	.654***	1		
Ancient and elegant	.544***	.461***	1	
Delicate and bright	089	206	103	1

***When significance level is 0.00 (two-tailed), correlation is significant; **when significance level is 0.01 (twotailed), correlation is significant; *when significance level is 0.05 (two-tailed), correlation is significant. Source: compiled by this study.

According to Table 14, based on women's views on sample 10 (ribbon - composite material), fashionable was significantly related to simple and unique (0.644***), as well as ancient and elegant (0.534***). In other words, women perceive ribbons made of composite material as fashionable, simple and unique, and ancient and elegant. As to the other modeling images, delicate and bright did not have a significant correlation.

Sample 10: Ribbon - composite material	Fashionable	Simple and unique	Ancient and elegant	Delicate and bright
Fashionable	1			
Simple and unique	.644***	1		
Ancient and elegant	.534***	.454***	1	
Delicate and bright	021	115	122	1

Table 14. Correlation coefficient analysis of ribbons made of composite material

***When significance level is 0.00 (two-tailed), correlation is significant; **when significance level is 0.01 (twotailed), correlation is significant; *when significance level is 0.05 (two-tailed), correlation is significant. Source: compiled by this study.

5. Conclusions

The modeling design of ornaments influences the customers' selection and intention to use. Thus, designers must design ornaments according to the customers' thoughts and needs. By a literature review and the analysis of the modeling image perception design of adjectives used for bridal head ornaments, this study reorganized and generalized a number of conclusions as criteria for future researchers. According to the literature review, the researcher classified bridal head ornaments into five types to allow designers and wedding planners to recognize the market and distinguish types of bridal head ornaments for future modeling design. The results of the questionnaire survey and analysis were as follows.

Among the 10 samples of the five different types, the modeling images were different. The researcher realized that single flower and double flower combinations were perceived as fashionable, simple and unique, and ancient and elegant, as were crowns made of both single and composite material. Delicate and bright was insignificant. Hair bands made of both single and composite material were perceived as fashionable, simple and unique, and ancient and elegant. Delicate and bright was insignificant. Hairnets made of both single and composite material were perceived as fashionable, simple and unique, and ancient and elegant. Delicate and bright was insignificant. Hairnets made of both single and composite material were perceived as fashionable, simple and unique, ancient and elegant, and delicate and bright. Ribbons made of both single and composite material were perceived as fashionable, simple and unique, ancient and elegant, and delicate and bright. Ribbons made of both single and composite material were perceived as fashionable, simple and unique, and elegant.

According to the overall results, women's preferences for bridal head ornaments are for those that are fashionable, simple and unique, and ancient and elegant. There was insignificant evidence to support delicate and bright. The findings could function as criteria for designers.

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