Favorability’s Difference of Beard Type According to Perceiver’s Characteristic

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Abstract

The modern people do express their personalities by appearance and actively use the appearance as the social tools, and the attractive appearance largely does influence the human relationship. As the appearance’s importance is being magnified, the attractive appearance and favourable impression is an important standard for job performance and social position, and used as the way to reach the social goal. This study does investigate the design’s kind and character of the beard which belongs to the male exclusive property and compare the differences of the impression’s formation according to the beard design. The empirical results confirmed that the male beard design formatted the various impressions according to the designs and their mutual relationship existed. Therefore, the beard is a symbol of maleness and an expression for the social position and personal character, whereas it possesses the very important meaning as the influencing factor on the impression’s change.

First, the pre stimuli were finished through the pre survey for composition of questionnaire in order to evaluate the impression after selection of experimental models and beard types for measuring instruments. Second, sixty three university students were surveyed by pre stimuli and questionnaire as pre experiment, and afterwards the measuring instruments and experimental design were revised. Third, the stimuli completed (nine beard designs) were intentionally well distributed as questionnaire by sex and ages in Seoul metropolitan and her environment, and the factorial analysis and the coefficient of Cronbach’s α for reliability test were completed for questionnaire’s validity using SPSS/PC+ Window Ver. 12.0.

Key words : beard type, favorability, impression’s formation, perceiver’s characteristic

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This research was supported by the Academic Research fund of Hoseo University in 2012
I. Introduction

The personal appearance is a impressing tool of the image that people desire to display, and at the same time, it plays a symbolic role for evaluating the impression of other people. The appearance condition such as face, body shape, clothes, accessories, hair style and etc does formate the impression combined with the non linguistic communication like gesture and eye signal (W. Song, 2009). The face that is visually first of all recognized plays the most important role for decision of the first impression (Kang, 2011), and it continuously influences the personal evaluation and behavior, so the interest in appearance is extended. The attractive appearance and the favorable impression is used as the means to reach the goal among males doing more social participation than females. There is a trend of the fixed concept to recognize the attractive face as socially desired characteristic, high position and ability (Kang, 2011; Landy & Sigall, 1974).

Many researchers have segmentalized the external variables such as face characteristic, hair style, clothes, decoration and analyzed the segmentalized variables to investigate how they influenced the social attitude, attribute and behavior them when the importance of appearance is magnified. Analyzing the pre researches on the impression’s change of male, the impression’s formation according to the face measurement and structure can be announced in psychological field (Cho, 2004; K. Lee, 2002).

The differences of impression’s formation according to change of the clothes types, body shape, accessories, glasses have been researched in fashion design science (S. Lee & Lee, 1993; Song & Lee, 2001), and the researches on impression according to the male face type and hair style have been actively completed (Im & Kang, 2003; Kim & Ryu, 2004; You & Ryu, 2008). The most researches on the male impression are related to clothes, body shape, accessories and hair style, but researches on beard that belongs to the male exclusive property as the influencing factor of male face impression have been hardly completed.

The beard is a symbol of maleness and expression of social position and personality, and it plays a role to change the face impression. The beard design plays a important role for impression’s formation by emphasizing and harmonizing the certain parts combined with other external conditions and it influences the social images. Therefore, it would be very worthwhile to investigate the beard as a influential factor on male impression’s change from the view point of the modern people.

Thus, beard design as the factor of male impression’s formation not as beard in visagistic area will be researched as follows.

First, the beard design types and characters of male will be apprehended by pre research, literature research and picture analysis.

Second, the favorability’s differences according to beard types will be compared by stimuli suggestion.

The favorability’s differences of beard types according the perceiver’s characteristics will be discussed with the research results.

This research does shed new light on the recognition of the modern people about beard and will give the empirical data for image display of figure to be expressed in character makeup.
II. Theoretical background

1. Theory of Person Perception

Perception is a organizing and interpreting process receiving the stimulus in human environments (Hilgard, Atkinson, & Atkinson, 1979), and the perceptual process is called as 'person perception' in case of human being as perceptual object. Namely, it means perception of others and myself and formed impression by subjective perception looking others (I. Lee, Lee, & Shin, 2001). For person perception, only some cues will be used when we communicate with others. For example, sex, age, dress, shape, expression, gesture, eye tail, etc will be used for decision and they are called as cue if they are related to the impression's formation (Song, 1999).

Cue of person perception is classified as dynamic cue and static cue respectively (Shin, 2010). Dynamic cue includes expression, gesture, action, etc, and they are used as stimulus cue in the process of the high stage person perception. Static cue includes body character and clothes, and perceiver can intentionally control the clothes and decorations. So static cue influences the perceiver's decision. Therefore, person perception is very different person to person due to the evaluation of others based on the referring myself and is produced by mutual reaction with perceptual objects (Schneider, Hastorh, & Ellsworth, 1979).

Schneider (1979) had classified 6 stages for person perceptual process.

The first stage is a stage for attention as the early stage for person perception. Perceiver are not interested in all visible stimuli but selectively give attention only to the distinguished stimuli, and actually give attention to the stimuli that they are interested in. Namely, this process means a selection and categorization about informative cues acquired. Shape, behavior and etc belong to the stimuli cue, and the cue distinctiveness influences the cue selection related to the perceiver’s value and interest (Kaiser, 1985).

The second stage is a quick decisive stage where the prompt emotional response occurs without the complicated perceptive process. Stimuli are the shape and behavior classified and selected, the results are the emotional response like favorability, attractiveness, repulsion or decision according to the fixed idea.

The third stage is a stage of cause attribution where the perceiver guess the character, attitude and ability of stimuli cues perceptual objects supplying and finally the behavior cause of the object. At this time, the stimuli are behavioral units of objective person, and the results are the cause attribution related to the personality, character, intention and ability of objective person.

In the fourth stage, the cause attribution of characteristic is used as stimulus, and perceiver will guess the characteristics that the perceptual objects seem to possess. These characteristics will be used as stimulus in the fifth stage.

The fifth stage is a stage of impression’s formation. Perceiver will make decision and evaluation organized about the objective person. Perceiver will organize the various deductions resulted from the doer’s action as a unity of the consistent meaning.

The last stage is a stage for prediction of the behavior in the future. Perceiver will predict how the perceptual object does act, using the results of personal perception in the fifth stage.
as the stimuli. The impression will be formatted by the such stages, and the cues for decision of impression in each stage will be changed. The 1st and 2nd stage are the stage where the impression of others are decided by non linguistic cues (shape, action), and appearance especially is a important cue for decision of others impression in the early stages (Kang, 2011).

According to the study of Kaiser (1985), perceiver will promptly formate the impression of strangers and unknown people in spite of the limitation of available information, and possesses the trend to decide not only the visual characters such as skin color, body size, clothes style, but also the internal characters such as emotion, personality, attitude and etc. Namely, the importance of the human appearance such as face shape, body shape, hair style, clothes and accessories will decrease due to the closeness each other, but they play a important role for process of personal perception delivering the information on the external and internal characters as one of the most important non linguistic cues. Therefore, the appearance is a main variable for personal perception at the early stage of meeting others.

2. Concept and Character of Beard

Beard is hair grown on the below part of face, the 2nd sex character spread over the lower jaw, lip circumstance, sub nose, surface of jaw bone, surface of cheek and etc, and hardly falls out, grown up to 30~50cm. There are mustache on sub nose, beard on jaw, whisker on left and right cheek according to the growing part of hair. Beard show the color of black, red or gold according to the race, similar to the color of head hair, but is changed by age. The psychology dealing with beard is different period to period and people to people. Beard is a symbol of maleness and maturity as people have a saying in Germany, "there is no understanding without beard." Beard is seen mostly on male, and so external standard for gender (Yang, 2005).

Cognitive psychology regards beard as a male symbol of power, stamina, vitality and etc. Black and short beard emblemizes the youth, white beard emblemizes the age and accumulated power, and thus, beard mostly influences the image change.

The monks in the middle age had cut the beard for respecting God, and it had been a symbol of power for the long period, even though some autocrats had forbidden the beard. The reason why the males in the modern time grow the beard in spite of the negative opinions seems to be the results of psychological purpose and beauty pursue. Growing the beard now days can be interpreted as resistance against the fact that the female power has been increased and pin up boys as sexual object has been risen. The american psychologist, Erikson, has the similar opinion and told in his theory of development stages that the male basically has a basic instinct to grow a beard and actually feels as strong man and maleness after growing a beard. Growing a beard of male can be interpreted as expression of power and charisma by return to the past image (Park, 1988).

Additionally, beard became a sign faithfully presenting belonging and thought. 'Sunnah' means growing a beard for Arabic male and 'customary practice in Arabic. Namely, the maintenance of Sunnah means discharging one’s duty. Thus, the Arabic median reported that cutting the beard of Sadam Hussein after his arrest was the most insulated action and
stimulated the bond of sympathy among Iraqi
become a ember of resistance and his beard
must mean a symbol for his political status. The
Jewish also have kept the law to forbid cutting
beard under all circumstances, and shaving was
regarded as an action for punishment in the Old
Testament (Daniela, Klaus, & Vonder, 2004).

Afghanistan is a only country where growing
beard is compulsory. Male should grow fully
beard on the face according to the national law,
not tradition and custom. This action is following
the order of Muhammad, and taliban worriers
should keep this law with all their soul, be
punished in case of cutting beard arbitrarilry.
Meeting the shaved male is as difficult as
meeting female without chador (Daniela, Klaus,
& Vonder, 2004).

Karl Marx and Castro in 19~20 centuries had
represented such images, and intellectuals in 20
centuries grew the beard as meaning of
resistance, it implicated the social belief
expressing the autonomy and independence. The
hippie’s beard in 1960’s was interpreted as
defiance and anti social image, and growing a
beard meaned the freedom. Growing a beard in
modern time means deviation and freedom not
following the “civilized life” coming off the shave
symbol The beard as a symbol of authority and
vested right in the past became reversely a
symbol of freedom and defiance.

The well maintained beard become a way for
expression of the own sexual attractiveness and
characteristic according to the preference of
individual face favorability to the young public in
21 centuries. Beard plays a important role as a
fashion item for expression of personality. The
smooth jaw without beard can be regarded as
‘uniformity’, and many artists and entertainers
are using beard as a way to express the
personality and characteristics. The male
entertainers, artists and politicians are utilizing
the various designs of beard as expression’s
way of own personality and character to the
public, because their image change is lower
than women whose image easily can be
changed by hair style and make up.

3. Classification of Beard Design

The design and image of beard will be
decided by the personal characteristics and
favor. The design of beard is classified to grown
hair distribution as Table 1, and the factors
influencing the beard design are volume, length,
direction and texture (Peterkin, 2001).

<table>
<thead>
<tr>
<th>Classification</th>
<th>Character</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Distribution</strong></td>
<td></td>
</tr>
<tr>
<td>Mustache</td>
<td>Hair under nose</td>
</tr>
<tr>
<td>Beard</td>
<td>Hair on lower jaw</td>
</tr>
<tr>
<td>Sideburns</td>
<td>Hair on cheek under ear</td>
</tr>
<tr>
<td>Mix</td>
<td>Combination of mustache, beard</td>
</tr>
<tr>
<td><strong>Hair Volume</strong></td>
<td></td>
</tr>
<tr>
<td>Little beard</td>
<td>Seen jaw line</td>
</tr>
<tr>
<td>Much beard</td>
<td>Not seen jaw line</td>
</tr>
<tr>
<td><strong>Length</strong></td>
<td></td>
</tr>
<tr>
<td>Short beard</td>
<td>Under 2cm</td>
</tr>
<tr>
<td>Long beard</td>
<td>Over 2cm</td>
</tr>
<tr>
<td><strong>Type</strong></td>
<td></td>
</tr>
<tr>
<td>Round</td>
<td>Round beard shape</td>
</tr>
<tr>
<td>Inverted triangle</td>
<td>Up heaped beard’s end</td>
</tr>
<tr>
<td>Quadrangle</td>
<td>Binding form from jaw to sideburns</td>
</tr>
<tr>
<td><strong>Texture</strong></td>
<td></td>
</tr>
<tr>
<td>Wave</td>
<td>Curve wave of beard</td>
</tr>
<tr>
<td>Straight</td>
<td>Straight wave of beard</td>
</tr>
<tr>
<td><strong>Direction</strong></td>
<td></td>
</tr>
<tr>
<td>Rising form</td>
<td>Up headed form of beard’s end</td>
</tr>
<tr>
<td>Descending form</td>
<td>Down headed form of beard’s end</td>
</tr>
</tbody>
</table>
1) Mustache

Mustache is hair under nose, mostly distributed over lips and around lips corners and classified as Table 2. Short growing mustache just on philtrum is called as stash, and representative persons are Hitler and Chaplin called tooth brush style to the public.

Slanted beard is the hair in the form of eight (‘八’) under nose. This is called as handlebar in western, and the direction, thickness, wave of beard can express the various images with the empty philtrum.

The rising form of beard is called as Kaiser beard, and this name is originated from the German emperor, Wilhelm the 2nd. If the beard end is directed to the bottom, then it is called as descending type or Mexican beard. The thin pencil mustache and hair rich walrus are classified according to hair and volume of beard.

<table>
<thead>
<tr>
<th>Table 2. Design Type of Beard</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Classification</strong></td>
</tr>
<tr>
<td><strong>Distribution</strong></td>
</tr>
<tr>
<td><strong>Shape · Direction</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Table 3. Type of Barba</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Classification</strong></td>
</tr>
<tr>
<td><strong>Distribution</strong></td>
</tr>
<tr>
<td><strong>Shape</strong></td>
</tr>
</tbody>
</table>
2) Barba

Barba is the hair under lower jaw on the face and has the types as Table 3. The hair grown just on the central part of lower jaw is goatee beard like the hair on goatee’s jaw, and the hair is small and not long. Barba is classified according to the distribution (from jaw center to sideburns) and as triangle, quadrangle.

3) Sideburns

Sideburns is the grown hair from under nose to jaw and classified as Table 4. Sideburns is classified as short sideburns and long sideburns according to the grown length under ears, and there are round type, mutton chops with fan type curved to face and sharp type.

Table 4. Design Type of Sideburns

<table>
<thead>
<tr>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Round type</td>
</tr>
<tr>
<td>Mexican &amp; Sideburns</td>
</tr>
<tr>
<td>Mutton Chops</td>
</tr>
</tbody>
</table>

Table 5 shows the various types of combined beards, and Table 6 beard designs according to length, shape, hair, texture and color of beard.

The main factors of beard design such as hair (volume), length, direction, shape and texture can do various display, and the various types can be expressed by emphasizing the special parts or harmonizing each other. The beard form influences the whole face image and so plays a role for way to change the appearance and for impression’s formation with other external cues. The beard expresses the personal characteristics and plays a role of symbolic function to show the social class, belonging or lifestyle and so influences not only the social image but also own image.

III. Analysis of Favorability’s Difference according to Perceiver’s Characteristic

1. Research Outline

This research is approached by a experimental method in order to find the favorability’s difference according to the perceiver’s characteristic and the data are collected by questionnaire. This research is composed of three stages such as development stage of measurement tool, pre experiment and main survey.
Table 6. Beard Design according to Length, Type, Hair, Texture and Color of Beard

<table>
<thead>
<tr>
<th>Classification</th>
<th>Various images of beard</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Length</strong></td>
<td></td>
</tr>
<tr>
<td>Short beard</td>
<td>Middle beard</td>
</tr>
<tr>
<td><strong>Shape</strong></td>
<td></td>
</tr>
<tr>
<td>Round</td>
<td>Quadrangle</td>
</tr>
<tr>
<td><strong>Hair</strong></td>
<td></td>
</tr>
<tr>
<td>Little hair</td>
<td>Little and tough</td>
</tr>
<tr>
<td><strong>Texture</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Color</strong></td>
<td></td>
</tr>
<tr>
<td>White</td>
<td>Brown</td>
</tr>
</tbody>
</table>

First, an experimental model and beard designs have been chosen to develop a measurement tool and 8 graduate students of beauty science and fashion design have been interviewed to compose the questionnaire. Finally, pre stimuli have been completed.

Second, the measurement tool and experiment design have been changed by the pre experiment that 63 undergraduate students between July 28th and August 2nd attended using the pre stimuli and questionnaire.

Third, the data have been collected by main survey between August 19th and October 2nd 2011 using the completed measurement tool.

The research questions and experiment design follow as below.

1) Research Question

a. Finding the favorability’s difference according to the beard type
   - Finding the favorability’s difference about mustache type
   - Finding the favorability’s difference about barba
   - Finding the favorability’s difference about combined beard

b. Finding the favorability’s difference
according to perceiver's characteristic
- Finding the favorability's difference according to gender
- Finding the favorability's difference according to ages

2) Research Model

The independent variable is the types of beard design and the dependent variable is the impression's formation in this research, and the research model is as Figure 1.

![Research Model Diagram](Image)

3) Manipulated Definition of Terminology

The terminologies used in this research are defined as below
a. Stimuli: The color picture of 30's manipulated according to the beard design for this research
b. Beard design: Design expressing distribution, volume, length, shape and texture to be beard images manipulated on the experiment model
c. Favorability: How favorable perceiver perceives the beard images suggested as stimulus

2. Production of Measurement Tool

1) Stimulus

A natural and plain model as Figure 2 has been selected from 60 models belonging to the Korea Association of Assistant Actor by graduate students & professors for beauty science.

![Experiment Model](Image)

The general form designs of beard are completed by literature research as pre research and pre survey of a professional group
a. 3 types of mustache
   : central type, slanted type, kaiser type
b. 3 types of barba
   : central type, base, barba + sideburns type
c. 3 types of combined designs
   : Combination of mustache and barba

The color, length, volume of beard can be changed in aging but fixed idea, so this research controled the color as brown, length as 2cm and volume as middle thickness.

The beard design is finished through beard make up, not photoshop computer to make
same to real beard, and the picture background was white to control the external influence in the size of 9×13 cm as the final stimuli shown in Table 7.

2) Semantic Differential Scale

Semantic differential scales are recomposed referring to the 43 questions of adjective pair collected by literature research and 38 adjectives extracted from the free technical responses. The adjectives are classified as in Table 8 separating the attractiveness, ability, maleness, openness and progressive spirit based on analysis contents of social symbol of beard image researched by theoretical background.

For the questions extracted from the pre researches, evaluation of male impression and attractiveness are referred to S. Song and I. Lee (1999), and questions about ability are referred to S. Lee and Ko (1995).

The factor analysis of semantic differential scale has been completed and the not proper adjectives pairs are excluded, and finally 3 adjectives pairs are used as semantic differential scale. 7 points polar adjective pair is composed, and the higher point is related to the right adjective, it means a higher favorability. The lower point is related to the left adjective, it means a lower favorability.

Table 7. Design Type of Experimental Beard

<table>
<thead>
<tr>
<th>Classification</th>
<th>Stimulus Picture</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Mustache</strong></td>
<td></td>
</tr>
<tr>
<td>No. 1 (central type)</td>
<td><img src="image1" alt="Stimulus Picture" /></td>
</tr>
<tr>
<td>No. 2 (base)</td>
<td><img src="image2" alt="Stimulus Picture" /></td>
</tr>
<tr>
<td>No. 3 (Kaiser type)</td>
<td><img src="image3" alt="Stimulus Picture" /></td>
</tr>
<tr>
<td><strong>Mustache</strong></td>
<td></td>
</tr>
<tr>
<td>No. 4 (central type)</td>
<td><img src="image4" alt="Stimulus Picture" /></td>
</tr>
<tr>
<td>No. 5 (base)</td>
<td><img src="image5" alt="Stimulus Picture" /></td>
</tr>
<tr>
<td>No. 6 (mustache+sideburns)</td>
<td><img src="image6" alt="Stimulus Picture" /></td>
</tr>
<tr>
<td><strong>Combination</strong></td>
<td></td>
</tr>
<tr>
<td>No. 7 (basic mustache+central barba)</td>
<td><img src="image7" alt="Stimulus Picture" /></td>
</tr>
<tr>
<td>No. 8 (basic mustache+basic barba)</td>
<td><img src="image8" alt="Stimulus Picture" /></td>
</tr>
<tr>
<td>No. 9 (basic mustache+barba+sideburns)</td>
<td><img src="image9" alt="Stimulus Picture" /></td>
</tr>
</tbody>
</table>
3. Data Collection & Analysis

1) Composition of Questionnaire

The questionnaire is composed of 36 questions and 3 questions are related to the favorability as Table 9.

To measure the favorability, 3 questions are composed of 7 points polar adjective pair through the correction by pre experiment, factor analysis and reliability analysis, whereas the demographical characters are composed of 3 questions such as age, gender and occupation.

Table 9. Composition of Questionnaire

<table>
<thead>
<tr>
<th>Classification</th>
<th>No. of question</th>
<th>Contents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demographical characters</td>
<td>3</td>
<td>Age, gender, occupation</td>
</tr>
<tr>
<td>Impression’s formation</td>
<td>25</td>
<td>Semantic differential scale (adjective pair)</td>
</tr>
<tr>
<td>Favorability</td>
<td>3</td>
<td>Semantic differential scale (adjective pair)</td>
</tr>
<tr>
<td>Favorable beard &amp; reason</td>
<td>2</td>
<td>Most favorable beard &amp; reason</td>
</tr>
<tr>
<td>Disgusting beard &amp; reason</td>
<td>2</td>
<td>Most disgusting beard &amp; reason</td>
</tr>
<tr>
<td>Age deduction</td>
<td>1</td>
<td>Age deduction</td>
</tr>
</tbody>
</table>

2) Data Analysis

In this research, a convenience sampling of adults living in Seoul and its environment is used. Questionnaires for 9 beards have been equally distributed in gender and ages between August and October 2011. 1,000 samples have been distributed, 970 returned and finally 828 samples were accepted excluding the incomplete and not proper samples.

The favorability differences are analyzed according to the perceivers characters using SPSS/PC+ Window Ver. 12.0 program.

IV. Research Result

1. Favorability’s Differences according to Beard Types

1) Favorability according to 9 Beard Types

The research results of beard favorability show beard 1 as 2.65, beard 2 3.26, beard 3 as 3.20, beard 4 as 2.67, beard 5 as 2.69, beard 6 as 2.64, beard 7 as 2.16, beard 8 as 2.84, beard 9 as 2.46 like Figure 3. The post test results Duncan show beard 2 is in significant level p<.001 significantly different each to beard 8, beard 1, 4, 5, 6, 8, beard 9 and beard 7. Therefore, beard 2 is the highest favorability and beard 7 the lowest.

2) Favorability’s Difference according to Beard Types

(1) Favorability’s Difference according to Mustache Types

The favorability according to beard types shows beard 1 as 2.65, beard 2 as 3.26, beard 3 as 3.20 like Table 10, whereas the Duncan post test shows beard 2 and beard 3 is in significant level p<.001 significantly different to
beard 1. Thus, the favorability of beard 1 is lower than it of beard 2 and beard 3. Especially, beard 1 gives the astute image with little volume, whereas beard 2 and 3 give the most public image.

(2) Favorability’s Difference according to Barba Types

There is no significant difference of favorability according to barba types. The barba favorability is low independent of types with the results of beard 4 as 2.67, beard 5 as 2.69, beard 6 as 2.64 like Table 11. The reason seems to be the fact that we are not used to the barba style without mustache in Korea.

(3) Favorability’s Difference according to Combined Beard Types

The results of favorability’s difference according to combined beard types follows as the next. For favorability according to combined beard types, beard 7 is as 2.16, beard 8 as 2.84, beard 9 as 2.46 like Table 12, whereas beard 8 is in significant level $p<.01$ significantly

<table>
<thead>
<tr>
<th>Mustache Types</th>
<th>Beard 1 n=83</th>
<th>Beard 2 n=81</th>
<th>Beard 3 n=94</th>
<th>F value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Favorability</td>
<td>M 3.26 (a)</td>
<td>M 3.26 (a)</td>
<td>M 3.20 (a)</td>
<td>14.43***</td>
</tr>
<tr>
<td></td>
<td>SD 1.36</td>
<td>SD 1.36</td>
<td>SD 1.17</td>
<td></td>
</tr>
</tbody>
</table>

* $p<.05$. ** $p<.01$. ***$p<.001$. a,b,c means multiple range test of Duncan (a>b>c)
Table 11. Favorability’s Difference according to Barba Types

<table>
<thead>
<tr>
<th>Barba types</th>
<th>Beard 4 n=101</th>
<th>Beard 5 n=88</th>
<th>Beard 6 n=88</th>
<th>F value</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>M</td>
<td>SD</td>
<td>M</td>
<td>SD</td>
</tr>
<tr>
<td>Favorability</td>
<td>2.67</td>
<td>1.26</td>
<td>2.69</td>
<td>1.17</td>
</tr>
</tbody>
</table>

* p<.05, ** p<.01, ***p<.001, a,b,c means multiple rang test of Duncan (a>b>c)

Table 12. Favorability’s Difference according to Combined Beard Types

<table>
<thead>
<tr>
<th>Combined Beard Types</th>
<th>Beard 7 n=92</th>
<th>Beard 8 n=86</th>
<th>Beard 9 n=89</th>
<th>F value</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>M</td>
<td>SD</td>
<td>M</td>
<td>SD</td>
</tr>
<tr>
<td>Favorability</td>
<td>2.16 (b)</td>
<td>1.08</td>
<td>2.84 (a)</td>
<td>1.50</td>
</tr>
</tbody>
</table>

* p<.05, ** p<.01, ***p<.001, a,b,c means multiple rang test of Duncan (a>b>c)

The shape of mustache and barba’s distribution seem to be the important factors for the combined beards. Beard 8 gives the more favorable impression than other types.

2. Favorability’s Difference according to Perceivers Characters

1) Beard Favorability according to Gender

The favorability’s difference according to gender has the following results. Figure 4 shows that female in Korea has the lower favorability than male independent of the beard types. However, female in Japan has the 43% beard favorability and no favorability only 21%, and the rest has the response ‘not favorable and not bad’. Form this results, it is found that female in Japan has the beard favorability in double than no favorability. The half of female in Japan has the beard favorability.

There are the favorability’s differences according to gender in beard 1, 2, 6, 8. For example, in case of beard 1, male as 2.87 and female as 2.13, in beard 2 male as 4.07 and female as 2.57, in beard 6 male as 2.97 and female as 2.29, in beard 8 male as 3.43 and female as 2.18. Especially in case of beard 2 and 8, female remarkably perceives in low level compared to male, but male and female equally have the low favorability in beard 7 and 9.

2) Beard Favorability according to Age

Favorability’s differences according to age are in beard 2, 4 and 6 as in Figure 5. The 20’s has the value of 3.91, 30’s 3.44 and 40–50’s 2.61, and Duncan post test results show 20’s and 30’s are in significant level p<.05 significantly different to 40’s and 50’s. The favorability is the highest in 20’s and 30’s, but the lowest in 40’s and 50’s.

In case of beard 4, the 20’s is 2.45, 30’s 3.15 and 40–50’s 2.29, and Duncan post test shows that the 20’s and 30’s are in significant
Figure 4. Beard Favorability According to Gender

Figure 5. Beard Favorability According to Age

level $p<.05$ significantly different to 40’s and 50’s. The 20’s and 30’s have the high favorability but 40’s and 50’s have the low favorability. In case of beard 6, the 20’s is 2.22, 30’s 2.83 and 40–50’s 3.16, and Duncan post test shows in significant level $p<.01$ significantly
different to 40’s and 50’s. The 40-50’s have the highest favorability but the 20’s has the lowest favorability.

Summarized, in case of beard 2 and 4, the 40’s and 50’s have the lowest favorability, but in case of beard 6, the 20’ and 30’s have the lowest favorability. These facts mean the favorable beard types are different from age to age.

V. Conclusion and Suggestion

This research analyzed the beard types and favorability’s difference according to the perceivers characters, and investigated the beard design types from the view point of modern people. The research results are as follows.

First, the research results on the beard favorability of 9 beard types shows beard 2 (basic mustache) was the highest favorability, and beard 7 (basic mustache + central barba) was the lowest.

Second, the investigation on the favorability according to beard types shows the mustache combined with barba was relatively high evaluated. In case of barba types, the favorability was low evaluated independent of the types, and there is no significant difference among perceivers.

Third, the investigation on beard favorability according to gender shows female has lower evaluated than male in case of beard 1, 2, 6, 8, and there is a significant difference.

Fourth, there is a significant difference only in beard 2, 4, 6. The case of beard 2 (basic mustache) and beard 4 (basic barba) showed the favorability was low for 40’s and 50’s, beard 6 (barba + sideburns) showed it low for 20’s and 30’s.

This research selected one of the most common experiment models and completed the beard design types as stimuli, so the generalization of research results for all faces are limited.

The followed researches have to investigate the impression’s formation and favorability according to the external variables such as face shape, hair style, clothes and accessories.

This study will be the first experiment research in Korea related to beard as the influential factor for impression’s formation, and meaningfully suggest the measurement tool for categorization and easy evaluation of beard design.

Therefore, the study results will deliver the basic data for research on male impression’s formation and useful information to maintain the appearance improvement and positive image. Additionally, they hopefully will be utilized as guidelines and scientific data for character make up using beard.

References


