

Research about preference of wallpaper in Japan and a Korean girl student

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ABSTRACT

I showed a sample of 285 wallpapers, which was produced by Sangetsu Company in Japan, to girls students in Japan and South Korea and conducted a survey to select "wallpaper suitable for the atmosphere of each of three spaces: my room, living room and washroom. As a result, in the washroom, both white and gray wallpapers of fine tile patterns prominently popular in both countries. In my room, Korean students tended to choose a wide variety of wallpapers with playfulness. Many designs of wallpaper based on white are selected in either space in both countries, but Japanese students choose wallpaper from the warmth and texture of color, whereas Korean students focus on patterns. The big difference between two countries is that Korean students were seeking active involvement, such as wanting to choose from more colors and patterns, or to customize them.

KEYWORDS: color preference, wallpaper, interior design

INTRODUCTION

There are many stores handling wallpaper in South Korea (hereinafter abbreviated as Korea), and many people change wallpaper frequently. We can enjoy many kinds of wallpaper on the Korean Dramas. In Japan, on the other hand, in Japan, the number of rental apartments that benefit from being able to choose wallpaper is increasing, but there are few customs to change wallpaper frequently. There are many "white and whitish" types of wallpaper because it is easy to be accepted by all. There are also research results that the space where the lightness is too high is not necessarily pleasant for residents^[1]. If users can manually select the wallpaper, it will be possible to create a new market that uses more wallpapers than ever before.

In this research, we will perform a questionnaire survey on girls students in Japan and Korea using samples to see what kind of wallpaper colors and patterns they like and what they choose by thinking about it. From the analysis of the results, we will make sure the idea of color planning of the interior design in both of countries.

EXPERIMENTAL

Samples of the wallpaper used for the survey were mainly wallpapers of the "2014 - 2016 Reserve Series" of Sangetsu Company, which is used in Japanese standard households. Through market research in South Korea, I confirmed that these are almost incompatible with those sold in South Korea, and additionally complemented some designs not in this series. The wallpaper design was classified into four categories <A> to <D>, focusing on the number of colors and the type of patterns. <A> is a design with a graphic material as a motif, is a design of a plain or abstract motif, <C> is a design of a concrete motif other than flowers and plants, <D> is a flower / plant The motif is a concrete design. While taking care to ensure that the preference of the design is not biased, 57 were selected for A, 86 were for B, 57 for C and D for 85, totaling

285. Samples of wallpaper to present are A4 size (20 cm × 30 cm). Although it is not large enough considering the area effect ^[2], we asked subjects to answer by imagining the space where the sample wallpaper was affixed to the whole wall when evaluating.

The survey was done on three space, my room (hereinafter abbreviated as My R), living room (hereinafter abbreviated as Living R) and washroom (hereinafter abbreviated as Wash R). These are familiar to the student's daily life. The subject first sees the files of the wallpaper of the four categories, and selects up to three "Recommended wallpaper to create the atmosphere of the room" for each of the three spaces, and easily writes the reason for selection. Also, write about whether the wallpaper is used for the whole wall or only on the main side. Finally, among all the samples, select the best 3 of the wallpaper that I would like to use most in each of the three spaces, as well as write the reasons and how to use the wall. In fact, even if you do not use wallpaper with tiles etc., we decided to select if the color and design of the sample is suitable for creating the atmosphere of that space.

The subject are 74 girls students at Hozoe University at Asan in Korea and 50 girls students at Shizuoka University of Art and Culture at Hamamatsu in Japan totaling 124 people. Both are women around the age of 20 who live in regional cities but not too small cities. We did not set the experimental environment and time limit especially; we turned the sample file so that subjects could freely evaluate (*figure 1*). The survey was conducted from November to December 2014.



Figure 1: Experimental Situation

RESULTS AND DISCUSSION

(1) Characteristics of the wallpaper selected as the best 3 among all the wallpaper

The wallpaper most selected by Japanese students is A - ①, 18% in their room and 14% in the Living R. The whiteness is high, and irregularities like luster are stuck firmly. It is the reason that the coloring seems to be easy to fit with furniture and the place where the texture feels warm is popular. In the Living R., B-① is also selected by 10% Japanese. The design of a little restrained white and texture-like pattern made them feel calm and a lot for reasons of choosing that they do not get bored. On the other hands, Korean students' choice of wallpapers in My R and Living R has been diversified, and there were no specific wallpapers chosen by over 10% of people. However, it is a feature that it clearly divides the difference in wallpaper preferences between My R. and the Living R.. In My R, they selected wallpaper which feels playful, such as using red and blue deep color wallpapers at points and using Mickey wallpaper. In the Living R., they selected the based color is white with a relatively large pattern drawn, such as A - ②.

The Wash R. has the same taste in both countries, and many people chose fine tile-like wallpaper of white and gray. C - ① is selected by 30% of Japanese and 17.6% by Korean. Furthermore, as a wallpaper of

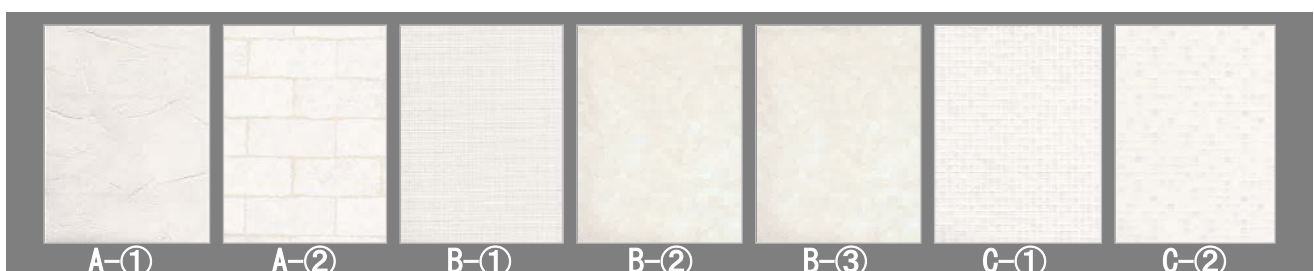


Figure 2: Wallpapers selected from many people

the Wash R. in Japan, 14% of people selected B - ③, and 10% selected C - ②. Both seek a feeling of cleanliness in the washroom, while white was overwhelmingly popular, but as other colors the popularity for those using blue also was seen more.

All the wallpapers selected as the best wallpaper 3 suitable for each space were analyzed focusing on white. FIG. 3 is a graph obtained by analyzing the proportion of wallpaper based on white. Whitishness means things with other color tastes such as grayish or yellowish color mixed in, or those containing similarly colored shades. Even if the ground color is white, those that cover the surface are largely unclear. First of all, it can be said that in any space, the proportion of Japanese people choosing wallpapers based on white rather than Korea is high. Especially, in my room, there are very few people who are choosing white for Korean people. It is also a characteristic of Japan that the desire to use white for the living room is high.

(2) Interest in selecting wallpaper

Figure 4 compares the impression of the sample used in this survey in Japan and Korea. While complaining that Korean students were not all in favorite colors, designs (patterns), textures (tastes), while studying with Japanese students, it was about 20% (Figure 4). When considering consideration when choosing a wallpaper, both countries are focusing on a design that does not get bored, but in Japan many people point out harmony with furniture (Figure 5). Focus on noticeable contamination and ease of care is slightly higher for Japanese students.

When asking what to expect from the wallpaper in the future, both new students of both countries have the best designs of new taste, but the second most common hope in Korea is "designs that can be made by myself (original prints, etc.)" There (Figure 6). Although there is a desire to expect good designs to be offered, it can be seen that the interest in wallpaper design involving them is potentially strong.

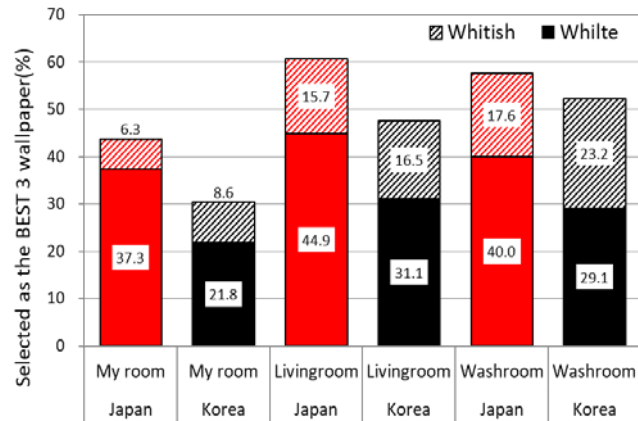


Figure 3: Comparison between Japan and Korea on the white color of the wallpaper selected for each space

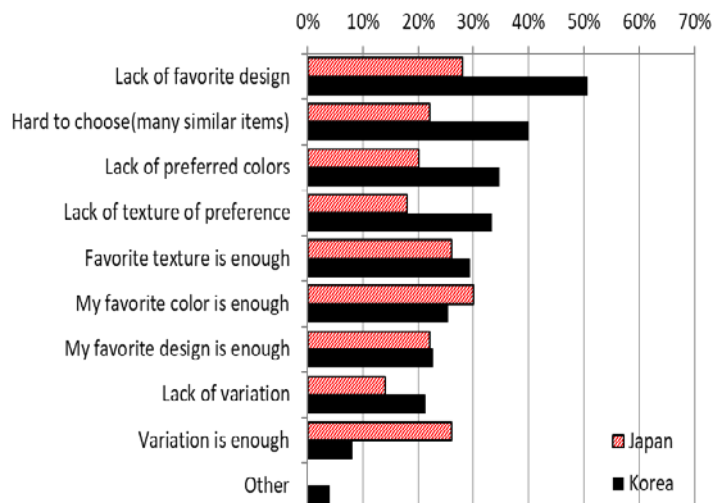


Figure 4: An impression of these samples of this survey

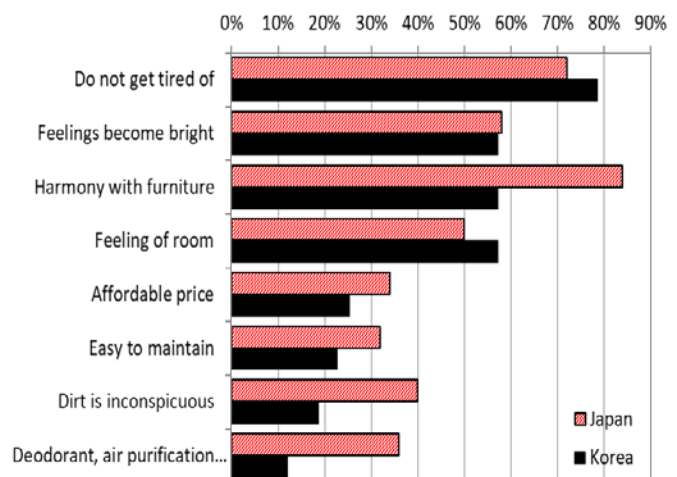


Figure 5: Consideration when choosing wallpaper

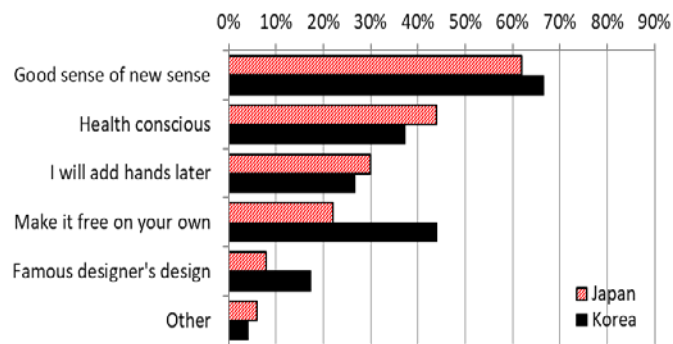


Figure 6: Things to look for in wallpapers of the future

CONCLUSION

Both in Japan and Korea, there was a tendency to choose many wallpapers based on white in the background. There are reasons for choosing wallpapers based on white, although there are reasons for long-term use such as fitting to any kind of furniture, but warmth of the color and calmness etc. are examined deeply I also understood that. The biggest difference between Japan and Korea was that Korean students tended to choose a wide variety of wallpapers as a whole. In addition, there are many hopes that I want to choose from more colors and patterns, and I want to customize myself. This suggests that users cannot be satisfied with uniform wallpaper in the culture where the wallpaper is easily changed and the wallpaper is replaced frequently more frequently. At the same time, because we provide uniform wallpaper, it can be said that the development of the wallpaper market is hindered.

ACKNOWLEDGEMENTS

I thank Yoshito Asano of Sangetsu Co., Ltd. for providing many samples. Also, I would like to thank Natsumi Nakazato who summarized the survey as a graduation thesis and all students at Hoseo University and Shizuoka University of Art and Culture who cooperated in the survey.

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