



The Influence of Cultural Value in the Creative Design Process

Tamas Revai habil*

Department of Fashion Design, Zrinyi National University, Budapest, Hungary

*Corresponding Author: Tamas Revai habil, Department of Fashion Design, Zrinyi National University, Budapest, Hungary, E-mail: tamas@gmail.com

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Description

As economics, politics, and businesses become more globally oriented, it is critical to study how cultural connotations accompany or change a designer's ideas with respect to his/her design work. Understanding how designers incorporate cultural inference into their designs and how design embodiment is shared among people of different cultures is advantageous insight. Cultural expression shapes a design and individuals differ from but similar to one another. Cultures are one of the important factors that determine whether or not a designer will be successful in the global market. In particular, the essential competitive advantage in today's apparel industry is that of skilled human resources, such as creative designers who serve. Culture is the process through which designers can attain a full understanding of the patterns of interaction and meanings of those patterns. These influences arise in the product development process as designers are shaped by their own cultural and societal values. The final product created by designers is influenced by their cultural background, starting from the beginning stages of the design process during concept development. Culture can play a role in demonstrating a framework through which meaning is connected to the user. These characteristics of culture suggest an important aspect of cultural influences on the individual designer. Therefore, the cultural values and living patterns of a designer can play an important role in his or her work; cultural differences affect the way designers work. To understand how Korean designers think, it is important to examine Korean culture and society in respect to how critically these cultural values have influenced contemporary South Korean society and subsequently the designers.

As such, the real impact of a culture's effect on a designer yet had not been factored into the study of the design process and the outputs of fashion designers. Only few studies had been conducted relating to fashion designers' cultural values and personal experiences as they related to their creative design processes. Many of these studies focused on market or consumers' points of view. Additionally, there was only limited literature relating to how a designer's own cultural values and personal experiences would influence the subsequent creative design process through cultural impacts. Because the previous research on the impact of cultural value on designers' design process is minimal, current and future research in these areas will assist in filling in the existing literature gap. Interview data was analyzed using the constant comparison method of qualitative analysis. As coding continued, concepts were constantly compared to one another, and built into emergent themes. Themes or categories were developed into

a coding guide for open coding of the entire data set. Through the axial coding process, the researcher identified patterns and relationships across interview data themes as in Table 1. To increase trustworthiness, multiple procedures were used. First, three researchers discussed and edited the coding guide. Second, an additional coder implemented the coding guide. A qualitative approach with one-on-one, in-depth, semistructured interviews was conducted. The interview took approximately one to two hours per participant. Qualitative research was used to gain a deeper understanding of social setting and behavior from the viewpoint of the participants [37] and provided in-depth understanding of how cultural values influenced the creative design process. Twelve South Korean fashion designers, each with a minimum of three-years experiences, were recruited using purposive and snowball sampling. The designers were identified and recruited through the researcher's alumni directory.

Sources of Inspirations

The relationship between age and years of experience show a linear relationship. The result reveals that designers with more than 10 years of design experience tend to spend less time on designing compared to that of other designers. This category describes the effects of contemporary South Korean culture that promote South Korean fashion business in other countries. Ten out of 12 designers said either their company or their brand sells to other Asian countries, including China, Hong Kong, or Japan. China is the biggest market for Korean designers and companies, and this phenomenon is related to the development of the Korean economy. Business is easier for Korean clothing companies in China compared to Western countries, since China represents a similar cultural background and similar body shapes. In addition, Participant 12 claimed that South Korea is a developed country, and Chinese fashion companies are trying to emulate Korean fashion style and trends. In addition, a number of participants stated the non-existence of Korean style is due to cultural background. Participant 7 mentioned that the contemporary Korean fashion style is all about trends. Participant 10 said, Korean style and fashion does not seem to be excessive, but conscious of other people's attention. It is possible to predict that this phenomenon is related to the Confucian value, *chemyon*, meaning "social face" in English. Korean consumers are cautious about their public appearance and follow trends as a way to illustrate their solidarity with one another. Education and lifestyle also influence individual style; Participant 9 mentioned how these factors impact Korean style and a designer's creativity: "Korean styles are very precise and inflexible. Roughness and avant-garde sense is missing from Korean fashion style."

I think this is because of education and lifestyle; in other words, the Korean society is very conservative. France, and Korea, and he uses it as an inspirational source. He also uses music to activate his creativity. By listening to gloomy songs, he was able to express his deepest feelings and creativity. In this situation, music triggers his sad emotions to help him design creative garments. The primary finding of this study was that cultural values indirectly influence South Korean fashion designers' design process in creating fashion objects. Among many other cultural values, Confucian ideas directly influenced South Korean designers' working environments and creativity, and this influence had a negative impact on the designers' decision-making process within design process. For instance, the Confucian value of hard work tended to create a demanding work environment that might reduce a designer's creativity. Moreover, the Confucian idea of

chemyon deeply affected consumers' taste and style. Korean target market tastes sometimes limited designers' in expressing their creativity. If a design was too innovative, Korean consumers might refuse to try or purchase something new. This was because of the cultural tendency to follow group ideas, another characteristic of a collective society. The qualitative interviews with individual designers helped to understand the deeper meaning of cultural influence on

design. Due to a limited representation on a global scale with respect to ethnicity, nationality, and geographic identity, the findings from this study cannot be generalized to the entire population of all South Korean fashion designers. However, the findings may serve as a foundation for studying South Korean fashion designers and for expanding the knowledge base of design theory, creative and design process, global fashion industry, and design education.