

# A STUDY ON THE PERCEPTION OF LOCAL TAIWANESE AND IMMIGRANTS IN TAIWAN TOWARDS THE COLOUR IMAGERY APPLIED ON CALICO OF THE “FORTUNE CHICKEN”

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## ABSTRACT

In Taiwan, the issue of sub-replacement fertility has deteriorated in recent years, the government has focused on the ethnic fusion and the marriage diversity. The study probes the innovative spherical design of the “Fortune Chicken” which symbolizes consummation along with variety of calico so that the deviation in colour imagery can be tested and a consensus among different ethnicities in term of the imagery delivered by the innovative product can be reached. In this study, the colour of the “Fortune Chicken” was applied according to the concept of “Communicating Across Cultures”. A total of 60 subjects from both Taiwanese and immigrants in Taiwan, with 30 subjects in each group, participated in the Field Survey conducted by the study. Among the 30 subjects of the immigrants in Taiwan, 23 of them expressed the need for the Taiwanese wedding gift, the “Fortune Chicken”. The element for the preferred colour among the diverse ethnicities was analysed through the calicos obtained from three different countries; the United States, Japan, and Taiwan. As a result, the preferred colour was the pattern knitted with Brocade and Satin Weave.

*Keywords:* Wedding gift, the “Fortune Chicken”, Colour imagery

## 1. PREFACE

Due to the worsening of sub-replacement fertility in Taiwan, the wedding gift, the “Fortune Chicken”, with the connotation of consummation and blessing has played an important role in the modern society where the form of marriage has been diversified. Since Zhou Dynasty of China, the groom has been preparing gifts for proposing to the bride at the bride’s home, and in the past, anser was used as the gift for making proposal since the animal represents loyalty in relationship, hence this proposal is also known as “Betrothal”. Until Song Dynasty, the use of

anser was replaced with chicken, duck, and goose since the anser was difficult to be spotted in the wild. Today, the traditional wedding custom practiced in Korea is still being preserved and utilized, but the live duck and goose which needs to be prepared by the groom have now been replaced with painted duck and goose made of wood. In Ho-Lo district of China, chicken is used in the wedding instead of goose and duck, and the chicken is named as the "Fortune Chicken". In Taiwan, there is even a song sang in Taiwanese dialect called "Fortune Chicken" which can be found on YouTube, meanwhile, there was a news reported by Chinatime.com on the Internet on March 6th, 2012 stated that a dispute between the customer and the online vendor was taken to the court because the colour on the wooden painted chicken which ordered by the customer had already faded when the customer unboxed the parcel and this had made the customer feel a sense of bad luck. Since dyed fabric transmits a direct sense of security to people (L. J. Huang, 1997), the usage of dyed fabric can be diversified and transformed into an ornament in a house and even a toy in order to proliferate the function of dyed fabric after the wedding reception. The main objective for the study is to probe the colour imagery appearing on the calicos when applying on the "Fortune Chicken" and to fulfil the care on "Diverse" marriage in Taiwan which includes not only the marriage of Taiwanese, but also the marriage of the second generation from spouse of cross-national marriage and immigrants. According to the observation conducted by the researcher on daily basis for the study of the commonality of colour in cross-culture, the preferred colour for Taiwanese and immigrants possesses a powerful influence compared with other elements, such as style and quality (Q. F. Lu, 1993). In addition, it also possesses cultural connotation, for instance, the colour red represents luck in Chinese culture, and therefore, it is often used in the wedding. Adversely, colour white in the West symbolizes purity, which is why colour white often appears on the wedding in most of the Western countries (J. H. Lin, 2002). So, what is the preferred colour of the "Fortune Chicken" for Taiwanese and immigrants? And, what is the meaning behind the colour imagery? These are the questions that needs to be explored.

Furthermore, after searching the past literature, there is no research done based on the perception of Taiwanese and immigrants in Taiwan on colour imagery of the calico used on the "Fortune Chicken". Because of that, the study has conducted an in-depth research on the perception of Taiwanese and immigrants in Taiwan on colour imagery represented by the "Fortune Chicken", and the result of the study can be used as a reference for designing the wedding gift, "Fortune Chicken" as well as understanding the colour preference for the people in the Southeast Asia region.

## **2. LITERATURE REVIEW**

Colour is relatively essential in a diverse society, it not only involves in the wedding custom, but also borderlines the relationship and the respect among different ethnicities for avoiding conflict. Psychologically speaking, the influence of colour is much more apparent than it of shape on human emotion (Q. F. Lu, 1993; S.Y. Lin, 1989). Only when people are given with a certain mission via the use of colour in marriage will they truly comprehend the connection between life and colour and understand the true meaning of colour (S.Y. Lin, 1989). Wedding culture is a type of cultural learning and it derives uniquely from human, there are symbols

which possess certain ability and they can be verbal or non-verbal which represents a different form of matter (G.Q. Zhu, 1982). The “Fortune Chicken” is an object which magnifies the power of nuptial connotation through colour and provides us with the strength to prolong our life in the critical moment as man and woman are getting married and accomplishing the psychological needs of auspiciousness and consummation.

### **2.1. Paper title and subtitle**

The Rites of Zhou is the most comprehensive etiquette for bureaucracy in ancient China, many of its customs are still being practiced in modern era, especially the use of colours for celebration and funeral. In Zhou Dynasty, colour red was the most popular one in term of its usage, colours used in every ritual must be in accordance with the rule, and colours could not be used at will. There is a special relationship between religion and wedding custom, for example, in Hinduism, colours yellow and black are often used by the gods, in Buddhism, colours yellow, gold and silver have their uniqueness. These colours inflow into the countries in Southeast Asia, China, Japan and more due to the outflow of Buddhism. From this, we know that there is a trace for the influence of religion on colour of wedding in the society, besides, it encompasses affection of colour from ethnic and custom (S.Y. Lin, 1989).

### **2.2. The association between semantic meaning and color**

Colour brings prosperity, security, and felicity to people’s life, there are two proverbs which originated from Tang Dynasty that can best depict the association between colour and life and they are “Full of Gold” and “Colourful” which are often used to describe affluence and are often used to describe affluence. Colour gold delivers a sense of grandeur and can be associated with the connotation of wealth and abundance. With a representation of various colours, it often offers a resemblance of auspiciousness and vivacity. In Japan, the colour will change to glamour as a peaceful period of time approaches, and this obvious change of colours is influenced by Buddhism and Chinese architecture. In terms of the system of colour, it is the era of warm colour and religion has played a major role in affecting the use of colour in our life. Colours which can bring warmth to people are often preferred by Asian (S.Y. Lin, 1989). For every ethnicity, there are colours which represent the affection for wedding and these colours are the unique colours used in the wedding. There is a strong connection between human behaviour and colour reminiscence. And the prime factor for the effect of this colour reminiscence is associated with our living environment (W. C. Lin, 1989).

### **2.3. The novel sensual imagery of color from the “Fortune Chicken”**

According to the study, among all the sensual receptions of human, visual reception takes 87%. Visual reception is sensitive to the shape and colour of an object (L. Yeh, 1993). From the subjective philosophy of practice or anthropology point of view, the so called “Establishment of Novel Sensuality” is to build up the psychological ontology of human, especially the emotional body of it. Nietzsche stressed that in order to study aesthetic, people must examine it from the view of the creator, and the creation of an art can be studied through strong will (Z. H. Li, 2001). In the book of Chromatics (1989), it mentions that in the colour matching experiment, it starts

from the association of semantic colour following by the experiment of texture and physical samples, the collection of physical samples is particularly difficult, but the beauty of art is its creation (S.Y. Lin, 1989). From Experimental Aesthetic, some rules are being summed up, such as sphericity and ellipse represent the characteristics of consummation and tender, for example, an object with the shape of ellipse is more popular than the one with the shape of sphericity. Aesthetic comprises two key points, one is its sensuality, instinct, and skill-less and the other is its hyper-sensuality, rationality, and skilfulness (G.Q. Zhu, 1982; Z. H. Li, 2001). Therefore, the making of the “Fortune Chicken” must start from the design, the pattern and the stitching in order to come up with an experimental sample and understand consumers’ feelings toward the sensual semanteme of colour so that the “Fortune Chicken” can be created according to the need of consumer and market.

### 3. METHOD OF STUDY

In order to establish the corresponding relationship between the “Fortune Chicken” and the colour imagery of the cultural code from the calicos, the researcher collected the calicos with strong representation of national colour from the United States, Japan, and Taiwan. The 35 spherical “Fortune Chicken” sample were created.

The professors of design and art related field were invited, also the Art Association chairman or former director of the Kaohsiung Museum of Art, academic qualifications are master's or above related departments who have engaged in related work for at least 19 years, with only one scholar who did not live abroad for a long time were invited. (As seen in Table 1)

**Table 1:** The basic information of the scholars

NO	Scholar	Gender	Age	Degree	Occupation	Seniority	Former Residence
1	Huang 00	F	40~50	PhD	Scholar	19	USA
2	Garden00	F	50~60	PhD	Scholar	22	Japan
3	Lee 00	M	40~50	PhD	Scholar	23	Britain
4	Che 00	F	50~60	Master	Artist/Scholar	30	Japan
5	Wu 00	F	50~60	Master	Artist/Scholar	23	Canada
6	Yu 00	F	40~50	Master	Artist/Scholar	26	Taiwan

After consulting with 6 scholars, the Field Trial was conducted along with 35 samples of “Fortune Chicken”, and 15 out of 47 pieces of rhetoric with strong connotation of cultural code was selected and 5 samples were picked respectively from which scored the highest in representing Taiwan, Japan, and the U.S. so a total of 15 samples with powerful cultural code were finalized as the samples for the test result of  $\alpha = .98$

Finally, the method of semantic differential, abbreviated as SD, was conducted on those 15 samples of “Fortune Chicken” along with 15 different pieces of rhetoric in order to make imagery scale. Then the method of field setting was used in the way that 15 samples of

“Fortune Chicken” were displayed along with the questionnaires on the table which allowed the subjects to actually feel and grade them. (As seen in Table 2)

**Table 2:** The summary of the 15 selected “Fortune Chicken” samples after the consultation with the scholars

USA				Japan				Taiwan			
No	Picture	Element	Fabric	No	Picture	Element	Fabric	No	Picture	Element	Fabric
1 A		AU Architecture Tiger - AUBURN UNIVERSITY	American cotton	6 F		Cherry	Japanese Brocade	11 K		Butterfly	Taiwanese Brocade
2 B		AU Tiger AUBURN TIGER	American cotton	7 G		Plum	Japanese Brocade	12 L		Dragon - Longevity in Chinese character - Bat	Taiwanese Brocade
3 C		AU - Tiger Paramecium Flowers	American cotton	8 H		Plum Camellia	Japanese cotton	13 M		Cauligraphy	Taiwanese Brocade
4 D		A ALABAMA	American cotton	9 I		Cherry	Taiwanese cotton	14 N		Longevity in Chinese character Flower	Taiwanese Brocade
5 E		Santa Claus Christmas Tree Crutch Cub	Taiwanese cotton	10 J		Plum	Taiwanese cotton	15 O		Chrysanthemum	Taiwanese Brocade

15 samples of “Fortune Chicken” representing Taiwan, Japan, and the U.S. were selected from 35 original samples after the interview with the scholars, and those samples were renumbered and presented by using English alphabet.

Second, the 15 pieces of rhetoric used in this study were selected through the discussion and interview with the scholars, the completed set of 15 pieces of rhetoric are; “festive, blissful, joyful, elegant, blessing, longevial, playful, gorgeous, brave, folkish, scholarly, healing, wealthy, consummated, and orthodox”, and the Visual Analogue Scale was conducted and used as a standard on the set of the “Fortune Chicken” samples for the Image Scale experiment for the Numerical Rating Scale to rate the samples from 1 as the lowest to 10 as the highest, the larger the number the stronger the feeling towards rhetoric.

Finally, 60 subjects were selected randomly, mostly female, for the study and among the subjects, 6 of them were local Taiwanese male and 24 of them were female so there was a total of 30 subjects participating in this study. As the nationality for the immigrant subjects, they are as follows: one from Philippine, one from Cambodia, two from Indonesia, 26 from Vietnam. Their age range is as follows: 9 out of 30 fall in the range between 20 to 30 years old, 14 out of 30 fall in the range of 31 to 40 years old, and 7 out of 30 fall in the range of 41 to 50 years old.

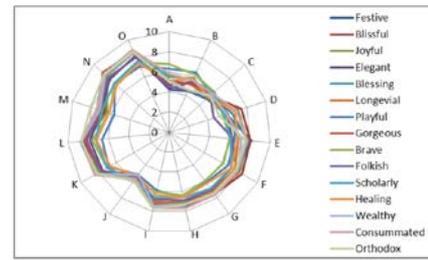
## 4. RESULT AND DISCUSSION

### 4.1. Result

- 1.) After the survey, the result is shown on Table 3.
- 2.) The average obtained from 15 pieces of rhetoric of the 15 “Fortune Chicken” samples were represented in figure in order to compare the level of standard. (As shown in Figure 1)

**Table 3:** The result of the experiment conducted by 60 subjects along with the use of 15 pieces of rhetoric incorporating with 15 “Fortune Chicken” samples

Average Rhetoric	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Festive	4.2	4.48	4.92	5.87	8.13	7.58	7.33	6.97	7.43	5.22	8.33	8.52	6.87	8.6	<b>8.68</b>
Blissful	<b>4.68</b>	5.42	5.35	7.47	8.02	8.27	7.6	7.53	7.18	5.75	8.32	8.4	6.67	8.4	<b>8.62</b>
Joyful	5.45	5.85	<b>5.03</b>	7.08	7.68	7.93	7.1	6.97	7.25	5.38	8.03	8.27	6.45	8.3	<b>8.6</b>
Elegant	<b>4.3</b>	5.43	5.17	6.03	6.18	7.67	6.92	7.22	7.02	6	7.58	7.83	7	7.8	<b>8.3</b>
Blessing	<b>5.12</b>	5.2	5.17	6.42	7.8	7.82	7.42	7.43	7.62	5.5	8.4	8.75	7.45	8.8	<b>8.83</b>
Longevial	<b>5.03</b>	5.22	5.13	5.85	6.85	7.43	7.22	7.22	7.05	5.42	8.18	8.65	7.43	<b>8.6</b>	<b>8.58</b>
Playful	6.28	6.5	5.60	6.82	6.45	6.67	6.13	6.63	5.9	<b>5.22</b>	6.9	6.63	5.67	<b>7.2</b>	<b>7.15</b>
Gorgeous	<b>5.02</b>	5.28	5.7	5.98	7.12	7.87	7.62	7.37	7.27	5.13	7.78	8.35	6.87	<b>8.8</b>	<b>8.6</b>
Brave	6.75	6.25	5.98	<b>5.53</b>	5.97	6.17	5.92	6.4	6.03	5.87	7.08	7.57	6.2	7.2	<b>7.6</b>
Folkish	4.52	<b>4.48</b>	5.35	4.63	6.35	7.12	7.05	6.9	6.8	5.43	7.77	<b>8.13</b>	7.17	8.1	8.1
Scholarly	5.7	<b>5.65</b>	5.87	<b>5.65</b>	6.05	7.02	6.93	6.62	6.6	5.85	7.07	7.28	6.93	7.2	<b>7.7</b>
Healing	<b>5.15</b>	5.77	5.22	6.82	6.72	7.02	6.27	6.6	6.35	5.33	6.7	7.2	6.17	7	<b>7.45</b>
Wealthy	5.15	<b>4.58</b>	5.55	5.92	7.15	7.75	7.58	7.3	7.47	5.17	8.28	<b>8.67</b>	7.2	8.5	8.63
Consummated	5.82	<b>5.65</b>	5.73	6.92	7.67	7.72	7.63	7.7	7.67	5.67	8.47	8.7	7.48	8.6	<b>8.93</b>
Orthodox	4.97	<b>4.6</b>	5.4	5.22	7.52	7.53	7.42	7.33	7.73	5.95	8.15	<b>8.72</b>	8.1	8.6	<b>8.72</b>
Total average	<b>5.21</b>	5.36	5.41	6.15	7.04	7.44	7.08	7.08	7.02	5.53	7.80	8.11	6.91	8.10	<b>8.30</b>



**Figure 1:** The average of rhetoric on “Fortune Chicken” derived from the comprehensive ethnic groups

Proceed on, the analysis for the deviation in colours between local Taiwanese and immigrants was conducted by using t-test analysis and the result is shown in Table 4:

**Table 4:** The deviation between local Taiwanese and immigrants in rhetoric representing on the 15 “Fortune Chicken” samples

	Rhetoric	Average	Standard Deviation	t	Rhetoric	Average	Standard Deviation	t
A	Festive	3.37	2.341	-2.556*	Gorgeous	4.30	2.706	-2.048*
		5.03	2.697			5.73	2.716	
	Blissful	3.73	2.149	-3.286**	Wealthy	4.00	2.600	-3.656***
		5.63	2.327			6.30	2.261	
Blessing	4.07	2.392	-3.473***	Consummated	5.13	2.515	-2.286*	
	6.17	2.291			6.50	2.097		
Longevial	3.97	2.356	-3.466***					
	6.10	2.412						
B	Festive	3.87	2.161	-2.027*	Gorgeous	4.10	2.264	-3.951***
		5.10	2.537			6.47	2.374	
	Blissful	4.43	2.239	-3.292**	Wealthy	3.50	2.047	-4.057***
		6.40	2.387			5.67	2.090	
Blessing	4.40	2.111	-2.785**	Consummated	5.00	2.477	-2.386*	
	6.00	2.334			6.30	1.664		
Longevial	4.27	2.377	-3.314**	Orthodox	3.37	2.189	-3.951***	
	6.17	2.052			5.83	2.627		
C	Festive	4.23	1.942	-2.951*	Scholarly	5.20	2.565	-2.300**
		5.60	1.632			6.53	1.871	
	Blessing	4.17	2.198	-3.699***	Wealthy	4.80	2.631	-2.469*
		6.17	1.984			6.30	2.037	
Longevial	4.13	2.417	-3.447***	Consummated	5.10	2.482	-2.144*	
	6.13	2.063			6.37	2.076		
Gorgeous	5.00	2.573	-2.371**	Orthodox	4.53	2.446	-2.826**	
	6.40	1.958			6.27	2.303		
D	Festive	5.13	2.432	-2.537*	Brave	4.40	2.268	-3.798***
		6.60	2.027			6.67	2.354	
	Elegant	5.30	2.277	-2.842**	Folkish	3.53	2.145	-3.666***
		6.77	1.675			5.73	2.490	
Blessing	5.43	2.542	-3.427***	Scholarly	4.47	2.097	-4.174***	
	7.40	1.850			6.83	2.291		
Longevial	4.60	2.500	-4.230***	Wealthy	4.67	2.695	-4.030***	
	7.10	2.057			7.17	2.069		
Gorgeous	4.77	2.750	-3.974***	Orthodox	4.07	2.677	-3.495***	
	7.20	1.919			6.37	2.414		
E	Festive	8.80	1.789	2.626*	Brave	5.00	2.505	-3.169**
		7.47	2.129			6.93	2.212	
	Joyful	8.17	1.821	2.042*	Scholarly	5.43	2.344	-2.159*
7.20		1.846	6.67			2.073		

G	Festive	8.23 6.43	1.357 2.096	3.949***	Folkish	7.93 6.17	1.437 1.931	4.020***
	Elegant	7.60 6.23	1.653 1.695	1.261**				
I	Festive	8.33 6.53	1.605 2.389	3.426***	Brave	5.33 6.73	2.202 2.067	-2.539*
	Elegant	7.77 6.27	1.775 1.964	3.104**	Wealthy	8.00 6.93	1.742 2.149	2.112*
	Longevial	7.73 6.37	2.180 2.205	2.414*				
J	Longevial	4.70 6.13	2.466 2.417	-2.274*	Wealthy	4.40 5.93	2.094 2.164	-2.788**
	Gorgeous	4.27 6.00	1.874 2.477	-3.056**				
K	Playful	5.93 7.87	2.463 1.655	-3.569***	Scholarly	6.50 7.63	2.374 1.829	-2.071*
	Brave	6.17 8.00	2.493 1.438	-3.489***	Healing	5.90 7.50	2.564 1.697	-2.850**
L	Festive	9.13 7.90	1.167 2.057	2.857**	Folkish	8.70 7.57	1.466 2.079	2.440*
	Playful	5.93 7.33	2.532 1.788	-2.474*	Healing	6.43 7.97	2.445 1.810	-2.761**
	Brave	6.80 8.33	2.552 1.516	-2.830**				
M	Festive	7.57 6.17	1.977 1.663	2.968**	Folkish	7.80 6.53	2.469 2.129	2.128*
	Longevial	8.10 6.77	2.203 2.315	2.286*	Wealthy	7.73 6.67	2.258 1.729	2.054*
	Playful	4.70 6.63	2.521 1.474	-3.626***	Orthodox	8.90 7.30	1.971 1.664	3.397***
N	Festive	9.27 7.90	1.311 2.155	2.967**	Healing	6.30 7.60	2.575 2.253	-2.081*
	Blessing	9.17 8.33	1.147 1.626	2.294*	Wealthy	9.03 7.93	1.129 2.016	2.607*
	Longevial	9.00 8.13	1.232 1.548	2.400*	Orthodox	9.17 8.10	1.206 2.074	2.436*
	Brave	6.43 7.97	2.359 1.810	-2.825**				
O	Playful	6.30 8.00	2.507 1.800	-3.017**	Healing	6.73 8.17	2.463 1.840	-2.554*
	Brave	6.60 8.60	2.343 1.522	-3.921***				

Note: ■ Local Taiwanese □ Immigrant \* $p < .05$ . \*\* $p < .01$ . \*\*\* $p < .001$ .

Through the use of the SPSS22 analysis, the maximum and the minimum of the value for the rhetoric are shown on Table 5, Table 6, and Figure 1. The result of the test on each of the cultural code imagery is analysed as follows: Examining the different perception of the consumers towards the various colour imageries presented by the “Fortune Chicken” with distinct cultural codes. This study uses the identical design of the “Fortune Chicken” with the calicos of different countries even with the application of the same colour the surface of nature for the colour will be dissimilar. Not only the brightness or saturation will be different, but also the hue can somehow be altered (S.Y. Lin, 1989). It is to probe the unique feeling which the colour used in the wedding can bring to people.

- 1) Sample “Fortune Chicken” O owns the highest average in the following rhetoric; “festive 8.53, blissful 8.93, joyful 8.57, elegant 8.43, blessing 8.73, longevial 8.63, playful 8.0, gorgeous 8.73, brave 8.6, folkish 7.9, scholarly 8.0, healing 8.17, wealthy 8.43, consummated 8.9, the total average is 8.46 which shows that there is a strong imagery perception for sample O. From the result of t-test conducted independently, there is an apparent difference in rhetoric between local Taiwanese and immigrants in Taiwan and the result is as follows: brave (-3.921\*\*\*), playful (-3.017\*\*), and healing (-2.554\*). The result with negative sign shows that the acceptance rate of the immigrants in Taiwan is higher than that of local Taiwanese. In other words, brocade and satin weave are more popular among the immigrants in Taiwan. An unexpected result has been discovered during the interview by the researcher in which

the use of the pattern and colour in the Vietnamese wedding is similar to the one used on sample O since the majority of the immigrant subjects are Vietnamese.

- 2) Sample "Fortune Chicken" N obtains the highest average in rhetoric are longevial (8.6), playful (7.2), and gorgeous (8.8), the feeling of imagery is relative strong. The sample N is made of Brocade and Satin Weave with a little green pattern and its patterns are intense.
- 3) Sample "Fortune Chicken" L obtains the highest average in rhetoric are folkish (8.13), wealthy (8.67), and orthodox (8.72). The calico used on sample L is a common one for the traditional wedding gown of the bride in Taiwan. According to the information provided by the Vietnamese immigrants, they have used the identical calico when they got married in Taiwan. Sample L is made of Brocade with Satin Weave on top which scores the highest average in orthodox as sample O, they both are considered the colour for the traditional wedding.
- 4) From the independent t-test, among sample O, N, and L, the immigrants in Taiwan have a more obvious feeling than local Taiwanese towards the two pieces of rhetoric, healing, and brave. Therefore, these three samples hold a powerful sense of healing and bravery to the immigrants in Taiwan.
- 5) Sample "Fortune Chicken" A has obtained the least average in festive (4.2), blissful (4.68), elegant (4.3), blessing (5.12), longevial (5.03), gorgeous (5.02), and healing (5.15).
- 6) The samples with the least average are sample A, B, C, and D, but in terms of calico, American calico is more acceptable by the immigrants in Taiwan than local Taiwanese.
- 7) Sample "Fortune Chicken" H does not have any significant presentation regarding rhetoric on the t-test, this has proved that a similarity exists between local Taiwanese and the immigrants in Taiwan. Cotton and Plain weave made in Japan are popular for both local Taiwanese and the immigrants in Taiwan, and the average of rhetoric is 7.08, also the sample F and G which were made with calico used in the Japanese wedding have high acceptance rate of 7.44 and 7.08 respectively.

## 4.2. Discussion

In 1985, Rook had once mentioned that ritual indicates a presentation of a series of symbolic behaviour which it symbolizes (J. H. Lin, 2002). Wedding is a type of ritual and the "Fortune Chicken" is the symbol of marriage. Through the use of the implication hidden inside the colour, the imagery which delivers to people is purposeful as if the "Meaning" and "Image" being transformed and refocused onto an object which leads to a "Mood Swing"-like behaviour (M. M. Chen, 2006). In accordance to the memory and association, the impact of colour on the immigrants in Taiwan is deeply affected by their biological families, therefore, the immigrants in Taiwan have their preference for colour and they also have what Cahill had stated, the "Metaphorical Thinking". Besides, with the same colour, the change in quality will bring out a difference in brightness or saturation even the hue will be different (S. Y. Lin, 1989). While conducting the study, the researcher has discovered that among the 13 "Fortune Chicken" samples, 5 of those which were selected by the scholars are made of Taiwanese calico of

Brocade, however, the “Fortune Chicken” samples made of deep red colour cotton calico were not chosen. From this we can tell that the preferred material for the wedding is Brocade with shiny and gorgeous colour.

In this study, the largest average in rhetoric falls on sample O, N, and L after conducting the imagery scale test on the immigrants in Taiwan, it clearly shows that Brocade is the most favourable colour for local Taiwanese and the possible reasons are as follow: R. Faulkner had once said that colour can stir emotion, association, and memory (Q. F. Lu, 1993), in this study, the Vietnamese immigrants were invited as the subject outnumbered the rest of the nationalities even under random selection. A profound impact of Chinese culture has taken place in the Southeast Asia region, accompanying with the colonization of the West, language, written words and politics have been transformed, but with only one exception which is the wedding culture, it is still celebrating for the purpose of longing for auspiciousness and this derived from ancient Chinese culture. Particularly, the design of the “Fortune Chicken” is spherical with colour red and a little bit of yellowish red, it represents vivacity and can be associated with the Sun (S. Y. Lin, 1989). It brings out the warm feeling towards people and it is the best wedding gift. For the average of rhetoric, sample A, B, C, and D obtain the least average in all rhetoric except playful in which sample J obtains the least average, this clearly shows that the calico, made of cotton and Plain weave, from the United States is unfavourable for the wedding, especially the colours, white, and light blue, deliver a sense of coldness to people, furthermore, colour white can only be seen in a funeral in Taiwan. However, from the t-test, these colours are more acceptable among the immigrants in Taiwan. Perhaps, the concept of colour will change if the Western education influences the people in Taiwan for a little longer.

## 5. CONCLUSIONS AND SUGGESTIONS

With the application of identical design of the “Fortune Chicken”, the study targeted at probing the relationship of sensual rhetoric between local Taiwanese and the immigrants in Taiwan through the cultural presentation of calico pattern collected from the United States, Japan, and Taiwan. Meanwhile, the scholars were invited to select the samples for conducting the experiment of colour imagery tested on the subject of local Taiwanese and the immigrants in Taiwan so that the correlation of colour and sensual rhetoric can be established. And why did the study conduct the test on the deviation of colours? After conducting the survey and analysis for colour imagery, the result is assorted as follows:

- 1) Most of the immigrants participated in the experiment were Vietnamese and their acceptance towards sample “Fortune Chicken” F, G, and H which were made of calicos from Japan was relatively high from 7.08 to 7.44. Those samples were all in a presentation of warm colour and golden pattern, and there isn’t much deviation between the perception of local Taiwanese and the immigrants in Taiwan based on those samples, perhaps, it is because both Taiwan and Vietnam had once been colonized by Japan before.
- 2) Rhetoric with large average all fell on the calicos collected from Taiwan, the subjects of the study preferred chroma which is often used in the traditional wedding of Taiwan, along with

the use of brocade and satin weave, samples represented sense of joy and prosperity. However, sample "Fortune Chicken" M obtained the average of 6.91, although, it used red brocade, the black satin weave pattern presented low saturation which was unfavourable among the subjects.

- 3) Rhetoric with the least average fell on the calicos collected from the United States and sample J of Japanese calico, and the overall average was 5.53 which was close to sample M's rhetoric average 6.91. This proved that colour white, blue, and black were not popular among the subjects and those colours could be easily associated with funerals.

In short, the preference of colour is profoundly influenced by tradition and custom. The wedding gift is an important present to the daughter. Its function is to deliver affection so items made with high saturation of chroma and with the use of brocade and satin weave are the most favourable in a wedding.

The suggestion for further study, the application of the wedding gift, "Fortune Chicken", in other festivities can be further discussed, for instance, in Taiwan, when moving in to a new house, the word "Chicken" will also be used since it is homophonic to "Settle Down" in Chinese language, and the "Fortune Chicken" can be used as a mascot, so its usage is varied. The immigrant subject for the study is difficult to find and due to the language barrier, it is also difficult to communicate with them when conducting the survey, hence, the selection of immigrant subject from Southeast Asia is determined by the ethnicity with the highest proportion of the population in Taiwan. In the future, the researcher hopes to interview people countries other than those in Southeast Asia in order to probe the difference in preference. Also, the researcher hopes to collect more calicos with strong cultural code so as to increase the selection.

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