

## Chapter 4

### Results

This chapter reports data analysis which is obtained from the questionnaires.

The results are detailed in three research topics as followings:

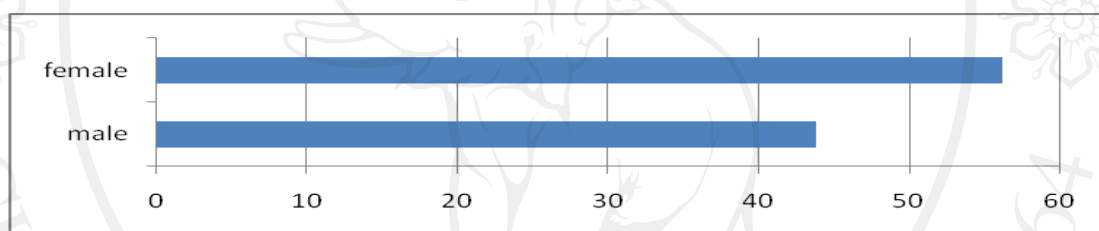
- Research topic 1: The data of individual factors;
- Research topic 2: Aesthetic response;
- Research topic 3: Correlations of aesthetic response's factors with preference.

#### 4.1 Research topic 1: The Data of Individual Factors

According to questionnaires, the individual factors of participants are limited to gender, age, country, sight, and familiarity. Gender was designed to two choices which are male and female. Age was grouped into seven groups as 18-20 (18 to 20 years old), 21-30 (21 to 30 years old), 31-40 (31 to 40 years old), 41-50 (41 to 50 years old), 51-60 (51 to 60 years old), 61-70 (61 to 70 years old), and 71+ (over 71 years old). Country factor is considered as the nationality of the participant who joined in the survey. Country was designed to six groups which are Asia, Europe, North America, Africa, Oceania, and South America. Sight of participant was designed to four cases those are short-sighted, long-sighted, colour-blind, and other. Familiarity is the perception of the respondents to each photo comparing to their

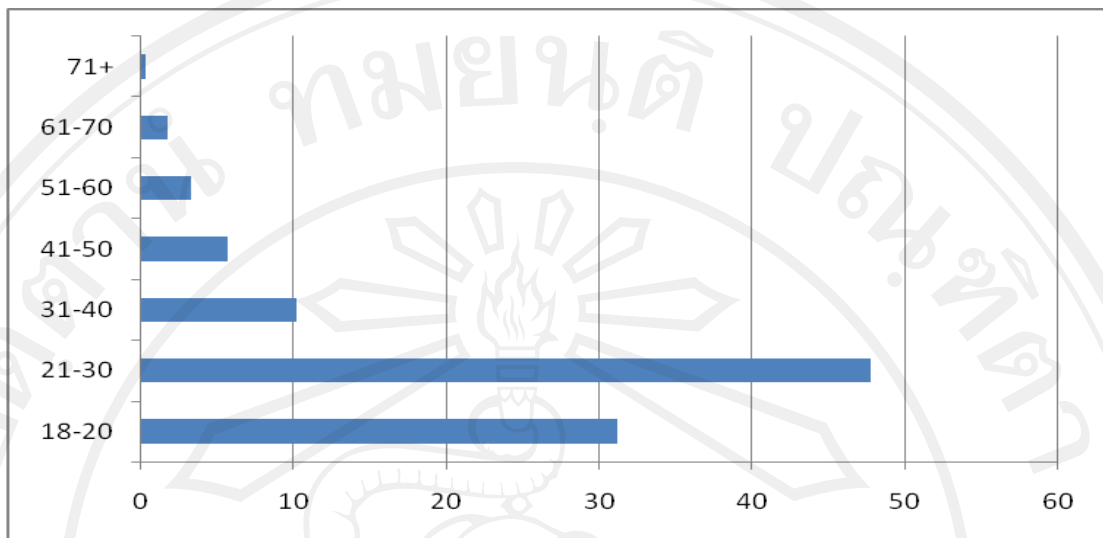
characteristics of environment in their hometowns. The familiarity was designed to 3 choices which are no idea (have no experience), no (not similar to their hometowns) and yes (similar to their hometown). This research is considered to present about the data on participants by descriptive statistic. Frequency analysis is carried out.

The profile of this topic is presented in the below figures (Figure 4.1 to Figure 4.5) about the graphs of the percentage of the individual factors in the research survey. There are 227 female participants (56.2%) and 177 male participants (43.8%). (Figure 4.1)



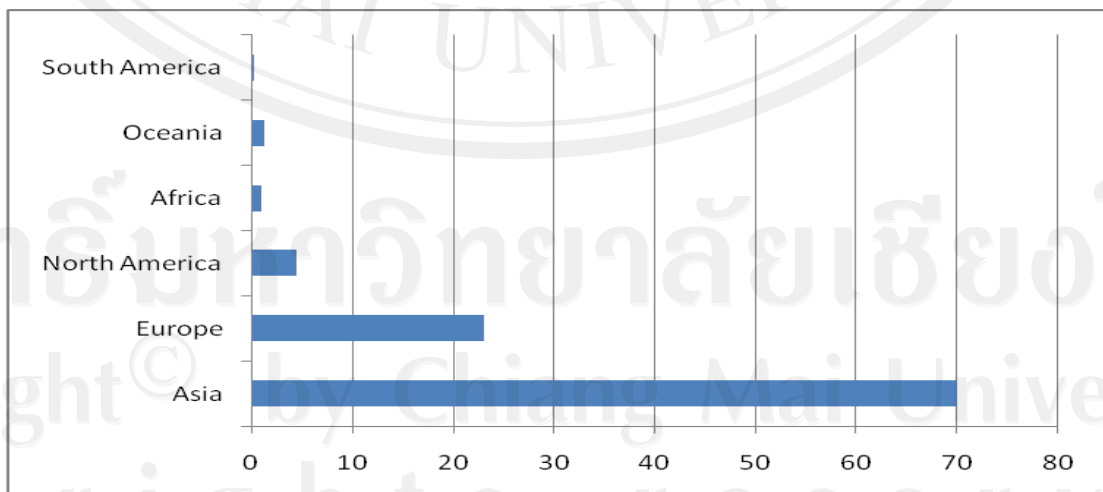
**Figure 4.1** Percentage of gender factor of the participants in the research

Most of age of participants in this study is gathered around 18 to 30 and the most age group is 21-30 with 193 people (47.8%). While the groups of age from 30 and upper are 10.1%. (Figure 4.2)



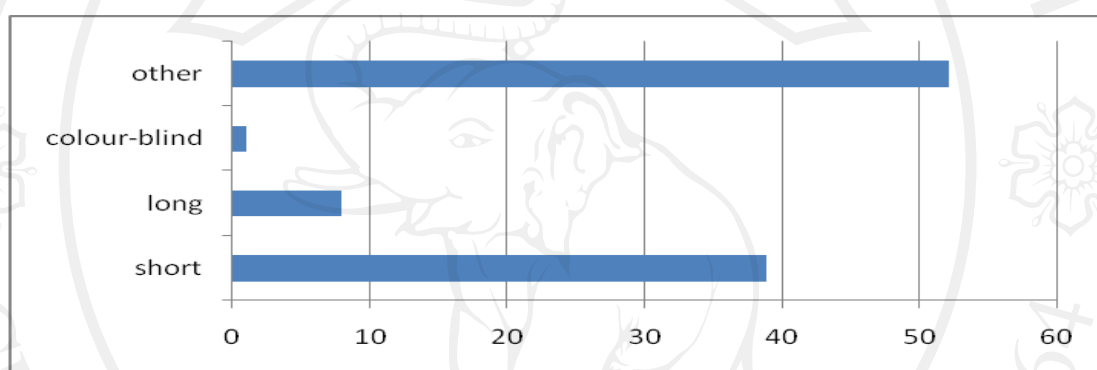
**Figure 4.2** Percentage of age factor of the participants in the research

The survey was conducted with the participants as the foreigners of Vietnam who come from many countries. Most of participants are Asian and European. Asia has 283 participants (70.0%) is the most, Europe 93 (23%), North America 18 (4.5%) people, and the number of participants from Africa, Oceania, South America are very little. (Figure 4.3)



**Figure 4.3** Percentage of country factor of the participants in the research

With regard to sight, this study is interested in four statements of sight which are *short-sighted*, *long-sighted*, *colour-blind*, and the *other*. *Other* is understood as other sights, which have the state of sight are different with three foregoing states. The most participants are in other state of sight with 211 people (52.2%), short-sighted is 157 (38.9%), long-sighted is 32 (7.9%), and there are only 4 cases in colour-blind state (1.0%). (Figure 4.4)



**Figure 4.4** Percentage of sight factor of the participants in the research

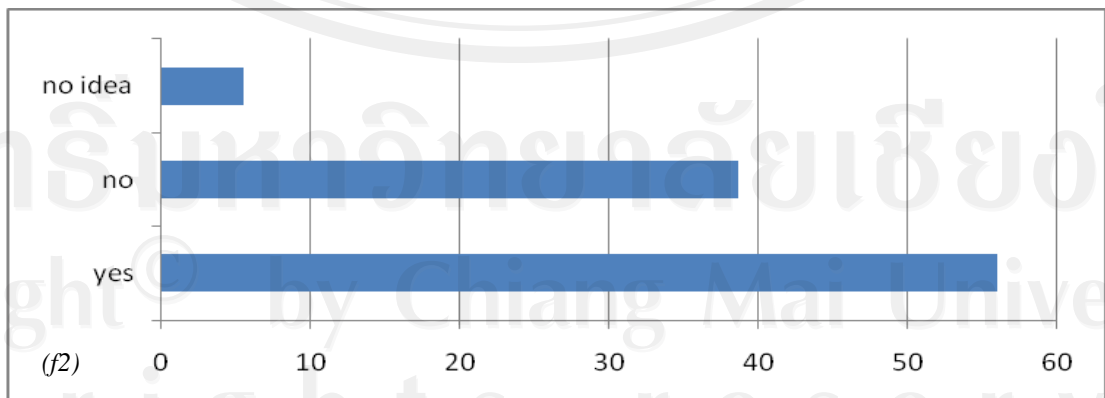
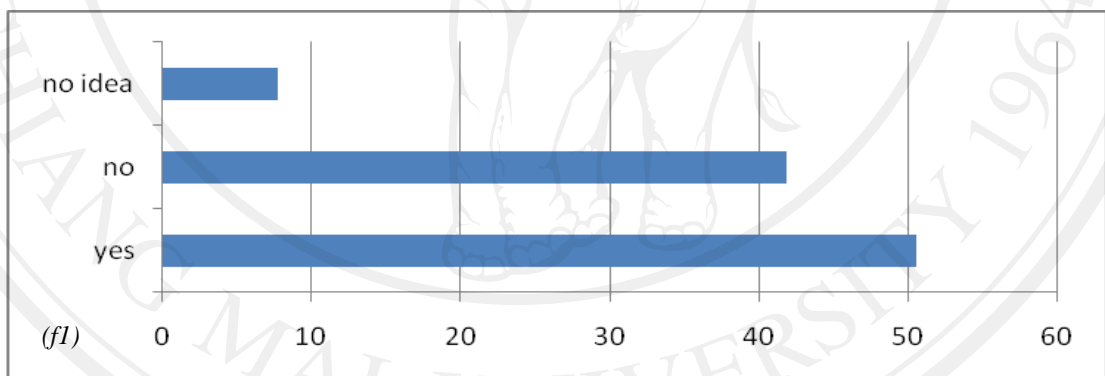
When observing the photo, participants' familiarity with the picture is the experience of respondents to the environment (Rapoport, 1977). Familiar factor in this study is classified into three scales: *Yes* (participant feels familiar to his/her hometown); *No* (unfamiliar); and *No idea* (participant feels confuse with familiarity).

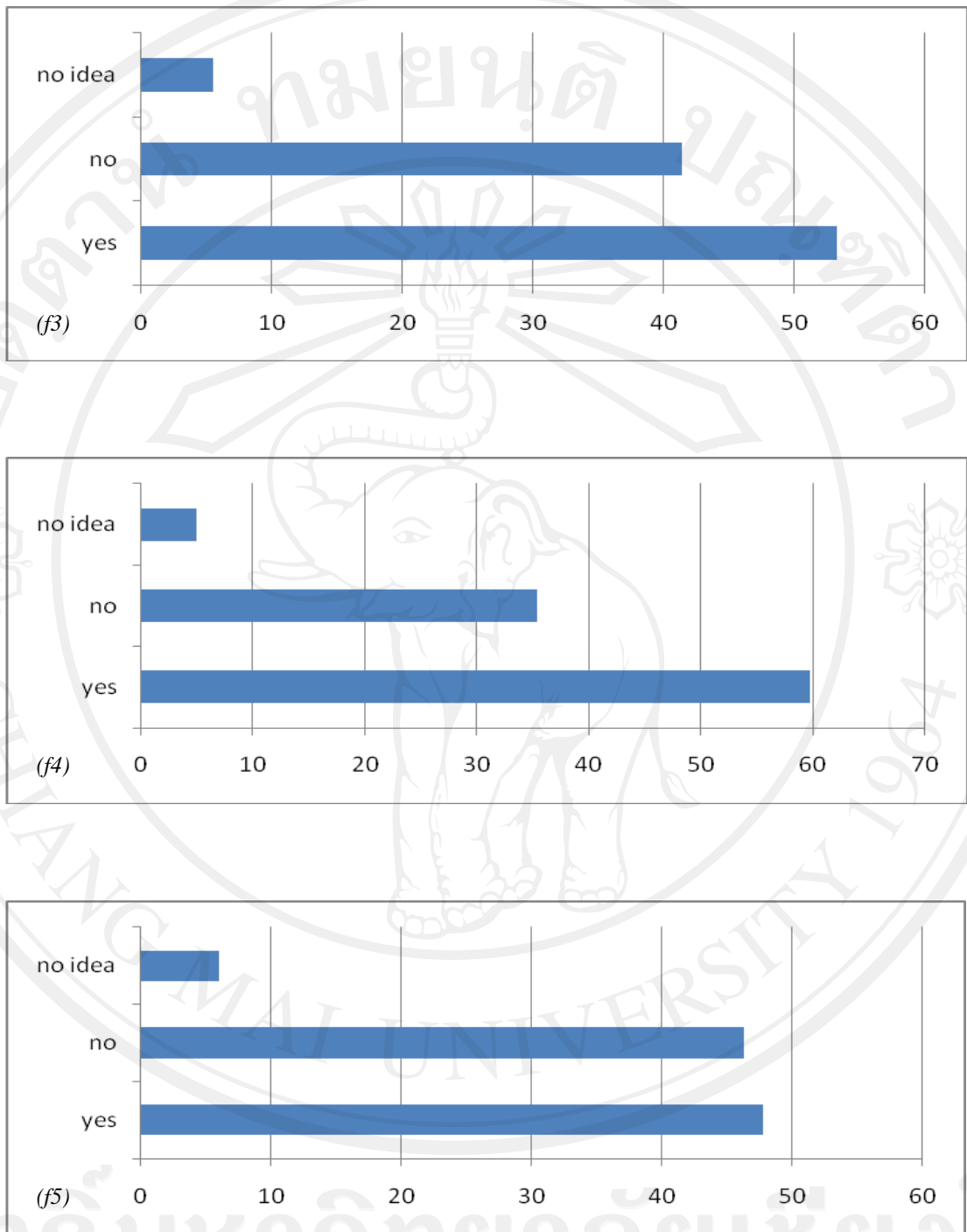
The results of participants' familiarity to each photo are detailed as followings:

- Familiarity of photo-P1 (familiar 01): There are 204 people chose *Yes* (50.5%), 169 people chose *No* (41.8%), and 31 participants gave the opinion as *No idea* (7.7%);
- Familiarity of photo-P2 (familiar 02): There are 226 people chose *Yes* (55.9%), 156 people chose *No* (38.6%), and 22 participants gave the

opinion as *No idea* (5.5%);

- Familiarity of photo-P3 (familiar 03): There are 215 people chose *Yes* (53.2%), 167 people chose *No* (41.3%), and 22 participants gave the opinion as *No idea* (5.5%);
- Familiarity of photo-P4 (familiar 04): There are 241 people chose *Yes* (59.6%), 143 people chose *No* (35.4%), and 20 participants gave the opinion as *No idea* (5.0%);
- Familiarity of photo-P5 (familiar 05): There are 193 people chose *Yes* (47.8%), 187 people chose *No* (46.3%), and 24 participants gave the opinion as *No idea* (5.9%).





**Figure 4.5** Percentage of familiar factor to each photo of the research survey (*f1*: Familiar 01; *f2*: Familiar 02; *f3*: Familiar 03; *f4*: Familiar 04; *f5*: Familiar 05)

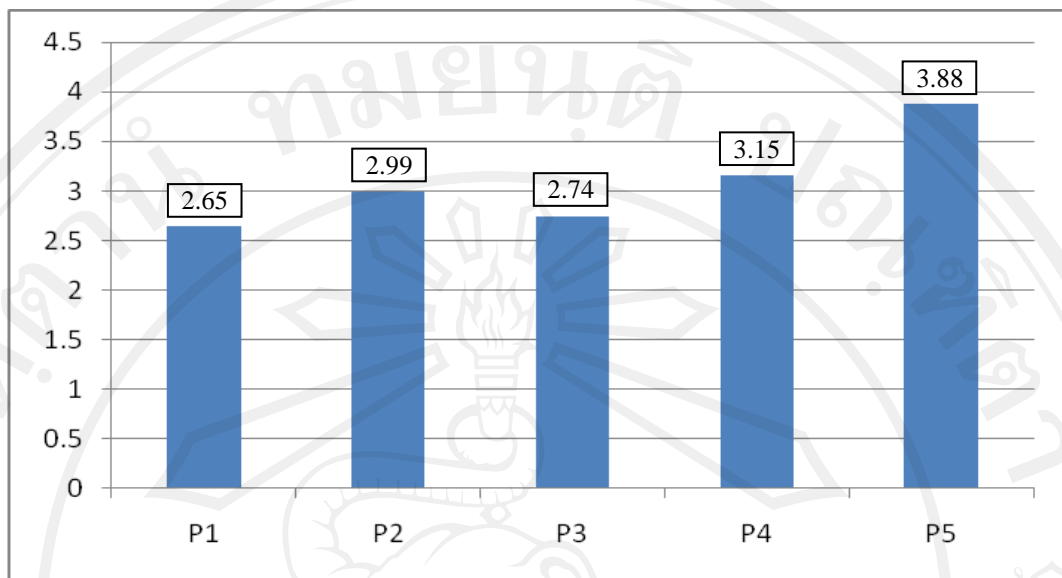
## 4.2 Research topic 2: Aesthetic Responses

Aesthetic responses of environment in front of the Hue Citadel are provided to seven factors regarding to O'Conner (2008) correlate with seven dependent variables. Base on the scales of those factors from the survey, the data are analyzed to proclaim the perceptions of aesthetic responses of environment in the study area and how effective of each factor to the aesthetic responses. Therefore, this topic is divided into two parts: the most aesthetic response and the effective factor with aesthetic responses.

### 4.2.1 The Most Aesthetic Response

According to questionnaires, the question which is aimed to this topic is assumed to evaluate the preference of five photos (P1-P5). Descriptive statistic is used to analyze the five photos<sup>1</sup>. Five photos are obtained from the selection of the groups of photos of environment in front of Hue citadel (Appendix E). The results of this analysis reveal mean of each photo P1, P2, P3, P4 and P5 in turn as 2.65, 2.99, 2.74, 3.15, and 3.88 (Figure 4.6). Photo-P5 is obtained the greatest mean value as 3.88. It can be concluded that the photo-P5 is the most preference and assumed to obtain the most aesthetic response. In other hand, photo-P1 is obtained the least mean value as 2.65. It can be concluded that the photo-P1 is the least preference and assumed to obtain the least aesthetic responses.

<sup>1</sup> P1, P2, P3, P4, and P5 are the new variables represent five photos base on using “compute variable” in SPSS programme to compute all of seven factors of aesthetic response of each photo.



**Figure 4.6** Mean values of the photographs represent five groups of photographs of environment in front of Hue citadel

#### 4.2.2 The Effective Factor with Aesthetic Responses

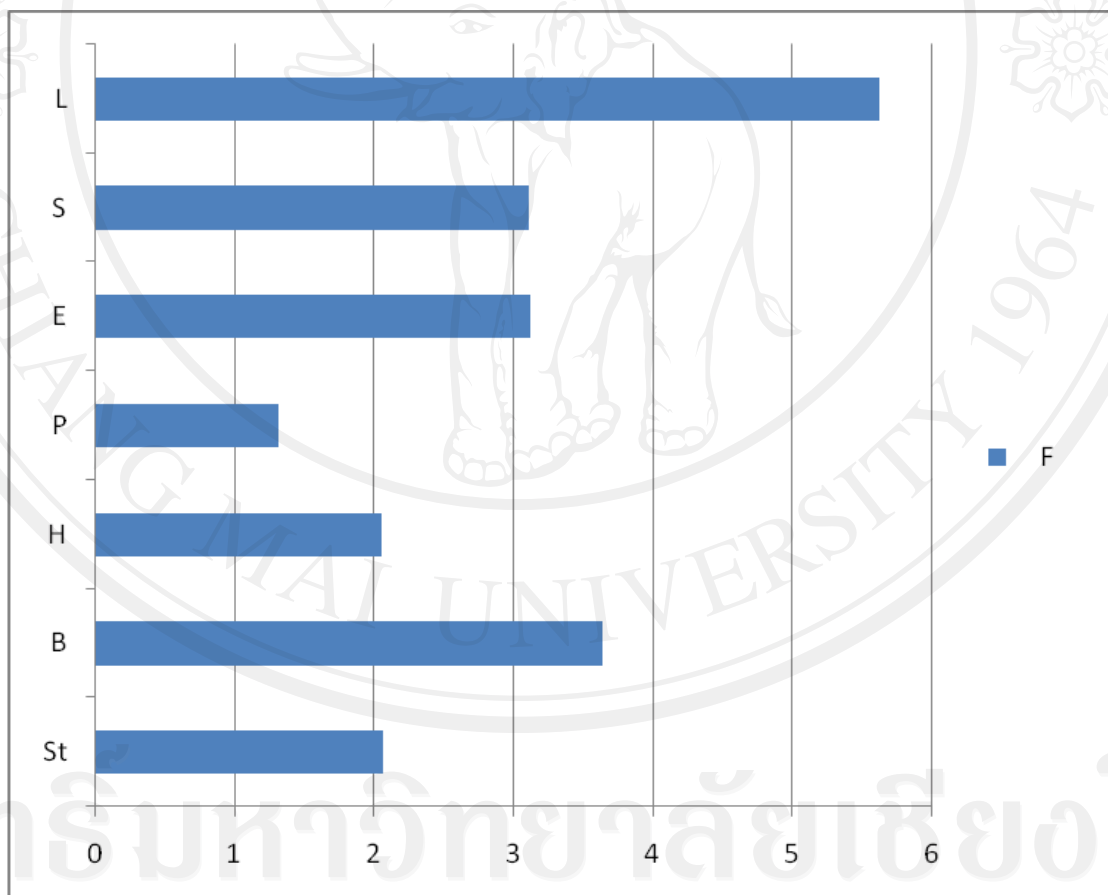
Base on the preceding results, the most and the least aesthetic responses have found with the photo-P5 is the most preference and the photo-P1 is the least preference. This analysis aims to solve which factor in seven factors of aesthetic response (stimulating, beautiful; harmonious; pleasant; exciting; sympathetic; like) is the most effective factor. One-Way ANOVA analysis is applied to analyze factors of photo-P1 (the least aesthetic response) and photo-P5 (the most aesthetic response).

The results can be presented as the following table (Table 4.1):



**Table 4.1** F-values of One-Way ANOVA analysis results

<i>Factors</i>	<i>F</i>
<i>Stimulating</i>	2.060
<i>Beautiful</i>	3.634
<i>Harmonious</i>	2.053
<i>Pleasant</i>	1.308
<i>Exciting</i>	3.120
<i>Sympathetic</i>	3.101
<i>Like</i>	5.620



**Figure 4.7** Chart of the F values of One-Way ANOVA analysis of seven factors of photo-P1 by photo-P5 (*St*: *Stimulating*; *B*: *Beautiful*; *H*: *Harmonious*; *P*: *Pleasant*; *E*: *Exciting*; *S*: *Sympathetic*; *L*: *Like*)

Figure 4.7 presents the F values of One-Way ANOVA analysis of seven factors of photo-P1 by photo-P5 which are as followings:

*Factor01*                      *St = Stimulating*

*Factor02*                      *B = Beautiful*

*Factor03*                      *H = Harmonious*

*Factor04*                      *P = Pleasant*

*Factor05*                      *E = Exciting*

*Factor06*                      *S = Sympathetic*

*Factor07*                      *L = Like*

The most effective factor is of Factor07 (Like) with the value as 5.620. In other way, the least effective factor is of Factor04 (pleasant) with the value as 1.308. It can be conducted that Factor-Like is the most effective factor with aesthetic response when comparing the most preference Photo-P5 to the least preference Photo-P1. Factor-Pleasant is the least effective factor with aesthetic response when comparing the most preference Photo-P5 to the least preference Photo-P1.

### **4.3 Research topic 3: Correlations of Aesthetic Response's Factors with Preference**

Regarding to O'Conner (2008), correlations of aesthetic response's components can be evaluated by grouping the seven factors into three aesthetic response's components: *affective* appraisal (affective), *congruity* and *preference*.

*Affective* component composes from 4 factors which are *stimulating*, *beautiful*, *pleasant*, and *exciting* factor. *Congruity* component composes from 2 factors which

are *harmonious* and *sympathetic* factor. *Preference* is *like* factor (Nasar, 1994; Mehrabian & Russell, 1974; Osgood, Suci & Tannenbaum, 1957; Russell, 1988; Russell, Ward & Pratt, 1981; Ward & Russell, 1981). This research topic investigates about whether the correlation among the other factors (stimulating, beautiful, harmonious, pleasant, exciting, sympathetic<sup>2</sup>) with like factor (preference). The correlations of them are investigated.

The results use the correlation analysis to analyze the data of each other factors of aesthetic response and like factor. Table 4.2 presents the results from correlation analysis.

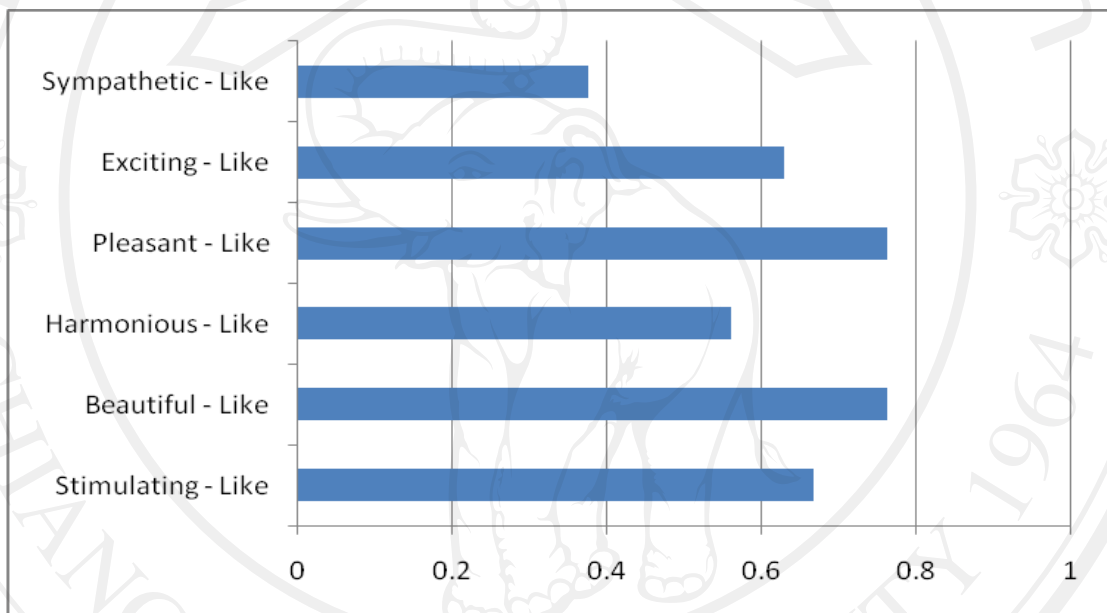
**Table 4.2** Pearson Correlation values of correlations between like factor and the other factors of aesthetic response

<i>Correlations</i>	<i>Values</i>
<i>Stimulating - Like</i>	0.666
<i>Beautiful - Like</i>	0.761
<i>Harmonious - Like</i>	0.560
<i>Pleasant - Like</i>	0.762
<i>Exciting - Like</i>	0.628
<i>Sympathetic - Like</i>	0.376

According to Table 4.2, the Pearson Correlation Coefficient in the table indicates the relationships between preference (like factor) and the other factors as stimulating, beautiful, harmonious, pleasant, exciting, and sympathetic factor. Pearson

<sup>2</sup> *Stimulating, Beautiful, Harmonious, Pleasant, Exciting, Sympathetic, and Like* are the new variables represent seven factors of aesthetic response to the environment in front of Hue citadel which are investigated in this research base on using “compute variable” in SPSS programme to compute five same factors of all five photos.

Correlation values of pleasant - like is 0.762 and beautiful - like factor is 0.761 are the highest; whereas Pearson Correlation value of sympathetic - like is 0.376 is the lowest. Besides, value of sympathetic - like is lower 0.4; harmonious - like is in interval from 0.4 to 0.6, while the other values are in interval from 0.6 to 0.8 (Figure 4.8).



**Figure 4.8** Pearson Correlation values of correlations between like factor and the other factors of aesthetic response