

## Developing criteria for Egyptian sportswear brand personality

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### Abstract:

While so many organizations seeking to promote all kinds of products, and consumers increasingly searching for new fashion and getting to know the new trends every day, the competition increases in the apparel market one day after another as a result. Today, apparel retailers are forced to use all available methods in order to differentiate themselves and their products from others, that is why the focus of apparel organizations is recently shifting to differentiate themselves by establishing and developing branded products instead of promoting products and enumerating their characteristics and advantages for comparison with competing products. Companies resort for distinguishing themselves and their products by offering these products under the umbrella of a brand. In addition, building brands helps to form a close relationship between the consumer and the apparel brands he/she prefers, without the presence of the brand, competition between the various apparel organizations turns into a commodity competition based on price and product specifications only, which is detrimental to all these organizations and reduces their profits.

This research aims to study the personality of brands from the Egyptian consumer perspective, in order to identify the extent of the deviation of these brand personalities from the Egyptian consumer purchasing trends, through the application of the Geuens et al., (2009) brand personality scale. The importance of the research is due to rarity of brand personality scale's application in the Egyptian apparel market. Results of this research are expected to help in setting criteria for brand personality development, and improving the relationship between apparel brand personality and the personality of the targeted Egyptian consumers, in order to develop potent Egyptian's apparel brands. Because previous studies have shown that these criteria are related to the context of the society in which it was applied.

### Keywords:

apparel brand personality, brand personality scale, apparel brands.