

The Effect of Fashion Psychology on the Consumer in Light of COVID-19

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Abstract:

Clothes emphasize the way that person thinks, sees and feels about him/herself, as it includes the shape of personality and its characteristics, so fashion is a silent language that speaks eloquently about a person's thinking, identity and affects the extent of his/her self-esteem. COVID-19 has changed lifestyle since its inception, as it led to the emergence of new trends in fashion and greatly affected the psychology of consumers, and hit the global fashion industry with a value of 2.5 trillion, hence the idea of the research has included the impact of COVID-19 pandemic on the psychology of fashion and the consumer. The research problem has included answering the following questions: Has the psychology of fashion affected the consumer in light of the COVID-19? To What extent can styles of clothing change the mood of the consumer in light of COVID-19? The aim of the research is to determine the psychological factors of fashion that affect the consumer in light of COVID-19. The research methodology is based on the inductive and analytical approach. The research is including the psychology of fashion and identity, the use of clothing to define specific meanings, the meanings of colors and Fabrics in Fashion psychology, and the impact of COVID-19 on fashion and the consumer.

The results of the questionnaire to measure the impact of COVID-19 pandemic on the psychology of fashion consumers:

The researcher made a questionnaire to study the impact of the COVID-19 on fashion consumers psychologically, on 100 participants represented in the age group from 20 to 35 years as a sample to determine the psychological factors through the use of clothes in light of the global COVID-19 pandemic. The questionnaire addressed a set of questions and the results were as follows:

90% thinks that impressions of others did not affect the participants' choices of the clothes they buy, and 95% says that the impressions of others did not affect the participants' choices of the brand who decided to buy from, while 95% thinks that the clothes worn by the participants presented them to others to present their self-esteem, and 75% of the participants think about wearing clothes differently in light of **COVID-19**, instead of spending on buying new clothes, as shown in Figure "1".

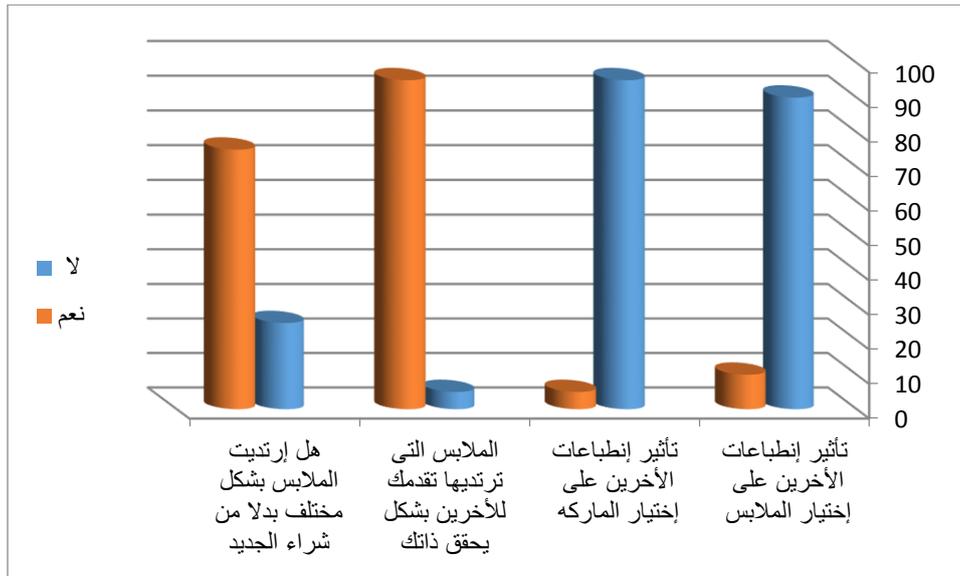


Figure "1" The results of the questionnaire "first group"

The most styles worn by the participants during the **COVID-19 pandemic** were casual wear by 95%, followed by sportswear, while the most pieces worn by the participants during **COVID-19** were blouse and shirt by 75%, and the most used materials which was worn by the participants in light of the **COVID-19** is 95% cotton, and the most prominent colors used by the participants during the **COVID-19** pandemic are white, blue, green, yellow and violet, and the participants preferred plain clothes, that is, with plain fabrics, by 93%, during the **COVID-19** pandemic, and follow 70% of the participants are the current fashion trends during the **COVID-19** pandemic, as shown in Figure "2".

Clothes were used as a source of happiness and to change the mood in light of the **COVID-19** pandemic by 83% and the most outfits for the participants that make them feel happy are casual clothes by 93% because they are more free to move with ease. **The participants identified a group of casual elements, which are.** Pants and shirts or jeans and T-shirts, dresses or Jumpsuits by 83%, while 10% of the participants chose sport wear as clothes that make them feel happy and comfortable while wearing them, while 7% of the participants chose home wear as clothes through which they feel happier, and the percentage of 98% of the participants confirmed that changing the style of clothing changes the mood during the **COVID-19** pandemic, and 61% of the participants were shopping for quality and price, while 39% were looking for happiness during the **COVID-19** pandemic, while 60% of the participants did not care about their clothes during virtual and online business meetings. Information like Zoom meeting during **COVID-19** pandemic and only 40% are interested as shown in Figure 3.

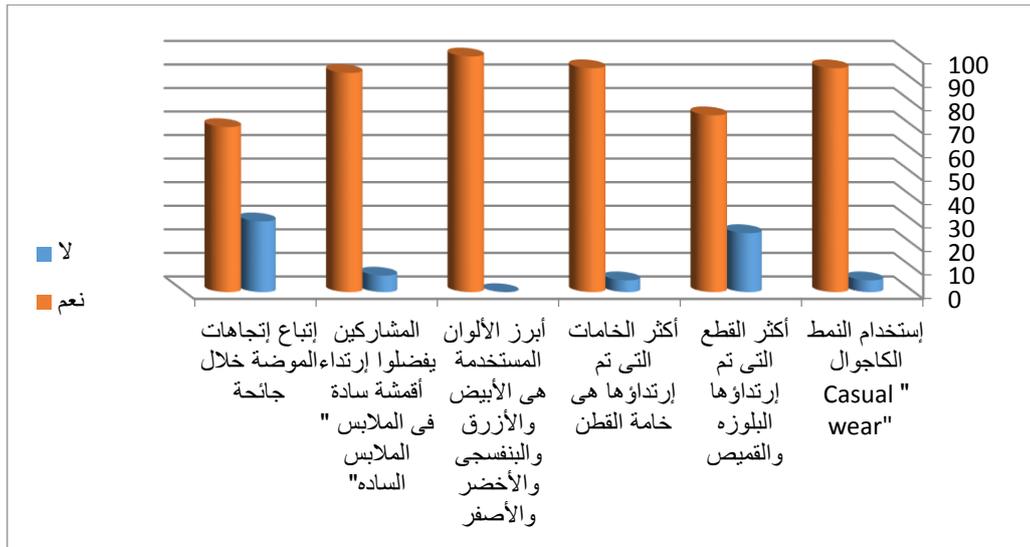


Figure "2" The results of the questionnaire "the second group"

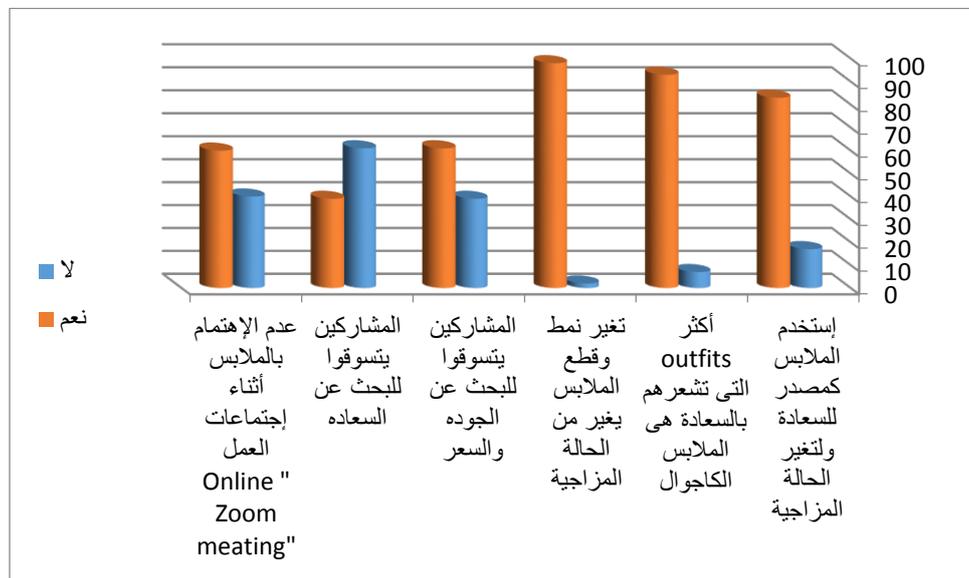


Figure "3" The results of the questionnaire for the third group

Instagram was the most fashionable site which is followed by participants through social networks in light of the COVID-19 pandemic, with 65%, and then Facebook with 27.5% and 7.5% of Pinterest, as shown in Figure "4".

The most brands that participants buy from during the COVID-19 pandemic are Zara MAX, H&M, Defacto, L.C. Waikiki, , souq.com, Jumia & Amazon through online shopping and social networking sites, and the most brands that the participants are already directed to after the end of the ban period during the COVID-19 pandemic, are the following brands, Zara, Max, , L.C Waikiki, H&M, Defacto, while the most items purchased by participants during and after the end of the ban periods were dresses, blouses, jeans, T-shirt and shirts.

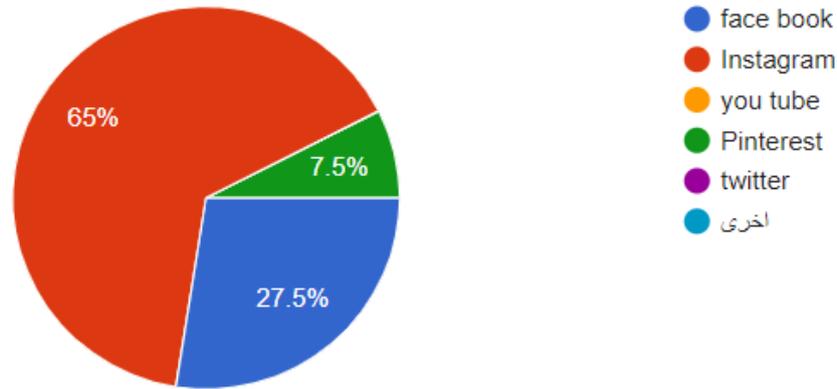


Figure "4" is the most social networking site to follow fashion during the COVID-19 pandemic

The most important results of the research were that:

- The different clothes and their styles express the personality and its ideas and determine how to interact with others.
- Casual wear style is the most worn styles from the beginning of the COVID-19 until now.
- The use of natural cotton materials, which are characterized by comfort in use and softness in texture.
- Using clothes by wearing them in multiple ways to feel happy and to change the mood.
- Using the same different pieces of clothing that the individual owns, but in different ways than the previous ones, as an alternative to spending on buying new clothes and to improve the mood.

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