

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 himself, , 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 self esteem, , The 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 that included the impact of The COVID-19 pandemic on the psychology of fashion and the consumer, The research problem included answering the following questions: Has the psychology of fashion affected the consumer in light of the COVID-19? and what extent will the styles and items of clothing change the mood of the consumer in light of the COVID-19? The aim of the research is to determine the psychological factors of fashion that affect the consumer in light of the COVID-19, and the research methodology is based on the inductive and analytical approach, The research including the psychology of fashion, fashion, self and identity, the use of clothing to define specific meanings, the meanings of colors and Fabrics in Fashion psychology , and the impact of the COVID-19 on fashion and the consumer, and the researcher made a questionnaire on 100 persons to determine the psychological factors of fashion and its impact on the consumer in light of the COVID-19 . One of the most important results of the research was that the different clothes and their styles express the personality and its ideas and determine how to interact with others, and casual wear style is the most worn styles from the beginning of the COVID-19 until now.

Keywords:

psychology fashion, COVID-19, Self concept, self esteem