

Analytical study of the big five traits theory for apparel consumers segmentation

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Abstract:

The research is summarized in studying the theory of the big five personality traits and its position between other psychological theories, dividing apparel consumers into segments with common needs and interests and one response in most cases to marketing activities, where the apparel consumers psychology, identity and personal styles differ, which effect their purchasing preferences as well as their way of making a purchase decision and their position in the fashion cycle, and these differences appear a lot in the decisions of buying clothes, apparel marketers face challenges in trying to segment apparel consumers accurately because of the changing nature of apparel market and the tastes of its consumers, Clothes have a close relationship with the human being, as it expresses his personality and his nature, human is most affected by clothes among all the many products that surround him and he uses in his daily life, The relationship between fashion and the consumer is largely related to the fact that clothing is worn not only for its functional benefits but also for the emotional enhancement it provides to the wearer, Since most products in the clothing category fulfill similar functional needs, consumers are essentially trying to create a social identity with what they buy this is due to the very symbolic nature of the clothing, Psychology has a fundamental and important role in recognizing the personal patterns of humans, The clothing industry is also concerned with studying the factors that affect the consumers purchasing preferences until they reach their purchase decision, as well as how clothing products are used and styled, and this requires the development of marketing plans for each segment, and in most cases these plans are long-term and its Segmentation criteria should be stable, marketers can use personal segmentation to make promotional plans to develop the brand identity according to the personal characteristics of the target group.

Key words:

The Big Five Theory, Apparel consumers segmentation Theories, Apparel consumers Marketing strategies