

# The impact of psychological influences on clothing consumption behavior of Moroccans

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**Abstract:** The objective of this study is to identify psychological influences as the main variables influencing the consumption of clothing by Moroccans, and to measure the nature of the relationships that may exist between these variables and our dressing behavior, and then determine the effect of these variables on clothing consumption behavior among Moroccans.

Therefore, the study we decided to conduct aims to measure the impact of psychological influences on clothing consumption behavior, more specifically among Moroccan consumers .

Our project is therefore to apprehend Moroccan society as a whole through the prism of clothing by linking the ways of being, behaviors and gestures attached to it to the functioning and ways of thinking of individuals.

**Keywords:** consumption behavior, clothing, Attachment to the brand, Personal factors , psychological influences.

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## 1. INTRODUCTION

Fashion awareness is defined as the degree of involvement in fashion or style (Nam & al, 2007), influencing decision making on product consumption which is an important dimension in the lifestyle of the individual (Sproles & Kendall, 1986; Wells & Tigert, 1971).

The fashion industry has an impact on individuals not only in the way they dress, but also in the way they define and present themselves (Auty & Elliot, 1998). Consumers create an image for themselves through their respective styles, allowing them to belong, or think they belong, to certain groups depending on the brands they prefer and consume (Han, Nunes and Drèze, 2010). The consumption of a product with a brand also contributes to the impression these individuals want to project (Leary and Kowalski, 1990). Each person tries to produce a precise impression, and this is the result of several factors, including gender, the importance of the current trend and many more. Women have been found to be more sensitive than men to behavioral cues people project on others and have a better interpretation of other people's clothing (McCracken & Roth, 1989; Piacentini & Mailer, 2004).

## 2. LITERATURE REVIEW

### I- consumer and buyer behavior

The study of consumer and buyer behavior has become essential in the analysis and practice of both strategic and operational marketing, so it is a question of properly identifying the variables that push consumers to buy and how the consumer's decision-making process works.

#### Definition of clothing:

A garment is an article of clothing used to cover a part of the human body, but its purpose varies greatly from one society to another depending on the cultures and attitudes of individuals within their group: practical, symbolic or still social (display a status).

It therefore also endorses other dimensions, notably psychological, cultural and social.

**II- Psychological influences:****1- Cultural aspects:**

Boas (1927) initial concept of cultural relativism, that is to say that each culture is endowed with a particular "style" expressed by language, beliefs, customs, art ..., it is the spirit specific to each culture which influences the behavior of individuals.

**2- Social aspects:**

Consumers cannot behave or decide like individuals outside a social context, their actions are in case drawn into a system of continuous and concrete social relations (Granovetter, 1985). They undergo a socialization allowing them to evolve in our modern societies. Which imposes a social dependence on the individual, Moschis and Churchill (1978) explain that learning results from an interaction with agents of socialization which transmit norms, attitudes, motivations and behaviors. The individual is subject to various Social influences. This learning then goes through mechanisms of reinforcement, imitation or interaction with others. The study of their influences on consumption can help to understand the reasons for the choice of clothing style of the Moroccan consumer.

**3- Social identity:**

Consumers use products that are socially visible to others to communicate their identity (Hwan Lee, 1990). The basic premise of social identity theory is that the individual aspires to a need for self-esteem, particularly through clothing products (Darley, 1999). Groups associated with clothing styles can thus participate in an identity construction of the individual insofar as they consume and they exhibit significant products and brands that can be identified by others. This group identification follows a self-categorization process. The reference group is then considered as a psychologically significant category for its members, of which they claim to be subjectively, when they engage in social comparisons and the acquisition of norms and values and whose laws and references they adopt. and behavioral beliefs that influence their attitudes and behaviors (Turner et al., 1987).

**4- Personal aspects:**

**Self Perception:** Researchers have documented that clothing influences how we view ourselves. Two social psychologists, Bettina and Ulrich (2002), studied whether what people wear influences the way they think about themselves. They reasoned that dress styles would influence self-descriptions because certain styles of clothing can be linked to specific trait categories. They found that the participants

describe themselves in a way that was consistent with the way they were dressed. Thus, the clothes worn by these individuals influence their thoughts about themselves.

**Feel like:** "Others dress how they want" "I don't want to dress and people say about me" "dress how you want"

**Personality:** "It reveals a part of the personality" "each his own style, for a world with different personalities" "a first impression of the personality" "my personal style" "a dress style, it is something that reflects his personality"

»« The clothes that best suit your personality

**Fear of social exclusion** "Limit yourself for fear of being excluded" "change, that scares me a little".

**III- the different psychological variables that impact consumer behavior :**

The selection criteria :

**1- Attachment to the brand:**

According to researchers Zhany and Kim (2013), Rahid, Rab and Muhammed (2013), Berr (2000) and Mulkerkey (2001) have identified brand attachment as a factor that impacts consumer behaviour, (introduction, paragraph 2 page 38 Psychological Influences and FashionConsumptionBehaviour of Consumers in South East Nigeria"). Emotional relationships, such as love, that a consumer may develop towards a brand may lead him or her to give more importance to the brand than value for money. And so they are willing to pay any price for their favorite brand product.

**2- Personal factors :**

Expressing your identity:

Researchers have documented that clothing influences how we see ourselves. Two social psychologists, Bettina and Ulrich (2002), studied whether what people wear influences how they think about themselves. They reasoned that clothing styles would influence self-descriptions because some clothing styles can be related to specific categories of traits. They found that participants described themselves in a way that was consistent with the way they were dressed. For example, clothing carried by these individuals influenced their thoughts about themselves.

Show your lifestyle:

An individual's lifestyle includes all of their activities, interests, values and opinions. A consumer's lifestyle will influence their behavior and purchasing decisions. For example, a consumer with a healthy and balanced lifestyle prefers to play sports regularly (and will therefore buy adapted shoes, clothing and products).

Show your taste :

The style of clothing depends on the consumer's taste. Teenagers determine the tastes of their peers based on their clothing style. For teens, clothing consumption reveals the wearer's interests. They agreed that clothing was a good initial indicator of the personality and interests of potential friends, but almost all of them were uncomfortable with the idea that clothing was the determining factor in the choice of friends (Piacentini and Mailer, 2004). Taste that guides and determines consumer behaviour is the criterion for selecting clothing. All depends on the tastes as well as to each one its tastes.

**3- Motivation :**

Catherine and Etienne (2009) explored the association between age and other key variables, including price, durability, suitability affecting clothing purchasing behavior. Younger participants preferred low prices while older participants preferred suitability and durability as crucial when purchasing clothing. Jin and Kang (2010) in their study of purchase intent toward foreign-brand jeans using four backgrounds. Saving dignity, attitude, perceived behavior control, and subjective norms found that when faced with saving, attitude, perceived behavior control have a significant influence on purchase intent while subjective norms have a significant influence on purchase intent.

Being attractive and seductive :

Researchers have also shown that our self-perceptions (e.g., old, unattractive, fat) affect the behaviors we undertake to change our bodies. Considerable research shows that when people are dissatisfied with their bodies, they engage in a variety of appearance management behaviors such as dieting, cosmetic surgery or other types of makeovers, and exercise. For example, two Psychologists Smolek and Levine (1994) found that body dissatisfaction was related to early dieting, while Eric, Erika and Stein (psychologists) joined Shaw (1994) and documented that body dissatisfaction was related to disordered eating.

Fostering Your Belonging

By adapting to the way individuals dress our society while taking into consideration the limits not to be exceeded in order not to be excluded from our society. In addition, clothing fashion is sometimes inspired by the world of the street and the suburbs, which may be a factor explaining the number of adolescents identified with this group (method, sample page 7 The role of clothing style in the behaviour of the adolescent consumer, Proceedings of the 25th International Congress of the AFM - London, 14 and 15 May 2009 Khafid BADAOU, Anne-Marie LEBRUN, Patrick BOUCHET).

**3. DATA ANALYSIS AND RESULTS**

In order to be able to understand the impact of psychological influences on clothing consumption behavior, we had to carry out interviews with professionals in the field, whether on the theoretical level (Professors) or on the practical level such as those in charge of foreign trade. , store manager. This study, which is recorded as part of a qualitative study, will obviously serve to supplement the information drawn from the documentary research established in advance. It can also be considered as a methodological tool; it was carried out using a semi-structured interview guide, which included 3 topics and allowed us to guide the respondents and avoid answers that did not fit into our subject, as well as some questions that left a margin of freedom for the interviewee to express himself as the guide was only semi-directive.

The interview guide boils down to many answers that allowed us to complete the constructs already drawn from the documentary research, and to eliminate others.

The horizontal analysis aims to understand the responses of each individual on each topic. Vertical analysis is used to find out what was answered by an individual for all of the topics.

The horizontal synthesis will make it possible to know what all the individuals responded to each theme (the most redundant response).

The vertical synthesis will make it possible to synthesize what each individual has answered to all of the given themes.

	Interview 1	Interview 2	Interview 3	<b>Synthèse horizontale</b>
	AHMAMOU Bouchta: Foreign trade manager at OKAT Sarl MELLAL Said	General Manager at MODALAND Sarl	BENMINA Yassine: DEFACTO store manager	
<b>Question n°1</b>	The type of clothing consumption has more relation with the need and utility. Belonging to a more evolving social status.	Our customers ask us to be more rational in our creations, that is to say, to produce what will be consumed utully thereafter.	In my store, I see that the choices differ from one customer to another depending on the needs.	consumption of consciousness and enjoyment
<b>Question n°2</b>	We always face the economic constraint (Price)	We seek through our pricing policy to sensitize the Moroccan consumer	The first instinct of my clients is to consult the price ticket after looking for the exhibition of the new collection.	price and fashion orient consumer awareness
<b>Question n°3</b>	a girl at the age of 7 cannot dress while being influenced by her mom.	Women consume more than men, they are always looking for a new style to adopt.	I find that income is a determining factor in the process of consumption	Age, gender and economic position are very important personal factors in the consumption decision
<b>Question n°4</b>	The ready-to-wear industry is constantly evolving, so people are following the trend	The middle class is embracing a radical change in pursuit of a new way of life.	Sometimes I meet the same people three days in a row.	Involvement in fashion results from the pleasure of shopping, adaptation to the trend
<b>Question n°5</b>	The purchase is made according to need and to change in style and promote appearance	<i>Need is a favorable force that drives the consumer to buy</i>	The motivating reasons for buying lie primarily in need	The need is a factor driving the purchase
<b>Question n°6</b>	Because culture designates the set of values, beliefs and habits acquired from the family	<i>Culture always has its effects on the direction that fashion consciousness has taken</i>	Customers are always accompanied by their families	The socio-cultural aspects impacting consumption are: culture the family

<b>Question n°7</b>	Taste is very important in the consumption of clothing	Generally our consumption is managed by the perception of ourselves	<i>Different tastes are the secret of the success of our different collections</i>	Taste and self-perception
<b>Synthèse verticale</b>	Vertical synthesis the field of textiles meets a multitude of criteria that the Moroccan consumer requires	Confidence is gained once MODALAND begins to meet the needs of its customers	Observe closely the purchasing behavior defines DEFACTO the sensitive points of their customers on which to react	

### Vertical analysis

**Interviewee 1:** finds that the consumption of clothes by Moroccans is consumption of enjoyment and conscience, as well as price and fashion are the two criteria for selecting clothes for Moroccans. The personal variables that explain the clothing purchasing behavior of Moroccan consumers can be summed up in economic position, age and sex, which their involvement is justified by adaptation to the trend. Moroccans buy clothes for a change, for the need and for the symbolic meaning that the clothes give them. On the socio-cultural side, it is culture that influences consumer behavior. For the personal aspects, it is self-perception and taste that prevail.

**Interviewee 2:** finds that the consumption of clothes by Moroccans is purely a consumption of pleasure, as well as the price and the fashion are the two criteria of selection of clothes of the Moroccans. The personal variables that explain the clothing buying behavior of Moroccan consumers can be summed up in economic position, age and gender. Their implication is relative to adapting to the trend and as well as to stand out in society. Moroccans consume clothes not only for need but also to meet a certain social reputation. Culture guides the behavior of Moroccan consumers. Among the personal aspects it is taste and style that come into play.

**Interviewee 3:** finds that consumption is in a way a consumption of enjoyment, for which the price and the trend strongly intervene. The personal variables expressing this behavior are gender and age. The implication arises from the adaptation to fashion and the pleasure of shopping, also indicating that family and culture are the dominant socio-cultural factors in clothing consumption.

### Validity and reliability of the measurement scale:



#### Horizontal analysis:

The respondents find the consumption of clothing by Moroccans to be much more a consumption of conscience and it can also be consumption of enjoyment. As well as the consciousness of the Moroccan consumer vis-à-vis clothes most often tends towards price and fashion. Regarding personal factors, which influence the consumption of clothes much more, are: age, fashion and economic position.

When going into fashion, most respondents find that the reasons behind the involvement and trend in fashion are: adapting to the trend and seeking to stand out.

According to the interviewees, The main reasons that motivate people and push them to buy clothes in Morocco are: the need, the social reputation and also to seek expression.

Finally, the socio-cultural aspects which generally impact the consumption of Moroccan clothes mainly focus on: culture and family.

### Diagonal analysis

According to the interviewees, the behavior of the Moroccan clothing consumer is explained by the value for money, the desire to express their freedom, age and sex.

## 4. CONCLUSION

The literature review and interviews with professionals in the field enabled us to identify constructs and items related to the phenomenon studied:

the psychological influences on the clothing consumption behavior of Moroccans, dependent variable: clothing consumption (shopping, how often you find interest in buying clothes), the selection criteria (trend, value for money) price, attachment to the brand), personal factors (expressing one's identity, showing one's lifestyle, showing one's taste), Motivation (promoting one's belonging to society, expressing one's freedom, being attractive and attractive).

-the hypotheses of the study:

H1: the selection criteria react positively to clothing consumption behavior. H2: personal factors are taken into consideration when consuming clothes. H3: motivation is an element favoring the consumption of clothes

Our study allowed us to reveal underlying aspects of our clothes, it is not just about dressing to cover your body, but we were able to discover what we are behind the choice of our clothes.

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