

THE INFLUENCE OF THE LANGUAGE OF CLOTHING ON THE PERSONALITY OF THE INDIVIDUAL AND ITS RELATION TO SOME DEMOGRAPHIC VARIABLES

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Abstract

The language of clothing and its impact on the personality of an individual and its relationship to some demographic variables was conducted on different categories in terms of age, social status and educational level. Through these differences, there were common points in their views about clothing and related to it, according to my observation during the research that the element of religion, tradition and environment, and sometimes the influence of the media negatively or positively. We find some of the answers do not reflect a personal conviction translated in the form of practice, but answers an answer expressing public conviction or not to expose himself to criticism, for example, one may prefer gray color, because the color is prevalent and does not wear this color at all. There are also conflicting answers: One person spends his entire budget on clothes, does not wear clothes for different occasions or does not follow fashion. The conclusion is that the clothes of the Sudanese generally do not take much of their concerns, so ignorant of their effective role in determining the personality of the individual through the silent language of clothing and response and impact on their live.

Keywords: Language, Clothing Personality.

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INTRODUCTION

Clothes is a clear language for those who can understand and hear them, a loud whisper that reveals your secrets or at least part of your personality. (2001 Appeal) that the search in the mouths of this language may be considered the key to the personality, as the language of communication vocabulary and methods and originality and rhetoric and the height of some of its meanings or weaknesses, the language of clothes the same approach we can say that a person can recognize other personal features, Culture, and interests, only if he listened to the silent and silent dialogue, and the harmony of the vocabulary of this language harmony or dissonance.

Al Bar (1991) considers that clothing is a clear language spoken by every person who identifies his personality as a language that communicates between peoples and clothes. It is important in terms of functionality and aesthetics. It has the ability to hide some physical defects which may have a strong impact on the personality of the individual, whether inherited or incidental defects.

Abdeen (1985) explains that some clothes give a certain feeling to the personality they wear. Formal attire of soldiers, for example, gives strength and prestige. And clothing is a characteristic of the character of the apostate, and vice versa on the surface to reflect the most accurate Khljat and ideas, it also has the property of communication to force the recipient to submit, and many examples are given through this research. Farghali (2001) concluded that the dress is personal and that its choice does not seem easy or easy. In order to look the way you like, just pick your clothes carefully. The researchers noticed a research regarding clothing and its impact on the personality of the individual and its relation to some demographic variables where there is a scarcity in the studies of the language of clothing especially as it has a significant impact on the personality of the individual. Hence the problem of study and identified in the following questions

Study Questions

1. How the clothing affects the personality of the individual?
2. Is there a relationship between the personality of the individual and the choice of clothing type?

3. Is there a relationship between the personality of the individual and the choice of colors of clothing?
4. Is there a relationship between the climate and the determination of the quality of clothing?
5. Is the selection of clothes different depending on the different occasions?
6. Do factors such as size, length, color, physical composition and physical condition of a person affect the choice of clothing?
7. Is there a relationship between the cultural heritage and the traditions in societies on the individual when choosing his clothes?

Objectives of the Study

The present study aims to explore the relationship between the choice of clothing quality and some demographic variables (socio-climatic and economic conditions) as well as knowledge of the differences according to gender, age and educational qualification.

The importance of the study: - The importance of research in exploring the language of clothing that may be considered the key to personal through: -

1. Raising the cultural level in the selection of clothing according to age, gender, climate and appropriate and keep pace with the global changes in the selection of colors and fabrics materials.
2. Participating in enriching the Sudanese and Arabic libraries in the field of the effect of clothing and colors on the personality of the individual.

Terminology of Study

Language: A convention is a pattern of signs and symbols used by humans is to communicate with people, and express emotions, and the acquisition of knowledge, and is one of the means of understanding between people within the community; each community has its own language. They are sound symbols that have compatible systems in words, compositions, and sounds, used for communication and social and individual communication.

Clothing: - Clothes are a cover for the bodies and cover for the periods, and to preserve the body needs warmth and protection from external factors, in addition to the expression of personal and psychological (Park, 1997) The definition of clothing in this study as one of the means of communication between people; clothing shows the identity and social status and psychological state of individuals.

Personality: Boden (1998) defines it as the fixed and inherent tendencies and tendencies of man, which determine the process of the individual's harmony and environment. Rubak (1987) is defined as a set of social, cognitive and emotional responses, preparations, and attitudes.

Factors and Demographic Variables

The aspects of personality emphasized in Schler and Schwab 1986 and the Cherniss 1980 model are:

1. Gender and intended sex (male - female).
2. Scientific qualification and means their qualifications (secondary - bachelor - university - post - university).
3. The social situation and the social situation means (single - married - widowed).

The economic situation is the level of income.

Research Methodology The descriptive approach aims at reaching conclusions and generalizations that contribute to understanding and developing this reality (Abidat et al., 2002). This study will follow the applied descriptive approach.

Study Limitation: -This research was conducted on different categories in terms of age, social status and educational level in Sudanese society. Through these differences, there were common points of view of clothing.

Study Tools: - To achieve the objectives of the study followed several methods of collecting information:

Sample: The questionnaire was collected from a sample of 50 men and women of different ages at the age of 20s. The answers to the questions were taken directly and then analyzed by statistical tables and converted to percentages.

Introduction: - Clothing is a clear language for those who can understand it and the saints, it is the loud whisper that reveals your secrets or at least part of your personality, as the language of communication vocabulary and methods and originality and rhetoric and the height of some of its meanings or weaknesses, the language of clothing the same approach we can say that the human can He is aware of other personality traits, his work, his year, his culture and his interests, only if he listens to the silent, silent dialogue, to the harmony of the vocabulary of this language, harmony or dissonance.

In contrast to the above, some clothes may give a certain feeling to the personality that they wear. The formal clothing of the soldiers gives strength and prestige and may be far from it. The clothing also has a characteristic of the character of the apostate, and vice versa on the surface to reflect the most accurate Khilafah and ideas, it also has the property of communication to force the recipient to submit, and examples are many are reflected through this research.

Ali (2000) stressed that a person is not trustworthy in himself, and finds it influenced by external factors or the imitation of another person, and this appears in his clothes and thus his personality is visible.

Also, the loan of clothes between friends and relatives may not give positive results. Walthup is personal and good choice does not seem easy and easy, and to look the picture that pleases you, you only have to pick your clothes carefully.

Sudan is a vast country with diverse environments ranging from desert to desert to tropical and subtropical. The clothing of the people of Sudan varies and varies according to the population, environment, culture and ethnic diversity. The talk about the national uniform of the Sudanese man should take into account all the differences that exist among the Sudanese population, such as the dress of the women of Halfa in the north (Al-Jarjar), the clothing of the women of the South (Lao) and Al-Futa in

eastern Sudan, Contrast should be considered in the form of men of different nationalities also (Jalabiya).

However, the talk about national dress is a clear reference to the Jalabiya, the white turban and the chalk. This is generally accepted in Sudan. Perhaps the predominance of Arab-Islamic culture over other Sudanese cultures is due to the great Arab element and the spread of Islam more than any other religion, heavenly or idolatrous.

(Tahon, 1983) that clothing has passed through the development of many stages, always accompanied by development for the best and the most beautiful and scientific in terms of type, quality and color, has been accompanied by this development of the keenness of individuals and communities to pick clothes and choose colors and materials and designs according to the requirements of necessity required by reality Environment, culture and climate with the difference from one society to another.

The extensive studies on clothing, accessories, and accessories, such as jewelry, belts, hoops, hats, shoes, armor and the like, have given scholars, investigators and archaeologists an unmistakable picture of the daily life of man throughout the ages. If clothing has become an integral part of all civilizations and cultures an understandable language tells about these civilizations, the effect of civilizations on the evolution of clothing was also more pronounced (Moyné 2001).

The Assyrian sculptures gave a detailed picture of the daily social and intellectual life of Assyrian society. The archeological finds of the Assyrian civilization recorded the type of clothing worn by people in their daily lives, as well as clothing for their religious celebrations, holidays, soldiers' 'clothing, kings' clothing when they were sick, or the expulsion of evil spirits and bringing good omen.

Despite all the importance that clothing has acquired in human life, and despite the great development in its form, color and ore, and although it has become indispensable, it is considered an abandonment of clothes, clothes and their disadvantages to the human, some materials fit our bodies and others harm us once Contact (Murad, 2001).

The Turkish and Shafi'i (2001) emphasize that clothing has been and will remain a self-contained language that tells others about the personality of the individual, about the life of societies and about their ancient history. The clothing of the individual continues to tell about his personality, his calmness, his self-confidence, his ability, his efficiency and his type of work, an unspoken message addressed to others around him.

Color psychology: I care about man since ancient times and in all periods of history, and across all civilizations by giving specific meanings to the different colors from the color of the violet to the kings of the Greeks to the red carpet, which is spread today to visit the senior visitors in diplomatic events, both colors symbolizes the meaning and carries a message, The clothes of the Greek kings are of violet color, and the red carpet of its color has disappeared symbol and meaning and the message has disappeared (Abdin, 1985).

It is noteworthy that research has continued on the detection of color secrets, and its therapeutic role, and reached its peak during the past three decades, through advanced technology, and the scientific applications developed, the importance and importance, that the process of color selection is a major part of our daily lives in clothing, Even in the choice of walls of houses and public and private facilities. And the multitude of secrets, and the books of studies and research, and the emergence of theories, the colors of science and foundations of principles, "The colors are not just different dyes, but they have a direct impact on the psychological state of the human being, and that colors are one of the strongest means of psychological impact on humans, and even on living organisms, noting that modern science confirmed that the yellow color is The most common color is the joy and joy of the same who sees or is affected,

which makes marketing experts use this color in the promotions of new goods and services.

The color of white gives a hint of purity, and this explains the wear of medical workers, which illustrate the use of colors in everyday life to take advantage of their psychological implications.

Abdeen, (2001) that there are active extant colors such as yellow, red and orange, make the individual more interacting with the surrounding as if it is greeted with smiles and joy, but control the atmosphere and move our mixture towards the world of happiness.

The experts emphasized that in the color dictionary, each color has its rhythms, expressions, impressions, and therefore its own language

The influence of the personality of women in choosing the color of clothes: -

The taste of women plays a large role in choosing the colors of her clothes to complete her beauty, but some choose colors common with fashion without taking into account their suitability. On the other hand, the man's view of the woman as the color of her clothes differs from one man to another according to the culture and customs prevalent in society (Farghali, 2001).

White: Preferably frequent and weak observation, and women in the white dress closest to purity and purity and good heart and innocent frankness, and described by immaculate owners.

Red: Excellent for women with courage and iron will and preferred adventures and lovers of detective novels.

Black: Do not like men and indicate pessimism and absurdity and 90% see women in this sad sad color.

Green: The color of women with high taste is grainy and I have 70% of men.

Orange: preferred by women independent opinion and men do not relax.

Brown: indicates the calm in the literature and love of work and sees the men of this color honest, do not tend to debate and quarrel.

Yellow: a favorite for women who are passionate about visiting and visiting luxury and new possibilities. And love in men

Pink: Women tend to waste, they have no patience and most men love this color.

Blue: tend to have a sense of agitation is the color of struggle, freedom and logic.

Al-Rasayi: The color of depression as described by men and the grace in emotion.

PREVIOUS STUDIES

Study Turkistan, Houria Abdullah (1995) entitled: (study the impact of clothing and fabric on the personal appearance of women working in terms of functional and aesthetic).

Her study aimed to know the effect of clothing and fabric on the appearance of women's personal and functional and aesthetic aspects, and the effect of fabric on the concealment of some physical defects shown by optical deception, and gives the appropriate personal appearance of working women. Of the 35 subjects selected for pilot study, the pregnant woman was in their three stages of pregnancy. And found that the fabric has an effective role and affects the personal appearance, especially if it is compatible with the innovative model in terms of functional and aesthetic and the thickness of the cloth and design role in giving the effects of visual deception.

Khalil study, Nadia Mahmoud (1998): (clothing supplements and their role as a component of elegance in working women). The aim was to identify the best methods in selecting supplements and their compatibility with clothing to achieve integration

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RESULTS OF THE STATISTICAL STUDY

Personal Information

| Age | 50% | Women | %50 | Men | %100 |
|-------|-----|-------|-----|-----|------|
| 20-30 | 64 | 32 | 36 | 18 | 50 |
| 31-40 | 20 | 10 | 26 | 13 | 23 |
| 41-50 | 16 | 8 | 18 | 9 | 17 |
| 51-60 | 00 | 00 | 20 | 10 | 15 |

Table (1) shows that the highest percentage of the sample is between the ages of 20 and 30 years, with 50% and 50% and above only 15%

2-Social status: - Social status Men 50% Women 50% 100

| Social status | 50% | Women | 50% | Men | 100% |
|---------------|-----|-------|-----|-----|------|
| unmarried | 62 | 31 | 52 | 62 | 57 |
| Married | 32 | 16 | 38 | 19 | 35 |
| absolute | 00 | 00 | 6 | 2 | 2 |
| Widowed | 6 | 3 | 00 | 00 | 6 |

Table (2) shows that the proportion of single men represents the largest group of the sample, reaching 57% and the lowest category are the absolute, with only 2%

Educational Level

| Educational level | %50 | Women | %50 | Men | 100% |
|-------------------|-----|-------|-----|-----|------|
| free | 00 | 00 | 8 | 4 | 4 |
| Basic | 10 | 5 | 6 | 3 | 8 |
| secondary | 46 | 23 | 40 | 20 | 43 |
| Collectors | 36 | 18 | 24 | 17 | 35 |
| Above university | 8 | 4 | 12 | 6 | 10 |

The above table shows the percentage of education, with those who completed the secondary stage represented the highest percentage of 43% and the lowest percentage of absence, representing only 4% and there is no illiterate.

| Do you choose your clothes yourself | %50 | Women | %50 | Men | %100 |
|-------------------------------------|-----|-------|-----|-----|------|
| Yes | 96 | 48 | 93 | 46 | 94 |
| No | 4 | 2 | 8 | 4 | 6 |

4-the influence of the personality of the individual on clothes The table above shows the proportion of those who choose their own clothes as high as 94% and those who do not choose their clothes represent only 6%

| What kind of clothing do you prefer | %50 | Women | %50 | men | 100% |
|-------------------------------------|-----|-------|-----|-----|------|
| Expensive and good quality | 8 | 4 | 16 | 8 | 12 |
| Medium price and | 62 | 31 | 44 | 22 | 53 |

| | | | | | |
|------------------------------|----|----|----|----|----|
| good quality | | | | | |
| Cheap price and good quality | 30 | 15 | 15 | 20 | 35 |

The table above shows that the highest proportion of respondents prefer medium-priced and good-quality clothing, with 53% who prefer cheap and good-quality clothing, the lowest proportion of only 12%.

| | | | | | |
|------------------------------|-----|-------|-----|-----|------|
| Percentage spent on clothing | %50 | Women | %50 | Men | %100 |
| 25 | 22 | 11 | 34 | 17 | 28 |
| 50 | 20 | 10 | 28 | 14 | 24 |
| 75 | 34 | 17 | 8 | 4 | 21 |
| 100 | 6 | 3 | 4 | 2 | 5 |
| Unlimited | 14 | 7 | 26 | 13 | 8 |

The above table shows that the categories that spend up to 25% of the budget on clothing purchases represent the highest percentage of 28% of the sample, while the lowest percentage of those who spend 100% of the budget is only 5

| | | | | | |
|------------------------------|-----|-------|-----|-----|------|
| Do you have special clothes? | %50 | women | %50 | men | %100 |
| Weddings and weddings | 82 | 41 | 40 | 20 | 61 |
| Funerals | 58 | 29 | 22 | 11 | 40 |
| Travel and trib | 46 | 23 | 30 | 15 | 38 |
| Work | 60 | 30 | 56 | 28 | 58 |

The table above shows that the quality of clothing is allocated according to the occasions. The highest percentage is 61% who allocate clothes for wedding and wedding parties. The lowest percentage of those who allocate clothes for travel and trips is 38%.

| | | | | | |
|-----------------------------|-----|-------|-----|-----|------|
| Do you have special clothes | %50 | Women | %50 | men | 100% |
| Winter | 56 | 28 | 36 | 18 | 46 |
| the summer | 70 | 35 | 50 | 25 | 54 |

The above table shows that the highest percentage is 60% who are those who have summer clothes and those who have winter clothes are 46%.

| | | | | | |
|---|-----|-------|-----|-----|------|
| Factors that determine the choice of clothing Special | %50 | women | %50 | men | %100 |
| The price | 30 | 15 | 26 | 13 | 38 |
| Material | 70 | 35 | 44 | 22 | 7 |
| Fashion | 24 | 12 | 20 | 10 | 22 |
| the color | 58 | 29 | 44 | 22 | 51 |

The table above shows that the highest 67%, the categories that determine the choice of raw material for clothing, the lowest proportion is 22% who choose their clothes by fashion.

| | | | | | |
|--|-----|-------|-----|-----|------|
| When choosing clothing you are considerate | %50 | Women | %50 | men | %100 |
| Your age | 40 | 20 | 38 | 19 | 39 |
| Your size | 42 | 21 | 24 | 12 | 33 |
| your skin's color | 38 | 19 | 24 | 12 | 31 |
| Type your business | 22 | 11 | 16 | 8 | 19 |
| Religious factor | 70 | 35 | 42 | 21 | 56 |

The above table shows that the highest percentage is 56%, which is the proportion of groups that take into account the religious and social factor and the lowest proportion is 19% who choose their clothes by type of work.

Effect of Clothing on Individual Personality

| | | | | | |
|-----------------------------------|-----|-------|-----|-----|------|
| Favorite color | %50 | women | %50 | men | %100 |
| White | 40 | 20 | 78 | 39 | 59 |
| Black | 30 | 15 | 10 | 5 | 20 |
| Basic colors: Red - Yellow - Blue | 38 | 19 | 24 | 12 | 31 |
| Sub-Colors: Gray-Green-Brown | 10 | 5 | 46 | 23 | 43 |
| colors of floral: pink-purple etc | 68 | 34 | 4 | 2 | 36 |

The table above shows the highest percentage of 59% who prefer white and the lowest percentage of those who prefer black with only 20%.

| | | | | | |
|---|-----|-------|-----|-----|------|
| You can judge the personality of an individual from the way you wear it | %50 | women | %50 | men | %100 |
| Yes | 30 | 15 | 30 | 15 | 30 |
| No | 22 | 11 | 38 | 19 | 30 |
| Often | 48 | 24 | 32 | 16 | 40 |

The above table shows the highest rate of 40%, which is the percentage of those who sometimes judge the personality of an individual through.

| | | | | | |
|--------------------------------------|-----|-------|-----|-----|------|
| What do stylish clothes mean to you? | %50 | women | %50 | men | %100 |
| design expensive | 2 | 1 | 10 | 5 | 6 |
| simple | 52 | 26 | 30 | 15 | 41 |
| Climate | 28 | 14 | 20 | 10 | 42 |
| Suitability | 70 | 35 | 12 | 6 | 41 |
| Decent | | | | | |

The table above shows that the highest proportion of those who prefer compact and simple design. 41%, while the lowest ratio is 6%, who prefer to wear expensive clothes.

| | | | | | |
|-----------------------|-----|-------|-----|-----|------|
| Do you follow fashion | %50 | women | %50 | Men | 100% |
| Yes | 14 | 4 | 10 | 5 | 12 |
| No | 26 | 13 | 46 | 23 | 26 |
| Often | 60 | 30 | 44 | 22 | 52 |

The above table shows that those who follow fashion sometimes represent the highest percentage of 52%, while the lowest ratio is 12% who follow fashion

| | | | | | |
|---|-----|-------|-----|-----|------|
| Have you ever changed your way of thinking? | %50 | women | %50 | men | %100 |
| Yes | 42 | 21 | 18 | 9 | 30 |
| No | 44 | 22 | 82 | 41 | 63 |
| No answer | 14 | 7 | 00 | 00 | 7 |

In the above table 63% are the percentage of those who have never changed their clothing style, while only 7% have no answer

| | | | | | |
|---|-----|-------|-----|-----|------|
| Suitable colors up to the age of twenty | %50 | Women | %50 | men | %100 |
| Basic colors: red-yellow-blue | 50 | 25 | 52 | 26 | 51 |
| Fruity colors: pink-purple | 50 | 25 | 48 | 42 | 49 |

In the above table, the highest ratio is 51% who prefer the basic colors for the of the butterfly.

| | | | | | |
|-----------------------|-----|-------|-----|-----|------|
| Suitable colors 20-30 | %50 | women | %50 | Men | 100% |
| Basic colors | 4 | 2 | 10 | 5 | 7 |
| Fancy colors | 4 | 2 | 16 | 8 | 10 |

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| | | | | | |
|-------|----|----|----|----|----|
| Quiet | 42 | 21 | 42 | 21 | 42 |
| White | 50 | 25 | 34 | 17 | 42 |

The above table shows the colors of the age between 20-30 are calm and white by 42% while the basic colors represent only 7%, the lowest

| | | | | | |
|-----------------------|-----|-----|-----|-------|------|
| Suitable colors 30-40 | %50 | men | %50 | women | 100% |
| Colors are quiet | 48 | 29 | 70 | 35 | 64 |

In the above table, the highest percentage is 64% who prefer quiet colors (ages 30-40) while 36% prefer white property

| | | | | | |
|-----------------------|-----|-------|-----|-----|------|
| Suitable colors 40-50 | %50 | Women | %50 | Men | 100% |
| Colors are quiet | 54 | 27 | 50 | 25 | 52 |
| white | 46 | 23 | 50 | 25 | 58 |

The above table shows that the preferred white color is between 40 and 50, with 58% and 52% favoring quiet colors

| | | | | | |
|------------------------------|-----|-------|-----|-----|------|
| Suitable colors 50 and above | %50 | women | %50 | men | %100 |
| white | 74 | 37 | 78 | 39 | 79 |
| Quiet colors | 26 | 13 | 22 | 11 | 42 |

On The above table shows that 76% of those who prefer white for ages 50 and over, while 24% prefer quiet colors.

| | | | | | |
|--|-----|-------|-----|-----|------|
| Does a child's clothing affect the choice of clothes | %50 | women | %50 | Men | %100 |
| Yes | 52 | 26 | 13 | 13 | 39 |
| No | 48 | 34 | 74 | 37 | 61 |
| Often | 00 | 00 | 00 | 00 | 00 |

The above table shows the highest rate of 61% is the proportion of those who do not have the effect of child clothing in their choice while 39% is the proportion of those who have the effect of their choice.

| | | | | | |
|---|-----|-------|-----|-----|-------|
| The most suitable colors for the Sudanese man | %50 | women | %50 | men | % 100 |
| Basic colors: Red - Yellow - Blue | 10 | 5 | 4 | 2 | 7 |
| Quiet colors | 30 | 15 | 46 | 23 | 38 |
| White | 60 | 30 | 50 | 25 | 55 |

The above table shows that 76% of those who prefer white for ages 50 and over, while 24% prefer quiet colors.

| | | | | | |
|---|-----|-------|-----|-----|------|
| The most suitable colors for Sudanese women | 50% | Women | 50% | Men | 100% |
| Basic colors: Red - Yellow - Blue | 40 | 20 | 30 | 15 | 35 |
| Vivid colors: pink-purple | 50 | 25 | 23 | 16 | 41 |
| Black | 10 | 5 | 38 | 19 | 24 |

The table above shows the highest rate of 41% who prefer the colors of the palaces for Sudanese women while 24% prefer the b

| | | | | | |
|----------------------|-----|-------|-----|-----|------|
| Fashion work for man | %50 | women | %50 | Men | 100% |
| National costume | 10 | 5 | 24 | 12 | 17 |
| The Orange Costume | 90 | 45 | 76 | 38 | 83 |

The above table shows that 83% of the people who prefer the uniforms for the fashion of work for men, while 17% represent the property.

| | | | | | |
|------------------------|-----|-------|-----|-----|------|
| Fashion work for women | 50% | women | 50% | men | %100 |
| thoob | 58 | 29 | 58 | 29 | 58 |
| Abaya | 42 | 21 | 42 | 21 | 42 |

The table above shows 58% of the respondents who prefer the dress to work for Sudanese women while 42% prefer abaya.

| | | | | | |
|--|------|-------|------|-----|-------|
| Are they affected by the media when choosing clothes | % 50 | women | % 50 | men | % 100 |
| Yes | 16 | 8 | 14 | 7 | 15 |
| No | 40 | 20 | 56 | 28 | 48 |
| Often | 44 | 22 | 30 | 15 | 37 |

The above table shows 48% representing the highest proportion of those who are not influenced by the different media in the selection of their clothing, while the lowest percentage is 15%, which is affected by different media in the selection of clothing.

Discussion of the results: - In this section we will explain, analyze and discuss the findings of the questionnaire if the factors and assumptions that have been developed have proved true or vice versa.

Table 4 shows that most women chose to wear their own clothes, indicating that the process of choosing clothes is a personal matter. Those who do not choose their own clothes often depend on the clothes they receive in the form of gifts from their parents or friends.

Table (5): Most of the groups participated in the preference of medium-priced and good-quality clothes, in line with the belief that the best things are the middle, which prefer cheap and good-quality clothes due to economic reasons, because of the importance of design or color. The few who prefer expensive clothes think that all the money is good, the percentage of those who do not choose their own clothes is 94%.

While those who did not choose their own clothes accounted for 6%. The table also showed that the proportion of those who prefer average clothes was 53%, cheap clothes 35% and expensive clothes 12%.

Table (6) shows that most of the groups spend a quarter of their budget on clothing regularly, with 28% of them keen on an elegant appearance with the economy. Which allocate half of its budget, often allocate clothing for every occasion, especially marriage events amounted to 24%.

Those who allocate three quarters of the budget are often concerned with fashion and follow it. The proportion of those who allocate their entire budget for the purchase of clothes has reached 5%, and they often follow fashion and are interested in fine details such as color, design and material and are influenced by different media. They are also those who like to appear and draw attention and are interested in the price of raw materials.

The categories that do not have a specific budget for the purchase of clothing and those controlled by the economic factor and taste and mood, they care about clothes and not purchase, amounted to 27%.

Table (7): This category has special clothing for occasions, which amounted to 61%, as well as special clothing for work such as clothes that bear movement with ease and comfort, and the proportion of those who have special clothes for work 58%, while those who allocate clothes for the funeral has reached 40% National costume is often represented.

Those who wear special clothes for travel and trips have reached 38% and prefer clothes that bear the hardships and be comfortable in motion.

Some groups believe that work clothes, mansions and trips are just one thing that marriage and wedding clothes are that are different. When asked why they would wear clothes for every occasion, most of the answers were for each article or in line with customs and traditions, and this indicates the interest of girls in appearance at different occasions. In addition, when the

categories of clothing were allocated for winter and summer, the proportion of those who devote winter clothing to 46% of the total compared with 60% (as shown in Table (8) due to the nature of the climate in Sudan.

When asked about the factors that determine their choice of clothes, the most answer was 67%. This indicates that the comfortable and durable clothing is first and foremost the color that attracts 51%, the price 28%, then the fashion 22% As shown in Table (9). This indicates that the selection of clothing is a process that is subject to individual taste in most cases.

The categories that take into consideration the religious and social factors in the first place are 56% as shown in Table (10). This is due to the community's religiosity and cohesion, and then the size of the individual is considered 33%. The size of the individual means that the person should wear the appropriate design or color. The skin color is then 31% and the age is 29% so that the individual does not have cash in clothes that do not fit in age and finally comes to consider the type of work or occasion by only 19%.

In the past, the answers explained the effect of the personality of the individual on his clothes. On the surface, his social, cultural and economic background shows his tendencies, taste, intellect and ability to normalize all factors to show the appearance that belongs to him alone. As for the effect of clothing on the personality, we mean that the person may be affected by his clothes, psychologically and socially. For example, a person may wear a striking color like red to gain himself some boldness that is far from him all the dimension, or may wear soldiers as we mentioned in advance clothes to give them prestige and despite the violation of their personalities to this attribute. Or the person's mood may turn negative or positive with his or her clothes.

When asked categories can you judge the individual's personality from the way you wear it? The most frequently asked answers were, and not always, 40% of the total, and the proportion of those who can judge through clothing who do not judge the person's personality through clothing is 30% as shown in Table (12). Clothing on an individual's personality that clothing is available on the market and has no connotations.

In Table (13), most of the categories that are considered to be elegant clothes are to be modest and simple in design by 41% of the total due to the society's religiosity and cohesion as mentioned above, and then it is suitable for the climate as it reached 24%. Then the price is only 6% those who believe that all that is expensive is good.

Also, in Table (14), most fashion groups are sometimes followed by 52% and 36% who are fashion oriented. They believe that they are out of tradition and religion, while those who follow fashion are 12% Always keeping pace with the new.

When asked whether they had changed their way of wearing them, for whatever reason, most of the answers were negative, at 63%, and justified by the fact that if they had a change, it would have happened gradually and depending on the stages of life rather than the onset.

As for those who changed their lives, many reasons changed their view of life, especially girls when they became headscarves, dresses or vice versa, or after travel, or according to the economic situation or type of work, which amounted to 30% as shown in Table (15).

The majority of the categories of clothes that were worn in childhood did not affect their choice of clothes now, and they accounted for 61%, because of the nature of the time period, but those who believe that the clothing of childhood impact of 39% and these influence by virtue of habit and often these are committed to national dress and They change it because it is related to religion and beliefs since childhood, as shown in Table (21).

Although the question of the preferred color can be varied, the answers were common. Most of the groups preferred white, with 59% indicating that they were comfortable, clean and clean

according to the opinion of the majority, and believed that this was due to religious reasons. The sub-colors, such as gray, are thought to be a comfortable, green color, because they believe in the color of planting, growth, optimism, milk, and lightest colors because they are comfortable, and 43% as shown in Table 11.

And also colors (sub - Frayihip) Kalordi and purple by 36% and often prefer these colors girls and some young people before the twentieth, which they believe the colors of joy and optimism and starting and some of them think that violet is the color of love, and we think that young people to attract attractive colors. The influence of the media and the impact of the market, which is affected by foreign markets, and also prefer some of the colors that represent them personal convictions or associated with certain beliefs such as yellow color because the color of jealousy, according to belief or red color because it is the logo of his favorite team or blue

Because it is the color of the sea, and beliefs are often associated with the basic colors of their clarity and impact on the self and amounted to 31% of the total.

Some of them prefer color (cream and beige), which are white and quiet colors, but they mean psychological comfort and tranquility, and perhaps the conviction and we believe that the society has an influence on the choice of colors and its commitment to the old. It seems odd. It was noticed that some groups prefer black color, despite their hatred of wearing it. They are 20% as Table 11 indicates. This is due to psychological reasons or to strong beliefs. When asked what is the most suitable color until the age of twenty? Most of the basic color responses (red, yellow, blue) were 51% clear and strong colors. Similarly, 49% prefer colors such as pink and purple, and explain that this age is the beginning of youth and the start and the lack of responsibility. They have to wear what they want. They express themselves in colored and wooded clothes with slogans as shown in Table 16.

Table (17) indicates that calm colors are the appropriate colors for 30-40 years of age, equal to 24%, 10% believe they can wear butterfly colors, and only 7% believe they can wear red, and to say the majority that this stage is the stage of responsibility and work these colors fit this stage. Hope for the right colors for ages 30-40 As Table 18 indicates, 64% prefer the quiet colors of this age and 36% prefer to wear white. Table (19) indicates that the colors suitable for ages 40-50 are white at 58% while the warm colors are preferred by 52%.

Table (20) shows that the colors suitable for age 50 and above are white by 76% while calm colors are only 24%. As the age increases, the proportion of clothing in white is due to religious reasons, as well as the customs and traditions. The national uniform is predominantly white, and the older the person spends, the more money is spent on wearing the national uniform.

When asked about the most suitable color for Sudanese men, Table 22 shows that white is preferred by 55%, followed by calm colors of 38% and basic colors by only 7%.

The colors for the Sudanese women were (sub-frayih) by 41% as indicated in Table (23) followed by basic black colors by 24%. The majority of those who choose black as the color they prefer for women were men, 19% while black preferred 5% Only women. The choice of these colors for the two categories is due to the different nature of men from women. What works for men is not suitable for women and vice versa, with different views of course.

As for the most appropriate fashion in the case of work for men, 83% prefer the dress, as shown in table 24 and 17% prefer national dress, because they believe that the dress of freedom and freedom of movement and more.

As for women's fashion in the workplace, 58% prefer the dress or the national costume, while 24% prefer the Abaya. Here, we recognize the difference in the value of work for men and women and prefer women to be more modest and nationally dressed than men. We think that they stick to national dress for

women, because they think in their own decision, especially men, that women lost some of their status because of work. They do not want to lose what is left in national dress. Women prefer to keep customs and traditions as well as economic reasons.

There are external factors that have a negative effect on the person's choice of clothes. These are media messages from television and cinema. When asked whether they are influenced by the media, most of the responses were negative, at 48%, and sometimes they are influenced by 37%. Most of the groups have their own temperament and personal character for clothing, and what they are attached to and are not influenced by external factors, and even if they are influenced, they choose what corresponds with their personalities.

Hence, clothing is a strong language and a reflection of the human background if there is a right choice.

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