



Investigating the Relationship between Women's Personality- Cultural Traits and Preference in Selecting the Style of Accessories

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Abstract

The purpose of this research was to investigate the relationship between women's personality-cultural traits and the preference in selecting the styles of accessories. The statistical population included the 20 to 35 years old female residents in Tehran downtown and uptown in 2023. The sample subsumed 369 women whom were selected via convenient sampling procedure. To collect data Styles Accessories Questionnaire and Personality Traits Check Lists were implemented. The results indicated that individuals with the trait of extroversion welcome the casual style because of its simplicity and their second priority was classic style. Females with the trait of agreement and compatibility, since they didn't want to distance themselves from the ongoing traditions, they felt more comfortable with classic and casual style in the first priorities. Individuals with high conscientiousness, classic and formal style was their first priority and romantic style was their second priority. And due to the importance of order and specific principles, the use of avant-garde style was the last priority. Subjects with high neuroticism preferred the casual style because it was easy to wear and the romantic style because of its more elegance. And individuals with the trait of accepting new experiences selected casual and vintage styles. According to the findings, it could be reported that the society, especially women and girls, pay more and more attention to the use of accessories.



Extended abstract

Introduction: Covering meets the needs of being safe, chaste, beautiful and well-groomed and has a direct relationship with the individual and social characteristics of a person. Accessories are detachable and complementary clothing components that are used to protect, hide or show off. Women's clothes express their personality traits. Therefore, clothes are related to their social and individual characteristics and respond to their needs and requirements to be neat, chaste and protected. Accessories are detachable and complementary parts of their clothes, which are used to coordinate with the clothes, show off and even hide a part of themselves. Therefore, it is one of the most influential components on women's clothing and in line with their personality, which affects their lifestyle, type of clothing and even their tastes. In addition, covering is the first trend in the perception of identity and style of covering, the use of accessories proves the individuality of women and differentiates them from others. The choice of accessories is based on completing women's clothes and showing the individual's identity in the society and her personality. A character that shows a person's interaction with the environment. In this regard, there are different personality schools, viewpoints and approaches such as psychoanalysis, nature, traits and behavior, among which the approach of traits is more important in terms of personality psychology. This theory explains the structure of personality with a variety of attributes (dynamic and related motivations) and includes the axes of neuroticism or emotional stability, extroversion, acceptance of new experiences, agreement, adaptability and conscientiousness and states that human is a rational being and shows his actions. Therefore, the purpose of this research was to investigate the relationship between women's personality- cultural traits and the preference in selecting the styles of accessories.

Method: The statistical population included the 20 to 35 years old female residents in Tehran downtown and uptown in 1402. The sample subsumed 369 women whom were selected via convenient sampling procedure. To collect data Styles Accessories Questionnaire and Personality Traits Check Lists were implemented.

Results: The results indicated that individuals with the trait of extroversion welcome the casual style because of its simplicity and their second priority was classic style. Females with the trait of agreement and compatibility, since they didn't want to distance themselves from the ongoing traditions, they felt more comfortable with classic and casual style in the first priorities. Individuals with high conscientiousness, classic and formal style was their first priority and romantic style was their second priority. And due to the importance of order and specific principles, the use of avant-garde style was the last priority. Subjects with high neuroticism preferred the casual style because it was easy to wear and the romantic style because of its more elegance. And individuals with the trait of accepting new experiences selected casual and vintage styles.

Conclusions: The results showed that extroverted people, due to having characteristics such as sociability, high excitement, no tension and interest in the outside world, welcome casual because of its simplicity and convenience. Also, there was a significant relationship between the trait of agreement and compatibility and prioritization of accessories styles. Compatibility and agreement were related to the tendency of people to be similar to



others. These individuals are known for their adaptability and avoid controversial topics. They like the novelty of clothing, but they don't want to distance themselves from matching with others and following traditions, so they feel more comfortable with classic and casual as their first priority. People with high conscientiousness had predetermined demands. They are independent, determined, strong-willed and responsible, and they are disciplined and adhere to certain rules. Their independence is doubled with classic and formal accessories. Due to the importance of order and certain principles, the use of avant-garde accessories was the last priority. Meanwhile, individuals with high levels of neuroticism have negative emotions such as fear, sadness, excitement, confusion and anger. They have irrational beliefs and have less power to control impulses. They have a weaker degree of compatibility with others under psychological pressure. Therefore, casual clothing is more popular due to its ease and comfort, and romantic clothing is more popular due to its elegance. Individuals who are looking for new theories, unconventional values and are interested in freedom in affairs and are seeking diverse situations. The variety of casual and vintage is compatible with their inner desires. According to the findings, it could be reported that the society, especially women and girls, pay more and more attention to the use of accessories.

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