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An Exploratory study: Relationships between Trying on Clothing, Mood, Emotion, Personality and Clothing Preference

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Table 1. PANAS characteristics, (Clark & Watson, 1988; Watson, Clark & Tellegen, 1988):

	Positive Mood Affect	Negative Mood Affect
High	high energy, good concentration and enjoyable engagement, e.g. social activity and pleasant events	distress and unpleasurable engagement that subserve, anger, contempt, disgust, guilt, fear, and nervousness
Low	unhappiness, tiredness, distress, and less enjoyable engagement	calmness and serenity,

Table 2. Five Factor Model Facets (Costa and McCrae, 1985)

FACET	ADJECTIVE CHECK LIST ITEMS
NEUROTICISM FACETS (N)	
N1: Anxiety	Anxious, fearful, worrying, tense, nervous, -confident, -optimistic
N2: Angry Hostility	Anxious, irritable, impatient, excitable, moody, -gentle, tense
N3: Depression	Worrying, -contented, -confident, -self-confident, pessimistic, moody, anxious
N4: Self-Consciousness	Shy, -self-confident, timid, -confident, defensive, inhibited, anxious
N5: Impulsiveness	Moody, irritable, sarcastic, self-centred, loud, hasty, excitable
N6: Vulnerability	-clear thinking, -self confident, -confident, anxious, -efficient, -alert, careless
EXTRAVERSION FACETS (E)	
E1: Warmth	Friendly, warm, sociable, cheerful, -aloof, affectionate, outgoing
E2: Gregariousness	Sociable, outgoing, pleasure-seeking, -aloof, talkative, spontaneous, -withdrawn
E3: Assertiveness	Aggressive, -shy, assertive, self confident, forceful, enthusiastic, confident
E4: Activity	Energetic, hurried, quick, determined, enthusiastic, aggressive, active
E5: Excitement-Seeking	Pleasure-seeking, daring, adventurous, charming, handsome, spunky, clever
E6: Positive Emotions	Enthusiastic, humorous, praising, spontaneous, pleasure-seeking, optimistic, jolly
OPENNESS FACETS (O)	
O1: Fantasy	Dreamy, imaginative, humorous, mischievous, idealistic, artistic, complicated
O2: Aesthetics	Imaginative, artistic, original, enthusiastic, inventive, idealistic, versatile
O3: Feelings	Excitable, spontaneous, insightful, imaginative, affectionate, talkative, outgoing
O4: Actions	Interests wide, imaginative, adventurous, optimistic, -mild, talkative, versatile
O5: Ideas	Idealistic, interests wide, inventive, curious, original, imaginative, insightful

O5: Values	-conservative, unconventional, -cautious, flirtatious
AGREEABLENESS FACETS (A)	
A1: Trust	Forgiving, trusting, -suspicious, -wary, -pessimistic, peaceable, hard-hearted
A2: Straightforwardness	-complicated, -demanding, -clever, -flirtatious, -charming, -shrewd, -autocratic
A3: Altruism	Warm, soft-hearted, gentle, generous, kind, tolerant, -selfish
A4: Compliance	-stubborn, -demanding, -headstrong, -impatient, -intolerant, -outspoken, -hard-hearted
A5: Modesty	-show-off, -clever, -assertive, -argumentative, -self-confident, -aggressive, -idealistic
A6: Tender-Mindedness	Friendly, warm, sympathetic, soft-hearted, gentle, -unstable, kind
CONSCIENTIOUSNESS FACETS (C)	
C1: Competence	Efficient, self confident, thorough, resourceful, confident, -confused, intelligent
C2: Order	Organized, thorough, efficient, precise, methodical, -absent-minded, -careless
C3: Dutifulness	-defensive, -distractible, -careless, -lazy, thorough, -absent-minded, -fault-finding
C4: Achievement Striving	Thorough, ambitious, industrious, enterprising, determined, confident, persistent
C5: Self-Discipline	Organized, -lazy, efficient, -absent-minded, energetic, thorough, industrious
C6: Deliberation	-hasty, -impulsive, -careless, -impatient, -immature, thorough, -moody

Table 3. Variable Abbreviations

D	Dynamic
NM	Negative Mood
PM	Positive Mood
B	Baseline
P	Preference
N	Neuroticism
E	Extraversion
O	Openness
A	Agreeableness
C	Conscientiousness

Table 4. Significant Bivariate Correlations for Dynamic Mood and Mood at Baseline

Outfit No.	Variables	Correlation
2	D NM & PM @ B	$r=.42, p < .05$
	D PM & NM @ B	$r=.51, p < .05$
4	D NM & PM @ B	$r=.42, p < .05$
	D PM & NM @ B	$r=.45, p < .05$
5	D NM & NM @ B	$r=.53, p < .01$
8	D PM & PM @ B	$r=.54, p < .01$

Table 5. Significant Partial Correlations for Mood and Preference

Outfit No.	Variables	Correlation
1	PM & P	r = .49, p < .05
5	PM & P	r = .49, p < .05
6	PM & P	r = .44, p < .05
3	NM & P	r = -.47, p < .05
7	NM & P	r = -.67, p < .05

Table 6. Significant Correlations for Personality and Preference

Outfit No.	Variables	Correlation
2	A & P	r = -.48, p < .05
6	A & P	r = .39, p < .05
5	N & P	r = -.57, p < .01

Table 7. Significant Correlations for Personality and Mood at Baseline

Variables	Correlation
E & PM @B	r=.600, p < .01
N & NM @ B	r=.611, p < .01

Table 8. Significant Partial Correlations for Personality and Dynamic Mood

Outfit No.	Variables	Correlation
1	A & NM	r = .51, p < .05
2	N & PM	r = .48, p < .05
3	A & PM	r = .55, p < .01
4	A & NM	r = 52, p < .05
5	C & PM	r = .52, p < .05

Table 9. Mood and Preference

Outfit no.	1	7	6	5	2	3	4	8
Preference rating	1	2	3	4	5	6	7	8
High − mood				Reflected mood	Improved mood		Improved mood	Reflected mood
High + mood					Reduced mood		Reduced mood	

Table 10. Personality and Mood

Outfit no.									
		1	7	6	5	2	3	4	8
Preference rating		1	2	3	4	5	6	7	8
A	High			preferred					
	Low					preferred			
N	High								
	Low				preferred				

Figure 1. The Eight Outfits: Outfit Description, the Variable Clothing Category Appropriateness Levels through Wearing, and Clothing Category Styling Links

Outfit No. 1. Loose, fitted pink trousers (cotton and linen mix) and lightweight striped pink dress (cotton)	Outfit No. 2. Loose green flared combats (pu coated cotton) and dark blue soft sweatshirt zipped (cotton and polyester mix)	Outfit No. 3. Fitted, black dress with white stripe (1960's influence) – (transparent heavy net)	Outfit No. 4. Loose, orange and green print apron lined dress (silk)	Outfit No. 5. Fitted, navy pin stripe suit (viscose & polyester mix), and white shirt (linen)	Outfit No. 6. Fitted, ruby long dress (silk)	Outfit No. 7. Fitted, beige crotchet lined dress with leather and diamond broach feature (viscose)	Outfit No. 8. Loose, black layered abstract top and long skirt (silk and tactel jersey)

Formal Wear   Evening Wear   Casual Wear

| No. 5 | | No. 8 | No. 6 | No. 7 | No. 4 | No. 3 | No. 1 | No. 2 |

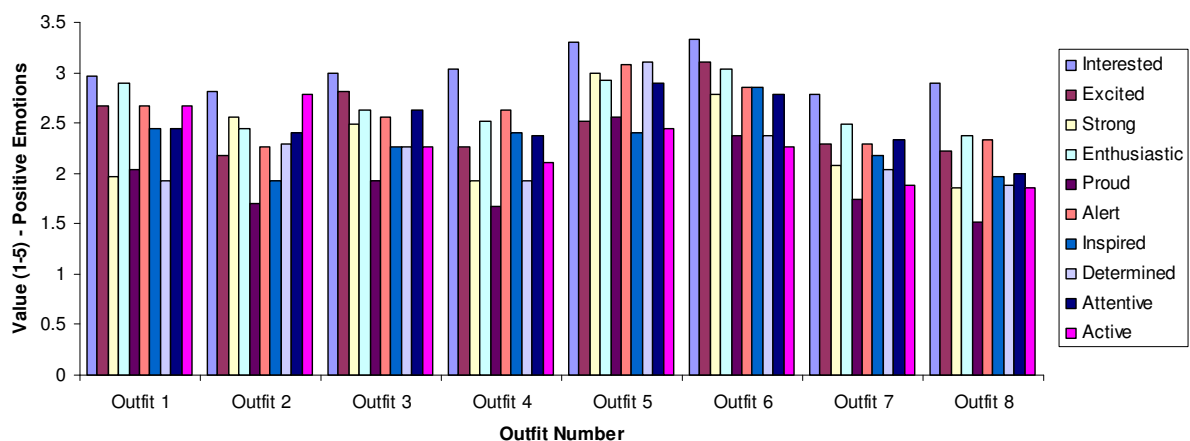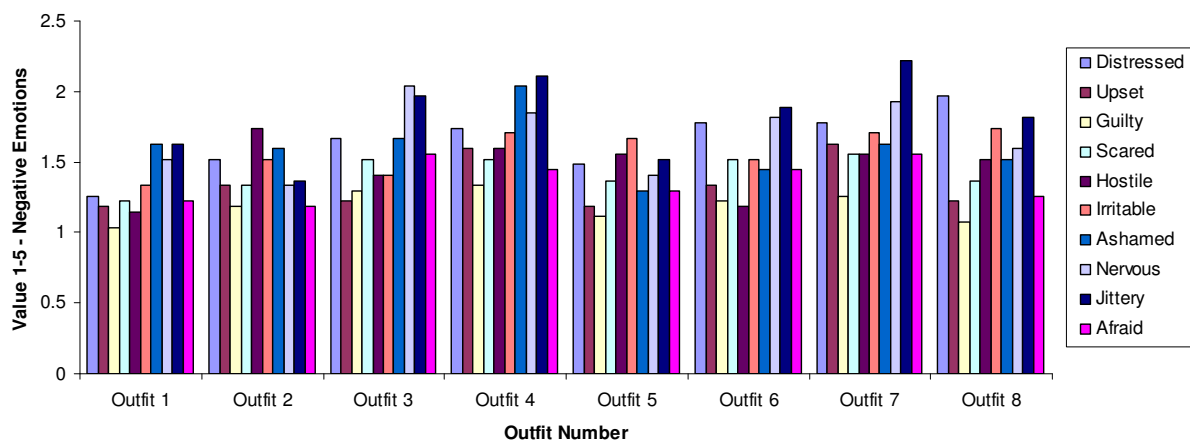Figure 2. Profile for Negative and Positive Emotions

Figure 3. Mean Results: Mood at Baseline Scores, Dynamic Mood Scores Per Outfit, and Outfit Preferences (Outfits shown in Order of Preference)