

DOCTOR OF PHILOSOPHY

Why so much?

An exploration of consumer behaviour and the social dynamics surrounding frequent clothes shopping

Dukes, Natalie

Award date:
2019

Awarding institution:
Coventry University

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Appendices :

Appendix 1. Participant Information Form



Understanding our relationship with clothing: An exploration of consumer behaviour in fashion shopping

<http://www.coventry.ac.uk/research/areas-of-research/business-in-society/>

10th July 2015

PARTICIPANT INFORMATION SHEET

You are being invited to take part in a research study conducted by Natalie Dukes as part of her PhD study within the Centre for Business in Society (CBiS) at Coventry University. Before you decide to take part it is important for you to understand why the research is being conducted and what it will involve. Please take time to read the following information carefully and discuss it with others if you wish.

What is the purpose of the study?

This study seeks to explore fashion shopping habits to help to understand the trend towards increasing garment ownership and to investigate attitudes towards the notion of shopping more carefully and buying less.

Why have I been chosen?

Women aged 25 to 65 have been identified as the most frequent buyers of fashion clothing. You are invited to participate in this study because you fall into this category.

Will my taking part in this study be kept confidential and anonymous?

Information collected about you during the course of the research will be kept strictly confidential and made anonymous. If you consent to having your interview recorded, all recordings will be destroyed once they have been transcribed. Transcripts from the research will only be viewed by the research team. Paper copies will be stored in a locked filing cabinet and electronic files stored on an external hard drive that is password protected. All data from the research will be destroyed after 5 years.

Do I have to take part?

It is up to you to decide whether or not to take part. If you decide to take part, please retain this information sheet and complete the informed consent form at the beginning of the interview, to indicate that you understand your rights in relation to this research and are happy to participate. You are free to withdraw the information you provide by 30th September 2015 prior to data analysis, without giving a reason. If you wish to withdraw, you should do so via e-mail to Natalie Dukes, dukesn@coventry.ac.uk. A decision to withdraw, or a decision not to take part, will not affect you in any way. However, I will be very pleased if you decide to take part.

What will happen if I take part?

If you would like to take part in the research, you will be invited to participate in an interview with researcher Natalie Dukes. Before the start of the interview, you will be given the opportunity to ask as many questions as you want about the research and what your participation involves.

What are the benefits of taking part?

There may be no direct personal benefit in taking part, but by telling me about your shopping habits, likes and dislikes, I will be able to disseminate this information in various forms (e.g., conferences, publications, reports) to audiences including fashion retailers, academics, policymakers and government. Consequently I intend that this study will help to support and encourage sustainable shopping habits.

What will happen with the results of this study?

The results of this study will be presented through various academic and fashion industry conference papers, publications and reports to academics, practitioners, government and policymakers.

Making a Complaint

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In your letter please provide as much detail about the research as possible, the name of the researcher and indicate in detail the nature of your complaint.

Who is organising the research?

The research is funded by the Centre for Business in Society, Coventry University, and the study is being carried out by Natalie Dukes under the direction of Professor Marylyn Carrigan.

Who has reviewed the study?

This study has been reviewed and approved by Coventry University's Ethics Committee.

Who do I contact for more information?

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**Towards consumption reduction in clothing:
An exploration of the reasons for and against buying less**

Researcher: Natalie Dukes

You are invited to take part in this research study, to explore fashion shopping habits to help to understand the trend towards increasing garment ownership and to investigate attitudes towards the notion of shopping more carefully and buying less. Your participation will be in the form of a **face-to-face interview**.

Before you decide to take part it is important for you to **read the accompanying participant information sheet**.

If you consent to having your interview recorded, all recordings will be destroyed once they have been transcribed. Transcripts from the research will only be viewed by the research team and will be stored in a secure location until they are destroyed (5 years after the completion of this study).

Please do not hesitate to ask me any questions if there is something that is not clear or if you would like more information about any aspect of this research. It is important that you feel able to take the necessary time to decide whether or not you wish to take part.

Should you require any further information about this research, please contact:

Natalie Dukes, PhD Research Student, Centre for Business in Society (CBiS), Jaguar Building, Priory Street, Coventry, CV1 5FB, or email: dukesn@coventry.ac.uk

1	I confirm that I have read and understood the Information Sheet dated 10 th July 2015 for the above study and have had the opportunity to ask questions.	YES	NO
2	I understand that my participation is voluntary and I am free to withdraw (including the information I provide) until 30 th September 2015 without providing a reason.	YES	NO
3	I understand that all the information I provide will be anonymised and treated in confidence.	YES	NO
4	I am happy that information collected may be used in reports and academic publications produced by Coventry University.	YES	NO
5	I am happy for my interview to be recorded.	YES	NO
6	I agree to take part in the above study.	YES	NO

Participant's Name	Date	Signature
Researcher	Date	Signature

Appendix 3. Demographic Data Collection Form



Towards consumption reduction in clothing: An exploration of the reasons for and against buying less

Researcher: Natalie Dukes

Why am I collecting this data?

The data requested below is anonymous and cannot be linked to you as an individual.
It is collected in order to gain a demographic picture of the people taking part in this study.

Once completed, please place the form in the envelope marked 'demographic surveys'

Please tick the appropriate boxes that best describe you:

1. Gender

Male ☐

Female ☐

2. Age

25-30 ☐

36-40 ☐

46-50 ☐

56-60 ☐

31-35 ☐

41-45 ☐

51-55 ☐

over 60 ☐

3. Employment Status

Employed Full-time ☐

Employed Part-time ☐

Self-employed ☐

Student ☐

Not in employment ☐

4. Household Income

Up to £20k/year ☐

£21-£35K/Year ☐

36-49K/Year ☐

50+K/Year ☐

Prefer not to say ☐

5. Number of children under 16 in the household

Appendix 4. Interview Guide

Semi-structured Interviews

Fashion Consumption Habits- Interview Protocol for Consumers

Objectives/ timing	Questions
Introduction (2 mins)	<p>Nature of research and how will be used</p> <ul style="list-style-type: none"> • Research study to investigate fashion shopping behaviour and why people enjoy it and why we do it so often • University research for my PhD and funded by the Faculty of Business, Environment & Society at Coventry University • Used in academic publications, conference papers, information for retailers and general interest • Recording for recollection purposes / quotes; • Anything said will be treated as confidential and anonymous/ your personal data will not be passed on to anyone else • Think of this as an informal chat. There are no right or wrong answers and I'm interested in your honest views and opinions about the topic. • So, before we start, could I check that everyone has read the participant information sheet and please fill in the consent form. <i>Also, please note that at the end I will ask you to fill in a demographics form...tbc</i>
Sources of happiness in clothes shopping (10 mins)	<p>So, let's talk about clothes shopping...</p> <ul style="list-style-type: none"> • Do you like shopping for clothes? • When did you last buy a piece of clothing? • Was it something you did on your own, with friends? Online? • How do you feel when you've been shopping? Always? • Why do you think it makes you feel like that? • If treat or escape mentioned – why do you feel that it's important to treat yourself?
Triggers, motivation and habits for shopping behaviour (5 mins)	<ul style="list-style-type: none"> • What makes you decide that you are going to go clothes shopping? What are the triggers? • Do you think about what you want to buy before you go? • Where do you get your ideas about what to buy? (if needed prompt – magazines, web sites, friends, in-store browsing)
Frequency, volume and newness (5 minutes)	<ul style="list-style-type: none"> • How much clothing do you buy and how often? • Would you like to shop more often? Buy more clothes? Why? • What would your ideal wardrobe contain? Why? • What would bring you closer to your ideal wardrobe – buying lots of clothes or buying fewer items but choosing them more carefully? • How careful do you think you are about what you buy? Why? • Are you happier with the clothes that you have chosen more carefully? Why? • Do you think that it's is ever possible to have too many clothes? Why? • And what do you do with the clothes that you no longer want? • Do you sort out your clothing often? Why? How does this make you feel?

<p>Reflections on behaviour of self and others</p> <p>(8 minutes)</p>	<ul style="list-style-type: none"> • Do you think that what you wear influences how others see you? In what way? • Does what other people wear influence how you see them? In what way? • Use fashion pictures prompt- <ul style="list-style-type: none"> ○ Here are some pictures of ‘street style’ published by a fashion magazine showing women in their daily wear – do you think that these women’s outfits tells you anything about them? ○ ..and now some ladies dressed up for ladies day at Ascot – why do you think they chose these outfits? ○ ..and for work, why do you think these ladies chose to dress that way? ○ I know you really can’t tell from a photo, but if you had to guess, do you think that any or all of these ladies buy lots of clothes? Why did you choose her/them? • Do you think that you shop for clothes more or less than other people? • Do you think about the opinions of others when you choose what to wear/buy? • If you have worn something several times are you at all conscious of wearing it again? • Do you feel that there is an expectation from others for you to look or dress a certain way? • Do you feel that it is important to dress up and/or wear something new for a special occasion? Why? • How would you feel if you didn’t dress up for an occasion? Do you think other people would notice? And how would they react?
<p>Response to concerns over fashion volume</p> <p>(8 minutes)</p>	<p>There are some people who say that, as a nation, we buy too many clothes. I’ll tell you some of the arguments they use, I’ll read you the first two:</p> <p>‘The production of clothing uses lots of natural resources and is bad for the environment’</p> <p>‘Cheap clothing is made by people in third world countries in factories with terrible working conditions’</p> <p>Any comments?</p> <p>Have you heard these opinions before? What is your opinion?</p> <p>And the second two arguments they use are:</p> <p>‘We are becoming obsessed with our appearance and missing the important things in life’</p> <p>‘Shops are churning out the same old cheap stuff because people won’t pay for good design and quality’</p> <p>Any comments?</p> <p>Have you heard these opinions before? What is your opinion?</p>
<p>Barriers and motivators for behaviour change. Predicted impact on wellbeing</p> <p>(8 minutes)</p>	<p>So, imagine that you decided, for whatever reason, that you were going to spend less money on clothes or shop less often.</p> <ul style="list-style-type: none"> • Do you think you would miss out? On what? • Do you think it would make you unhappy? Why? • Do you think that there would be any benefits? <p>How about if you didn’t spend less, but you just bought fewer, more carefully chosen items?</p>

	Do you think that you would be happier with the contents of your wardrobe than the way you shop now? Why?
Any other relevant aspects not discussed (2 min)	<p>The discussion is coming to an end now, so:</p> <ul style="list-style-type: none"> • Is there anything we haven't talked about that you think we should discuss? <p>If anyone is interested, for the next stage of the study I am looking for a few people who would be willing to keep a clothes shopping diary for about 12 weeks. If you think that you might like to be included then we can talk about it after this interview.</p>
Finalise interview (5 min)	<p>Thank and close:</p> <ul style="list-style-type: none"> • Ask to fill in demographics form

Total 50 minutes

Appendix 5. Interview Transcript

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Appendix 6. Case Study Consent Form



Towards consumption reduction in clothing: An exploration of the reasons for and against buying less

Researcher: Natalie Dukes

You are invited to take part in this research study, to explore fashion shopping habits to help to understand the trend towards increasing garment ownership and to investigate attitudes towards the notion of shopping more carefully and buying less. Your participation will be in the form of **an initial discussion followed by a twelve week period during which time you will be asked to provide weekly feedback regarding your fashion shopping activities.**

Before you decide to take part it is important for you to **read the accompanying participant information sheet.**

If you consent to having your interview recorded, all recordings will be destroyed once they have been transcribed. Transcripts from the research will only be viewed by the research team and will be stored in a secure location until they are destroyed (5 years after the completion of this study).

Please do not hesitate to ask me any questions if there is something that is not clear or if you would like more information about any aspect of this research. It is important that you feel able to take the necessary time to decide whether or not you wish to take part.

Should you require any further information about this research, please contact:

Natalie Dukes, PhD Research Student, Centre for Business in Society (CBiS), Jaguar Building, Priory Street, Coventry, CV1 5FB, or email: **dukesn@coventry.ac.uk**

1	I confirm that I have read and understood the Information Sheet dated 30 th September 2015 for the above study and have had the opportunity to ask questions.	YES	NO
2	I understand that my participation is voluntary and I am free to withdraw (including the information I provide) until 31 st January 2016 without providing a reason.	YES	NO
3	I understand that all the information I provide will be anonymised and treated in confidence.	YES	NO
4	I am happy that information collected may be used in reports and academic publications produced by Coventry University.	YES	NO
5	During the 12 week study period, I am happy to be contacted weekly via telephone / email (delete as appropriate)	YES	NO
6	I am happy for my interview to be recorded.	YES	NO
7	I agree to take part in the above study	YES	NO

Participant's Name	Date	Signature
Researcher	Date	Signature

Appendix 7. Wardrobe Audit

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Appendix 8. Diary Sheet (example A)

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Appendix 8. Diary Sheet (example B) Rachel

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Appendix 9: Shopping Diary Interview Notes

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Appendix 10. Picture Sheet – Example One

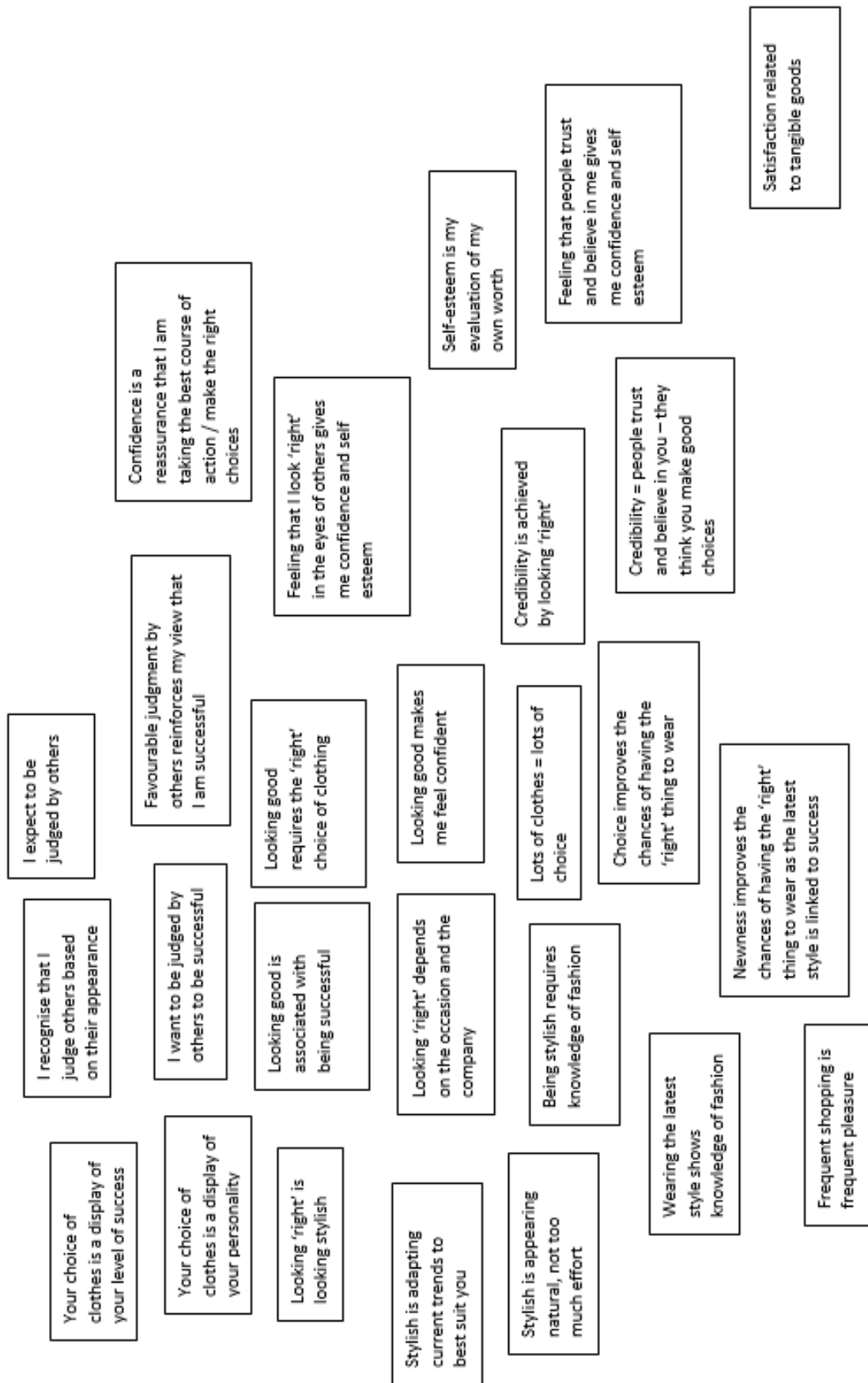
Some materials have been removed from this thesis due to Third Party Copyright or confidentiality issues. Pages where material has been removed are clearly marked in the electronic version. The unabridged version of the thesis can be viewed at the Lanchester Library, Coventry University

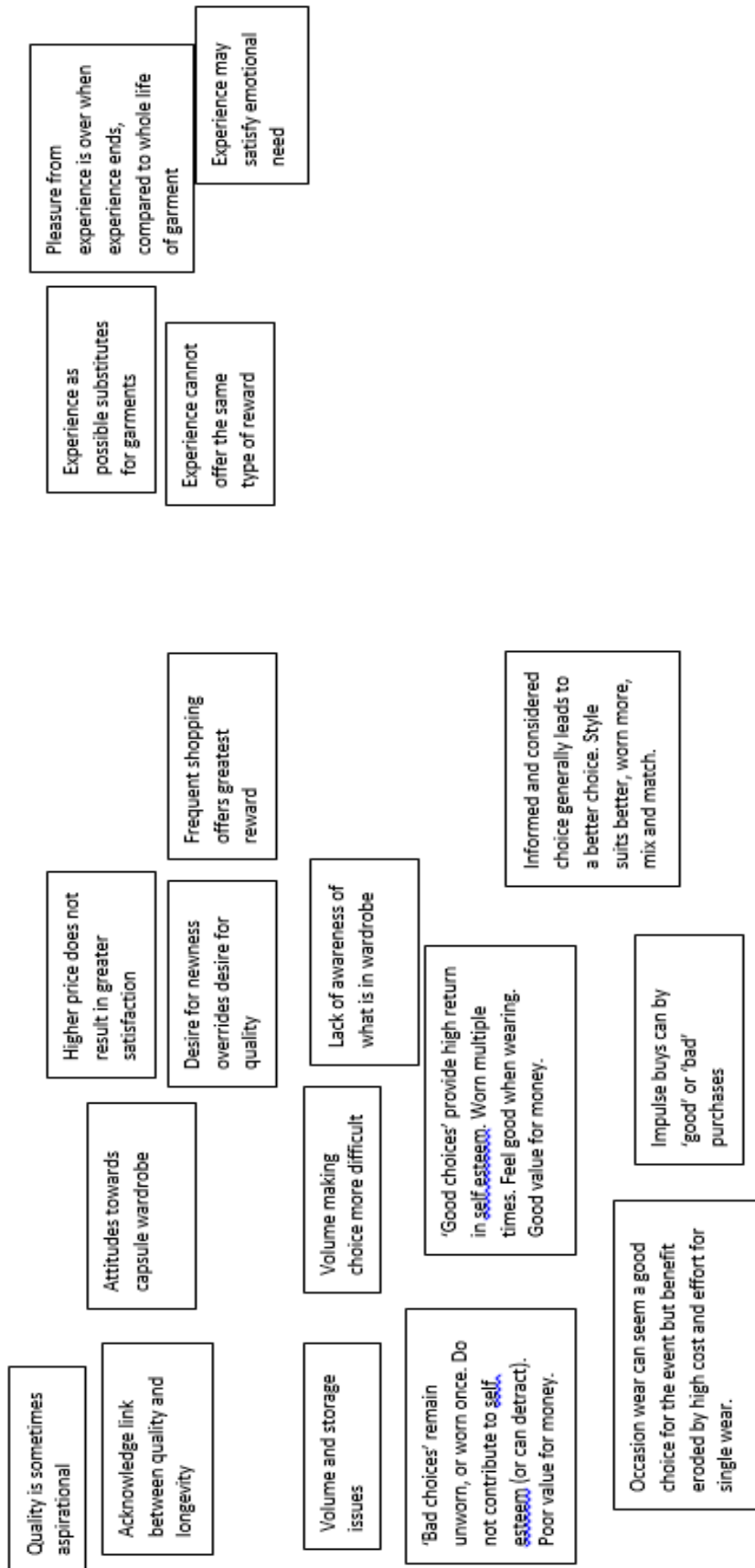
Patterned trousers :

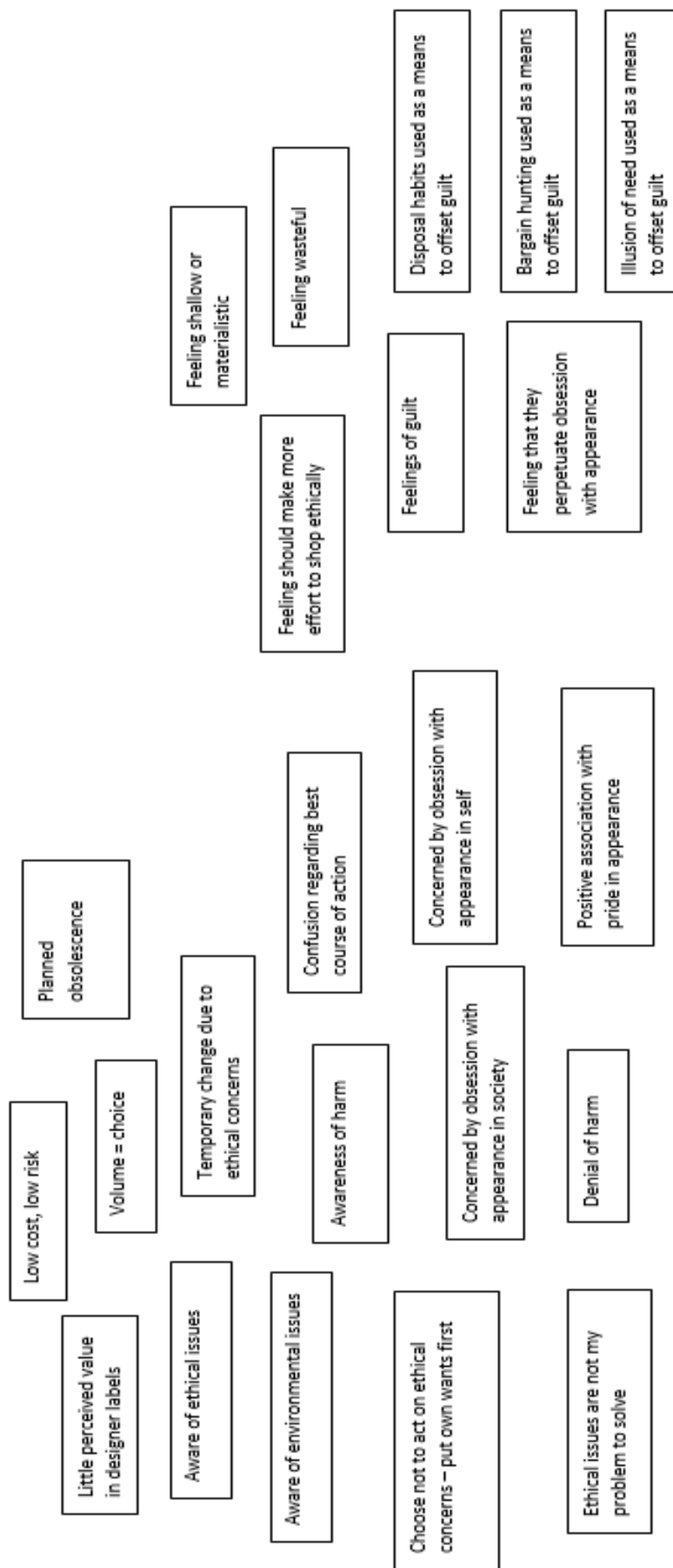
Some materials have been removed from this thesis due to Third Party Copyright or confidentiality issues. Pages where material has been removed are clearly marked in the electronic version. The unabridged version of the thesis can be viewed at the Lanchester Library, Coventry University

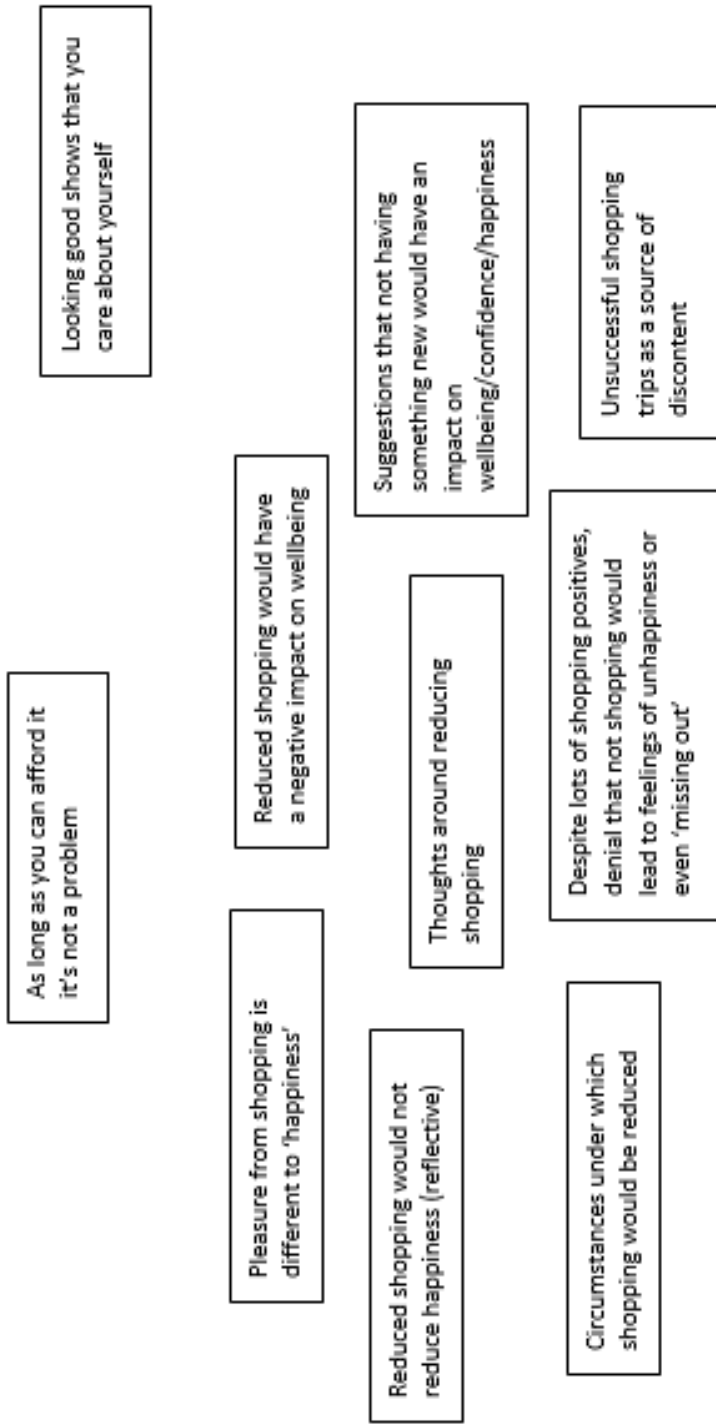
XXV











Appendix 12 - Excerpt from coding

Theme/ Concept title	Theme/ concept description	Category	Sub Category	How I recognised it	Examples
Hedonism	Ways that shopping for clothes creates pleasure includes negative cases where shopping causes unhappiness	Hedonic / happy shopping experiences	Escape, restore balance, remedy to busy life, cheer self up	Describing how shopping is an escape, references to taking a break, busy life, using shopping to alter mood	<p>Anna: It's a bit of a release for me to go. It's an escape isn't it and having two girlfriends and having a look at the clothes and even if you don't buy anything, it's just an escape isn't it to feel like me again for a couple of hours really. I'm a very busy working mom.</p> <p>Donna: I would go if I was feeling a bit grumpy or a bit down.</p> <p>We usually giggle because we shop and do silly stuff, unintended silly stuff, but it's just fun I suppose, cheers me up.</p> <p>Rachel: say if I've had a bad day and if I've had a really stressful day at work, I might want to head to town and get something and there's no real reason why and it's not very often that happens, but it does make me think why do I need to do that? Why do I need to buy something to make me feel better?</p>
			Treat, reward, indulgence	Use of word treat, indulgent or sense that shopping has been earned as a reward	<p>Cathy: If you're happy I think the whole family's happy. I think you've got to treat yourself as well as looking after everybody else haven't you.</p> <p>Fay: It's about retail therapy really isn't it shopping is a way of bringing some of that control back and treating yourself because you think you deserve it.</p> <p>Naomi: if everything is done in the house and it's all clean, it's all tidies and I've got a day off and I will use that day off as my day and my day will be shopping.</p> <p>Violet: I still get seduced by Next sale in that because I do that online with a VIP slot and because I think it's a bargain and it's an indulgence, my one little indulgence</p>
			Excitement, novelty	Describing feelings of excitement, thrill, adrenaline, buzz	<p>Donna: R-Yes she's like my danger partner for shopping. I-Why do you call her your danger partner?</p> <p>R-Because we encourage each other to spend which isn't good is it, we're a bit naughty.</p> <p>Fay: It's exciting isn't it because you think when I'm going to wear this next? I try not to wear things straight away because I think it kills the buzz of having bought it,</p> <p>Olivia: I usually feel a little bit excited, full of adrenaline and just thinking mmm I'm really pleased with my purchase</p>

		The hunt, bargain seeking, perfect item, 'mastery' of the task	Describing pleasure from seeking the best alternative, clever shopping, finding bargains, terms such as being on a mission	<p>Sally: I think if you shop wisely you can buy high level branded stuff at cheaper prices if you buy cleverly on line looking for discounts and you can buy really lovely things from the likes of Marks & Spencers that you know are going to last with not high price tags.</p> <p>Naomi: I get a bit obsessed about getting things. If I've seen it in a shop previously or seen it on line or in a magazine and I don't get it, I will obsess about it hunt for it until I've got it</p> <p>Jan: I find quite satisfying because you can find designer wear at like a third of the cost,</p> <p>Grace: It's best if you're not in a rush if you're on a mission for something</p>
		A habit, a pleasurable part of life	Explanations of weaker feelings of pleasure just having shopping as part of life	<p>Amy: It's not a chore, it's not a treat, it's just a pastime, it's just something I like to do.</p> <p>Pamela: so I think oh I've got nothing to do this afternoon, I will go and have a walk round, if I find something I like that's good</p> <p>Grace: I pop into town and oh I'll just nip in to like New Look or something and I'm like oh I'll just get the top, it's nice</p>
			shopping' is described as a social event and the pleasure doesn't involve buying clothes	<p>Anna: the three of us go and we don't always buy things, we go and shop and we have coffee and cake and it's that feeling of having your friends around you</p> <p>Cathy: It's like a daytrip out for us really, we don't even have to go for anything, it's just to have a look and then you see stuff</p> <p>Isla: I -Do you enjoy shopping for clothes? R- I enjoy it if there is lunch involved.</p> <p>I- So it's not the shopping itself that you enjoy? R-No. I-Is it just the food or is there something about the experience? R-Good company and food.</p>
	Negative associations and unhappy experiences ; includes expressions of unease with current behaviour	Feeling shallow or materialistic	Commenting negatively on their own behaviour, questioning or acknowledging that the way they act may be perceived as shallow, vain, materialistic, silly	<p>Amy: it's a thrill isn't it when you shop. I sound very vacuous.</p> <p>Donna: This is going to sound quite vain</p> <p>Karen: This sounds so shallow doesn't it.</p> <p>Kim: I'm a very confident person with or without my clothes fashion, but I still get sucked up into it all</p> <p>Naomi: how bad is that? That's really consumerism at it's worse isn't it. Makes it so superficial. I'm so consumerism aren't I.</p>

			Feeling wasteful, don't get value for money	Comments indicating guilt or regret about having clothes that are unworn or worn little	<p>Wendy: there are things that are impulse buys that are still hanging up with the tags on them that have not been worn, not good.</p> <p>Amy: I think I probably do have too many clothes because you only ever wear a certain amount at one time</p> <p>Pamela: Yes it seems a waste when I've only worn it once or something like that.</p> <p>Jackie: really perhaps I ought to look at what I've got before I start to think about looking for something else.</p>
			Feeling that they should shop more ethically	Responses given largely in answers to questions about the ethical aspects of fast fashion	<p>Eva: I'll be honest, when I do buy clothing it doesn't come into my mind, I know it should.</p> <p>Ursula: it isn't something that does influence my shopping I'm afraid to say. I do tend to be a bit selfish in that regard</p> <p>Kim: I know it's awful but I don't really think about it when I'm shopping</p>
			Feeling that they own an excessive volume of clothes	Descriptions that indicate discontent caused by the volume of clothes owned	<p>Jackie: at the moment I can't get anything else in my wardrobe and considering I only wear about thirty percent of it, I think again these have been impulse buys and cheap buys and think I need to be very very ruthless and get rid of it</p> <p>Maria: it's clutter and I think the more you have sometimes the harder it is to get dressed. Well I find that anyway because I'm always rushing in the morning</p> <p>Olivia: I just buy for the sake of buying, ... I don't really need all those things.. I have got drawers full of stuff</p>
			Spending too much and/or shopping too frequently	Responses that indicate unease over the amount spent or the number of shopping events. (Tend to be quite mild, no crises because of overspending).	<p>Anna: I have a little bit of guilt sometimes that I've spent the money</p> <p>Eva: I think I shop enough to be honest. I try and avoid it because I just end up spending more money really</p> <p>Karen: I think about all the money I spent in my twenties and I think crikey we could have paid some of the mortgage with that</p> <p>Beth: I- Would you like to go shopping more often and buy more clothes? R No because it's dangerous, I spend enough as it is</p>
			Society and obsession with appearance	Comments indicating concern over the way society influences opinions over appearance	<p>Violet: shopping for my son as well and that is different in that because what I was saying about the media side and with young people, even though I'm against it, I will buy him clothes that I think will help him fit in with his friends</p> <p>Ruby: the pictures on the TV of the movie stars and magazine models and things like that are not real. I've worked in the magazine industry and they get photo shopped completely before they exhibit it into the magazine</p>

					<p>Naomi: Oh gosh yes you can go into the whole debate how body image and anorexia, bulimia and all of that, so yes I think there's huge pressures to conform to the normal for people</p>
			<p>Occasions when shopping experiences are not pleasurable</p>	<p>Descriptions of situations where shopping has caused disappointment, stress, or feelings of low self esteem. Includes not finding what they want, not feeling that they look good, overwhelmed by choice</p>	<p>Olivia: It does make you depressed in a way. I mean not depressed, depressed, but you come away thinking I wish I was a bit younger, because if I was twenty years younger I might be able to get away with that.</p> <p>Maria: I hate it in there where it's kind of piled high and cheap. I find that quite stressful from a shopping experience.</p> <p>Kim: If I'm looking for something specific I get quite stressed if I can't find it, I get really focused on finding that perfect item</p> <p>Karen: if you're not feeling very good about yourself and then you try something on and you look awful and it can confirm what your belief is really.</p>