

# **Consumer Expectations and Dissatisfaction with Size and Care Information of Clothing Labels**

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*Hang tags, labels such as price, color, fiber content, care instructions, size, country of origin, and identification of manufacture are attached to ready-made garments. Studies have focused on consumer expectations and dissatisfaction with size and care information of the clothing labels. Subjects (n=360) ranged in age from 19 to 77 were asked to describe the expectations and dissatisfaction. Using a content analysis, the free response data were classified into a few categories.*

Most frequently mentioned the expectations and dissatisfaction with the size information labels were "Variation in size by different manufacturers", "International standardization of sizing system", and "Difficult to fit within the size numbers". Most often mentioned with the care information labels were "Drycleaning label on a garment that could also be laundered at home (low labelling)", "Not easy to understand the meaning of in the labels and too small to look at the symbols", and "Irritation by hard fabric labels".

The results suggested that the opportunity was needed not only to offer "the low labelling" and attachment method of the labels for manufactures, but also to enhance consumers' practical skills relating to the sizing system.