

Care Labels and Consumer's Care Behavior of Hat Products

Cha-Hyun Kim · Myung-Ja Park*[†]

Dept. of Textile & Clothing Design, Kyung Hee University

*Dept. of Clothing & Textiles, Hanyang University

모자제품의 레이블과 소비자 관리행동

김차현 · 박명자*[†]

경희대학교 의류디자인전공, *한양대학교 의류학과

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Abstract

This study set out to identify the problems with hat labels and to search for improvement measures by examining and analyzing consumers' practice of managing their hats. It also intended to provide accurate and enough information about how to keep and wash hats and thus help consumers use their hats for a long period. In an attempt to investigate how consumers wash and manage their hats, a survey was carried out to 395 individuals in their twenties and over who owned hats living in urban areas including Seoul, and were quota sampled according to age and gender. The survey period is March to April 2007. The collected data were statistically treated with the SPSS 12.0 program in terms of frequency, percentage, mean, standard error, cross tabulation, *t*-test, and one-way ANOVA. The findings were as followed. First, the respondents were in the average level of perceiving and practicing the washing methods of their hats. The female respondents who had more experiences with laundering than the males knew and practiced the washing methods for hats better than males. Second, compared to other clothing items, hat wearers were more likely to pay careful attention to their hats by putting their hats in a laundry net and applying a laundry detergent for wool fabrics when using a washing machine or washing their hats with their own hands. And third, most of the hat wearers were aware of the importance of hat labels and showed a lower level of trust in them than other clothing items. The suppliers need to offer accurate and practical labels in order to regain the consumers' trust. Many consumers had some difficulties figuring out the size system of hats. In particular, the male consumers had a low level of perception of labels, which implies that there should be specific efforts to educate them about general labels.

Key words: Hat, Care label, Hat care, Washing method; 모자, 취급주의라벨, 모자 제품관리, 세탁방법

I. Introduction

For centuries, hats have been an important position in fashion as the representation of social status, as the

representation of incantation, as the means of physical protection, and as the decorative accessory for clothing. Entering the 1960s, hats faced a decline in the fashion industry only being worn for the ceremonial occasions and protection purposes from harsh weather. In recent years, however, hats have been raised, positioning themselves as functional fashion items, for example, caps to protect cold and rain and

[†]Corresponding author

E-mail: mjapark@hanyang.ac.kr

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broad-brimmed hats to keep cool. Special hat stores introduce a large group of attractive hats that can be worn with no special occasion. It was the fashion shows, fashion advertisements, and fashionable women that have continuously spurred the growth of hats (Smith, 1996). The trend of more diverse and distinctive modern fashion has shed some spotlight to the roles of hats in coordinating fashion styles. Consumers also have more chances to wear hats. Compared to all the changes, however, researches on hats are notoriously scarce. While the research have focused on the size and shape of the heads to make better hats in addition to the changing process, forms, and kinds of hats, labels on hats that provide consumers with information to choose a hat product from many options have received rare attention in the academic community.

Consumers rely on labels to get product information and to take proper measures to maintain it. A label can help prevent or reduce the economic damage and loss derived from the wrong handling on the part of consumers. Furthermore, it works to heighten the reliability of products and thus increase manufacturers' profits. The Korean government acknowledged such beneficial functions of a label and stipulated that any fabric product must have a label containing the information about the fabric mixture ratio and the care on the Korean Industrial Standards(KS K 0021). However, the frequent cases of formal and irrational labels have resulted in many disputes between the customers and manufacturers. According to the reports by the Korean Consumer Agency, 23,242 cases of disputes were resolved regarding fabric products and laundry service for eight years between 1997 and 2004, and 79.2% of them involved functional quality problems of the colors and surfaces of the products after a wear or washing. As a matter of fact, the disputes concerning fabric products recorded an alarmingly fast growth of four times from 458 cases in 1997 to 1,983 cases in 2004. It suggested that it is urgent to help consumers correct their wrong handling habits and the manufacturers improve the reliability of the quality mark in order to prevent more disputes in the future(Lee, 2005). In the United States, the Federal Trade Com-

mission(FTC) has taken administrative measures against clothing manufacturers that attach unreasonable labels on their products on the ground of the Reasonable Basis(it states that a manufacturer must provide a quality mark and warning based on a reliable and reasonable base). For instance, it is considered unreasonable when a label marks only dry cleaning on a product that can also be washable with water. The Korean government should follow the example of the U. S. and come up with an institutional device to verify the validity of the information on a label in order to promote the consumer rights and prevent further disputes over laundry services.

Compared to clothing products, usually labels on hats are unreasonable and uniform regardless of shapes and materials of hats. Even worse, a low percentage of hats attach a label. Main materials of hats include felt, straw, woven, knit, leather, fur, and plastic and are much more diverse than those of clothes. Moreover, hats are often decorated with delicate materials such as flowers, feathers, jewels, beads, and sequins(Remiasz, 1986). Hats also make direct contact with the forehead. This cause sweat, and can be easily stained by make-up. Thus, hats require frequent cleaning. Since hats are cut and made in a three-dimensional way, hat owners should take into account the materials in the cleaning, storing, and handling process so that the hats can maintain their shapes for longer periods.

Thus this study identifies the problems with hat labels and searches for improvement measures by examining and analyzing consumers' practice of managing their hats. It also intends to provide accurate and enough information about how to keep and wash hats and thus help consumers use their hats for a longer period

II. Literature Review

1. Handling of Hats

Hats are more damaged when stored than when worn. Thus that hat owners should carefully follow the instructions on the label(Dreher, 1981). Expensive hats require professional steam cleaning or

“reblocking” operations to keep the shape intact. However, users can always remove contamination from hats that are made of textile fabrics by washing them in a washing machine or by hands. One way to remove contamination from a hat is to apply a wool detergent onto a piece of cloth, rub it against the hat, and rinse it in warm water. It is important not to wring it out to get it dry. Users need to use a towel and then let it dry in the shade slowly. A quick measure to dry a hat by using the drier can develop wrinkles or make it shrink(Stall-Meadows, 2004). It is also important to cover the hat with muslin before ironing. If a hat is made of velvet, one should use a brush to remove dirt and raise the pile with steam. When ironing one, users should be sure to use a needle board to prevent the pile from going flat.

If a hat is made of felt, one should apply a wool detergent to remove light contamination. If the contamination is heavy, one should put the hat in water with neutral detergent in it and wash it carefully. Dry it by pressing it down carefully and keep the shape right with a steam iron. When the felt hair lies down, one should use glass cloth or a brush to rub the hair in one circular direction.

Hats made of straws easily attract dirt compared to others. Light contamination can be removed with a piece of velvet or a brush with soft natural hair after applying steam to the hat. When the hat is contaminated heavily or needs a shape repair, one should put it in warm water with neutral detergent in it and rub it with a brush to the direction of texture. After getting rid of moisture with a towel, use a hat frame or ironing pad to keep the shape of the hat right while ironing.

There are also valuable tips on how to preserve a hat. It is a wise choice to remove a ribbon, corsage, feather, pin, or other trimming from the hat before storage. Be sure to fill the inside of the hat with tissue paper and keep it in a box where no sun rays reach so that the crown of the hat will not be distorted. Especially it is critical to put moth balls in the box to protect a wool hat from bug attacks(Dreher, 1981).

2. Quality Guaranteed Mark of a Hat

According to the prescription of the Korean Agency

for Technology and Standards, a quality mark of a hat should contain the following information(No. of Public Notification: 2007-35, 2007); fabric composition or mixture ratio(the outer shell, lining, and filling when filled. A down product should have the percentage of downy hair, feather and others indicated), manufacturer or importer, origin, handling instructions, and contact number(address and phone number). Besides, the Korean Industrial Standards (KS K 0021) offers provisions in respect to handling methods such as how to wash with water, if oxygen bleaching or chlorine bleaching is permissible, how to iron, how to dry clean, and the drying symbols(Korean Standards Association, 2006).

As for clothes, a quality guaranteed mark is delivered by label. Chung(2003) conducted a study on the labels of clothing products and reported that there was a huge difference in the percentage of label attachment according to the distribution routes. The label attachment recorded 100% at department stores, whereas it was only 33% at the Dongdaemun shopping malls. In addition, there were many cases that the label information was partially omitted. According to the reports of Choo and Song(2000), the handling information attached on clothing products is well observed the KS regulations in terms of forms. However, the manufacturers turned out to suggest too much careful handling procedures on the label in order to overprotect their products instead of suggesting proper and practical methods based on the product features. In her study on consumer claims about the quality mark on clothing products, Jun(1984) pointed out that only a small percentage of consumers checked the quality mark and were willing to report a bad case and that it was such a big problem that there was no violation and label of quality guaranteed mark. Bae and Lee(1994) argued that even though many consumers understood the handling symbols correctly, and followed the instructions to wash the product right, they had problems with the products after washing either because the manufacturers did not attach the proper labels or because they omitted some symbols. She also mentioned that there should be researches on the symbols and regulations of new handling methods according to new washing

methods and equipment developed.

As for the sizes of hats, the Korean Industrial Standards prescribed that a hat size should be measured around the head of a male aged 13 or older by the 1cm unit. Size range of hats for male is from 53cm to 61cm, while hats for female is from 52cm to 58cm. Adjustable hats are categorized into S(47-52cm), M (52-55cm), L(55-57cm), and XL(57-63cm) according to size(Korea Standards Association, 2004). Most of the hats in the market were marked in S, M, L or free size and did not provide the exact fitness for individual head sizes of consumers and the accurate information about hat sizes(Lee, 2002). College students did not know about their hat sizes in most of the cases(Lee, 2002). In her study on repair services at town hat manufacturers, Lee and Do(2003) reported that most of the manufacturers provided repair services and that most of their repair services involved

sewing, subsidiary materials such as top buttons and adjusting buckles, and poor durability against washing.

III. Methods

1. Research Purpose

1) The consumers' overall perception of washing methods of hats will be examined, according to their demographic characteristics.

2) The consumers' current practices of washing, keeping, and maintaining hats will be investigated, according to their demographic characteristics.

3) The consumers' recognition level of handling labels on hats will be examined, according to their demographic characteristics.

Table 1. Sample description

Characteristics	Classification	N	%
Gender Sex	Male	168	42.5
	Female	227	57.5
Residential area	Seoul city	105	26.6
	Other cities	288	72.9
Age	20-29	103	26.1
	30-39	94	23.8
	40-49	81	20.5
	50 and older	117	29.6
Marital status	Unmarried	142	35.9
	Married	252	63.8
Educational background	Middle school and under	6	1.5
	High school and under	62	15.7
	University and under	232	58.7
	Graduate school and under	84	21.3
	Others	8	2.0
Vocations	Housewife	80	20.3
	Student	67	17.0
	Salesclerk	57	11.4
	Specialist	56	14.2
	Office worker	46	11.6
	Government employee	24	6.1
Monthly income	2,000,000Won under	92	23.3
	2,000,000~4,000,000won under	125	31.6
	4,000,000~6,000,000Won under	79	20.0
	6,000,000Won and over	78	19.7

2. Subjects and Measuring Instruments

In an attempt to investigate how consumers wash and manage their hats, a survey was carried out to 395 individuals who owned hats, were in twenties, thirties, forties, and fifties living in urban areas around Seoul, and were quota sampled according to age and gender. The survey period was from March to April 2007.

The questionnaire consisted of total 42 items. A multiple-choice approach was taken for 12 items about the subjects' practices of wearing hats, 6 about their washing methods, 3 about their drying methods, and 2 about their keeping methods. A five-point Likert scale was made up for 7 items about the subjects' complaints about hats and 12 about their recognition of hat labels. In additions, their demographic characteristics, which included gender, age, residential area, educational background, marital status, vocation, and monthly income, were measured with multiple-choice questions.

3. Participants and Data Analysis

The collected data were statistically treated with the SPSS 12.0 program in terms of frequency, percentage, mean, standard error, cross tabulation, t-test, one-way ANOVA. The respondents' characteristics

were as follows(Table 1).

IV. Results and Discussion

1. Perception of Washing Methods for Hats

The subjects' perception and practice of their hats were measured with a five-point Likert scale(1-never, 5-very much). Mean were 2.54 and 2.72 to subject's perception and practice of washing methods for hats, respectively. Overall, they were placed in the average level. In order to compare the subjects in terms of demographic characteristics such as gender, age, marital status, vocation, and educational background, t-test and one-way ANOVA were conducted. As a result, there was a significant difference in their perception and practice only according to marital status, gender<Table 2> and age(Table 3). The female subjects and older groups demonstrated a higher perception and practice level of washing their hats than the male subjects and younger groups, respectively.

2. Current Practice of Hat Washing and Hat Drying

1) Washing Methods

The most used washing method for hats by the

Table 2. Perception of washing methods for hats according to gender

Classification	Gender	Female(n=224)		Male(n=166)		t
		M	SD	M	SD	
Perception of washing methods		2.63 ^a	.89	2.42	.97	-2.14*
Practice of washing methods		2.87	1.01	2.51	1.02	-3.41***

^aMean of a five-point Likert scale, * $p < .05$, *** $p < .001$

Table 3. Perception and practice of washing methods for hats according to age groups

Age Classification	20-29 n=101	30-39 n=92	40-49 n=81	50 and older n=116	F
Perception of washing methods	2.39 (.85) ^a	2.45 (1.00)	2.65 (1.05)	2.66 (.84)	2.276
Practice of washing methods	2.50 (1.03) A	2.83 (1.08) AB	2.60 (1.03) AB	2.89 (0.96) B	3.219*

^aMean of a five-point Likert scale (Standard Deviation) * $p < .05$

Note. The groups which were significantly different in the level of $p < .05$ as the result of the Turkey multiple test were indicated with different alphabets.

consumers was machine washing in a washing net bag (33.4%, n=132), which was closely followed by hand washing with an instrument such as a brush (31.4%, n=124). χ^2 analysis was performed to see if there was any gender difference in washing methods for hats (Table 4). As a result, significant relations ($\chi^2(df=3)=25.05^{***}$, $p<.001$) were observed. The female subjects washed their hats more carefully by putting them in a washing net bag before machine washing and paying extra attention to keeping the hat shape intact while hand washing them. Meanwhile, the male subjects were more likely to use the washing machine whether with a washing net bag.

2) Frequency and Main Goals of Washing

The subjects' frequency of washing hats was also examined (n=395). The highest number of them presents they washed their hats whenever they were dirty (54.4% (n=215)), which was followed by once a season (21.3%, n=84), once a month (9.6%, n=38), once a week (5.1%, n=20), and after each wear (2.5%, n=10). Even though the number was extremely small, some of them said they have never washed their hats unlike their clothes (1.8% (n=7)).

According to the survey results of their main goals of washing hats, the most cited answer was to remove the stain, being followed by to keep the hat

shape intact, to remove the odor, and to sterilize the hat in the order. χ^2 analysis was conducted to see if the main goals of washing hats would be different according to gender. The results indicated that a significant difference was found in keeping the hat shape intact ($\chi^2(df=3)=25.29^{***}$, $p<.001$) and removing the odor ($\chi^2(df=3)=13.57^{**}$, $p<.01$). The female subjects placed more importance on those two goals than their male counterparts.

3) Places and Methods of Drying Hats

The subjects were asked where and how to dry their hats after washing. A majority of them answered <Table 5> that they hung hats to the clothes line with clothes pins (n=220) or let them dry in the shadow (n=272). There was no significant relation between the places and methods of drying, but 24 respondents that said they let their hats dry in the shadow explained they adopted other drying tactics as well such as using a frame: surprisingly there were some individuals with expertise on how to wash a hat.

4) Keeping Methods and Deformation after Storage

As for how to keep hats, the biggest number of the subjects said they put their hats on shelves in the closet (n=233, 59%), which was followed by hanging them on the wall (n=177, 29.6%) and putting them in

Table 4. Washing methods for hats according to gender

Washing methods	Gender		Total	χ^2
	Male	Female		
	N	N		
Machine washing in a washing net bag	52	80	132	25.05***
Hand washing	45	79	124	
Machine washing	49	23	72	
Dry-cleaning	20	44	64	
Total	166	226	392	

$\chi^2(df=3)=25.05^{***}$, $***p<.001$

Table 5. Places and methods of hat drying

Drying methods Places	Hanging dry	Rack dry	Tumble dry	Others	Total	χ^2
	N	N	N	N		
Shadow	178	68	2	24	272	7.64
Sunshine	38	15	2	6	61	
Unconcern	37	7	2	3	49	
Total	220	90	6	33	382	

$\chi^2(df=6)=7.64$

a box(n=37, 9.4%). As for deformation after washing, the most reported deformation was involved with the shape(n=196, 49.6%), and deformation was hardly detected in the color(n=103, 26.1%)and tearing/breaking(n=12, 3.0%). Regression analysis was conducted to test the influences of keeping methods on the results after storage with keeping methods as the independent variable and deformation after storage as the dependent variable. The results indicated that there was no significant result.

3. Recognition of Hat Labels

A five-point Likert scale(1-never, 5-very much) was used to investigate how much the subjects recognized a label when purchasing and wearing a hat. The mean results show that they had an average or higher level of recognition of hat labels. Although they were aware of the importance of a label, their trust was in an average level. They checked a han-

dling label less when purchasing a hat than washing one, which raises the need for them to check a label carefully when purchasing a hat in order to have accurate knowledge of it and maintain it right. They also had no idea about their hat sizes(mean 2.6 points) and had a difficult time understanding other contents of a label(mean 2.78 points).

The consumers' label recognition for the entire fabric products reported in Jeong's study on labels on clothing products(2003) was compared with the mean label recognition of hats shown in <Table 6>. As a result, the reliability in the clothes labels was average 3.44 points, while that in hat labels was average 2.99 points. The results urge the hat manufacturers to make active efforts to recover consumer reliability in hats. While the average understanding of clothes sizes was 3.18 points, that of hat sizes was 2.60 points. This result shows there should be efforts to help consumers understand their hat sizes.

Those differences were reviewed according to gen-

Table 6. Recognition of hat labels when purchasing and wearing hats

Recognition	Gender	Total Mean	M	SD	t
Recognizing necessity of the hat label	Male	3.67	3.55	.965	-2.128*
	Female		3.75	.876	
Checking the care label when washing a hat	Male	3.22	2.97	1.003	-4.441***
	Female		3.41	.936	
Checking the care label when washing a hat	Male	3.17	2.98	.953	-3.347**
	Female		3.31	.953	
Understanding the care label	Male	3.13	2.91	.916	-4.385***
	Female		3.29	.793	
Understanding the fabric mixture ratio on the label	Male	3.03	2.82	.961	-3.986***
	Female		3.18	.840	
Trusting the label	Male	2.99	2.87	.876	-2.238*
	Female		3.08	.943	
Checking the label when purchasing a hat	Male	2.98	2.85	1.032	-2.094*
	Female		3.07	.995	
Understanding the hat size on the label	Male	2.78	2.72	.941	-1.134
	Female		2.83	.882	
Understanding their hat sizes	Male	2.60	2.61	1.010	.077
	Female		2.60	.975	
Experiencing A/S	Male	1.65	1.74	.871	1.737
	Female		1.59	.808	
Making a compliant	Male	1.45	1.52	.687	1.646
	Female		1.40	.697	

χ^2 (df=5)=81.63***, * p <.05, ** p <.01, *** p <.001

der <Table 6> and age. As a result, the female subjects scored significantly higher points than their male counterparts in most of the items including checking the handling label when washing a hat, following the handling instructions when washing a hat, understanding the handling label, understanding the fabric mixture ratio on the label, trusting the label, and checking the label when purchasing a hat. As for age, no significant results were observed except for the two items of recognizing the need for a label ($\chi^2=21.98^*$, $p<.05$) and checking the label when purchasing a hat ($\chi^2=24.73^*$, $p<.05$), where the older groups aged 50 or more showed a higher level of recognition than the younger ones.

V. Conclusions

Hats became more important as an accessory in creating fashion styles as contemporary fashion grows increasingly more diverse and distinctive. Moreover, the demands for hats have been multiplied. However, there is still difficulty with washing and maintaining hats due to their diverse materials and shapes. This study set out to survey adult males and females aged 20 or older about their recognition of labels, which provided crucial information at the purchase point, and their practices of washing and keeping hats. It also aimed to provide more accurate label information and proper handling tips to help consumers reduce damage or loss regarding their hat products. The findings were as follows:

First, the respondents were in the average level of perceiving and practicing the washing methods of their hats. The female respondents had more experiences with laundering than the male ones knew and practiced the washing methods for hats better than their male counterparts. The old generation practiced the methods better than the young generation that pursued convenience.

Second, most of both men and women respond washed their hats themselves. The older the women were, the more likely they were to wash their hats themselves. It seems like they were willingly to endure the complicated procedures to wash their hats because they wanted to maintain the shapes of their

hats. Compared to other clothing items, the hat wearers were more likely to pay careful attention to their hats by putting their hats in a laundry net and applying a laundry detergent for wool fabrics when using a washing machine or washing their hats with their own hands. As for the frequency to wash hats, they said that they would wash their hats whenever they were dirty. They cited that removal of stain was the main goal of washing their hats. The female subjects placed more importance on maintaining the shapes of hats and removing their odor than their male counterparts. The biggest number of them said they dried their washed hats in the shade. Most of them used clothespins to hang washed hats in the clothesline. It is suggested that the kind of laundry detergents had more influences on the shapes of hats after washing than the washing methods, drying methods, and place to dry. Therefore, the consumers should be offered information about proper laundry detergents for their hats so that there would be less damage to their hats after washing. As for the place to keep their hats, most of the subjects were using a shelf in the closet. There were many subjects who confessed that their hats were altered in terms of shape after storage, which calls for extra attention to the way they keep their hats and maintain their shapes.

Third, most of the hat wearers were aware of the importance of hat labels and showed a lower level of trust in them than other clothing items. The suppliers need to offer accurate and practical labels in order to regain the consumers' trust. A lot of the consumers had some difficulties figuring out the size system of hats. In particular, the male consumers had a low level of perception of labels, so that there should be specific efforts to educate them about general labels.

Different washing and keeping methods should be adopted for hats depending on the shapes and materials. In the study, those aspects were not taken into account. Instead, the scope was set wide to investigate the consumers' practices of washing and maintaining their hats. In future study, they should take more diverse aspects of hats into consideration and provide more specific data.

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요 약

현대의 패션의 다양화, 개성화로 패션 스타일을 구현하는데 있어서 모자는 더욱 부각되어 수요자 층이 확대되고 있지만, 다양한 재료와 형태로 세탁 및 관리에 어려움을 갖는다. 이에 본 연구는 모자제품의 관리방법에 대한 소비자의 현황을 조사, 분석함으로써 모자 레이블 부착의 문제점과 개선책 방안을 모색해 보고자 하며, 나아가 모자의 보관이나 세탁방법에 대한 정확하고 충분한 정보를 제공함으로써 제품을 오랫동안 유지할 수 있게 하고자 한다. 소비자들의 모자제품의 세탁 및 관리행동에 관한 조사를 하기 위하여 서울 및 도시에 거주하며 모자를 소유하고 있는 20대, 30대, 40대, 50대 이상의 남녀 395명을 대상으로 연령과 성별을 고려한 할당 표본추출방법을 통하여 설문지 조사를 실시하였다. 조사기간은 2007년 3월에서 4월까지 이루어졌으며, 설문은 총 42문항으로 구성되었다. 모자 착용실태, 세탁방법, 건조방법, 보관방법에 관한 문항은 선다형으로, 모자 소비자 불만, 소비자 모자 레이블 인식에 관한 문항은 5점 리커트 척도로 측정하고, 자료 분석을 위하여 SPSS 12.0 프로그램으로 빈도, 백분율, 평균, 표준오차, 교차분석, t-test, 일원분산분석 통계처리를 하였다. 그 결과에 의하면 첫째, 모자 소비자의 세탁방법 인식도와 실천정도는 보통 수준으로 나타났다. 남성보다는 세탁경험이 많은 여성이 모자 세탁방법에 대하여 잘 알고 실천하고 있었으며, 편안함을 추구하는 젊은 세대보다 높은 연령대가 세탁방법을 더 잘 실천하는 것으로 조사되었다. 둘째, 모자 소비자들은 다른 의복 아이템과 비교하여 울세제로 세탁망에 넣어 세탁기로 돌리거나 손으로 직접 빠는 세심한 관리를 하는 경우가 많았다. 세탁빈도는 더러움이 탈 때마다 하는 것으로 조사되었으며, 세탁의 주 목적은 얼룩제거로 나타났지만, 여성은 남성에 비해 모자의 형태보전과 냄새제거를 중요한 요인으로 평가하는 것으로 나타났다. 건조장소에 있어서는 그늘에서 건조한다는 응답이 가장 많았고 대부분 짐게로 집어 빨래 줄에 말리는 경우가 많았다. 모자 세탁 시 세탁방법, 건조방법, 건조장소의 요인들보다 세제종류가 세탁 후 변형에 영향을 미치는 것으로 조사되어 적절한 세제를 사용할 수 있는 정보를 소비자에게 인지도시켜 피해를 줄이는데 노력하여야 할 것이다. 또 보관방법으로는 대부분 옷장 선반에 두고 있었으며 보관 후 형태변화 결과를 경험한 소비자의 비율이 높은 것으로 보아 적합한 모자 보관으로 형태유지에 각별한 주의가 요구된다. 셋째, 대부분의 모자 소비자들은 레이블에 대한 중요성을 인지하고 있으나 다른 의복 아이템에 비하여 모자 레이블에 대한 신뢰도는 더 낮게 나타나, 공급자들은 정확하고 실질적인 레이블을 표기하여 신뢰도 회복을 기해야 할 것이다. 많은 소비자들이 모자의 치수 체계 이해에 어려움을 갖고 있으며, 특히 남성의 경우 레이블에 대한 전반적인 인지도가 낮게 나타나 남성 소비자에게도 전반적인 레이블에 대해 교육시키도록 구체적인 노력이 이루어져야만 하겠다. 후속연구에서는 모자의 다양한 형태나 재료에 따른 세탁 및 관리 방법을 보완하여 연구가 수행되어서 보다 구체적인 자료가 제공되어야 할 것으로 보인다.