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## **SATISFACTION WITH TROUSERS DEVELOPED FROM THE CANADA STANDARD SIZING SYSTEM AND THE ASTM D5586 FOR WOMEN AGED 55 YEARS OR OLDER**

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A theory of product performance and consumer satisfaction was applied to determine the instrumental and expressive outcomes associated with prototype trousers developed from the Canada Standard Sizing (CSS) size code M18 and the ASTM D5586 size code MP16, which have identical waist but different hip measurements. The relationship between satisfaction with the trousers and the proportions of instrumental and expressive outcomes associated with them was tested. A volunteer sample of 20 women aged 56 to 89 years participated in a two-week wear test, followed by interviews to elicit indicators of instrumental and expressive outcomes. Content analysis was used to identify the instrumental and expressive outcomes.

The results show that (1) the participants' body measurements were closer to the ASTM MP16 than the CSS M18 measurements; (2) more participants were satisfied with the ASTM MP16 than the CSS M18 trouser in four of six critical fitting areas for trousers; (3) there was no significant difference in the participants' satisfaction with the two trousers; (4) there was a greater absolute number of instrumental outcomes than expressive outcomes for both trousers; (5) the proportion of instrumental outcomes was significantly greater than the proportion of expressive outcomes for both trousers. The ASTM MP16 trouser seems to accommodate the physical characteristics of older women and corrects fitting problems.