

Call For Manuscripts

Focused Special Issue of the *Clothing and Textiles Research Journal (CTRJ)*

SUSTAINABILITY MARKETING CLAIMS AND CONSUMER BEHAVIOR

Submission Deadline: **September 15, 2011**

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Purpose

The purpose of the focused issue is to encourage research and to provide a specific outlet for researchers to share empirical findings *concerning sustainability-related labels, claims, and indices and consumer behavior*.

As consumers' awareness in sustainability rises, businesses have been busy with supplying information related to green, eco-friendly, and sustainability-related claims, labels, and/or indices (Sustainability Marketing Claims hereafter). For example, Wal-Mart announced in 2009 that they would develop a worldwide Sustainability Index. The U.S. Outdoor Industry Association and the European Outdoor Group have also launched the Eco Index™ initiative. Inspection businesses, such as Intertek and Bureau Veritas, offer their own sustainability certification services. Similarly, NSF International and the Public Health and Safety Company™ have various certification programs in product assessment, process verification, and standard development categories. Although important, these efforts are highly fragmented and product-/industry-specific, leaving consumers ever more confused as to which labels or indices are truly beneficial to the environment and society.

In response to this chaos, on July 15, 2008, the U.S. Federal Trade Commission (FTC) hosted a workshop to examine developments in green building and textiles claims and consumer perception of such claims. In the opening remarks of the "Eco in the Market: Green Building and Textiles" session, the FTC chairman, William Kovacic (now a FTC commissioner) emphasized that today's consumers have greater awareness and preference for different types of products and services, demanding green and sustainable services and products. However, he said, due to many different types of green or environmental claims and labels available in today's marketplace, consumers' confidence about the legitimacy of such claims and labels are in jeopardy. Throughout the workshop, a host of panelists, including representatives of the Organic Trade Association, Patagonia, the Good Housekeeping Research Institute, Consumer Reports, Cotton Incorporated, and U.S. Customs and Border Protection also agreed that they would like to see improved labeling guidelines and policies from the FTC based on solid, peer-reviewed, objective research findings about consumer perceptions and behavior. To help answer these questions, ***we call for research manuscripts sharing findings concerning sustainability-related labels, claims, and indices and consumer behavior and perceptions***. Country of origin labeling is also considered sustainability-related as many of today's consumers use such information to help domestic or other country's economies. Research findings from quantitative, qualitative, or mixed method approaches are welcome.

Plan

We will follow CTRJ's existing style guidelines and review procedures (blind review). We will also require electronic submissions through manuscript central (<http://mc.manuscriptcentral.com/ctrj>). Guidelines are outlined in the Guide for Authors inside the cover of CTRJ and online through the ITAA website. Reviewers will be selected from the list of the CTRJ editorial board and an ad-hoc list of reviewers.

Questions? Please contact the Editors if you have any questions.