

Florida State University
*Marketing Strategies to Incentives Entrepreneurship and Innovation in the
Development of Sustainable Energy*

PI: Joe Cronin **Faculty:** Dr. Jeff Smith

Students: Mark Gleim (PhD), Stephanie Lawson (PhD), Jeremy Wolter (PhD), Jacqui Bybee (PhD), Ed Ramirez (PhD)

Description: The objective of this project is to investigate the role of market pull strategies in advancing sustainability goals. Specifically, the intent is to identify what “drives” consumers’ attitudes and behaviors relative to sustainable products. This includes consumers’ personal attitudes, opinions, and beliefs, their perceptions of their own and organizations’ abilities to affect or change the environment in which they live, and their personal characteristics (e.g. demographics). In addition, in collaboration with the College of Communications, the strengths and weaknesses of the various modalities that can be used to deliver sustainability knowledge to consumers (e.g. advertisements, testimonials, expert word-of-mouth communications, public relations, publicity, etc) will be assessed. Specifically, the research will attempt to identify the optimal market pull modality; that is, the means by which to deliver to consumers the knowledge that drives the purchase of sustainable goods and services. The overall objective of the research is to provide much needed market pull information for organizations embarking on “green” marketing strategies; that is, firms in the process of developing or expanding their mix of environmentally friendly goods and services.

Budget: \$278,778 (total), \$102, 564 (yr 2)

Universities: FSU

Progress Summary

Research Objectives for Current Reporting Period: The main objectives for the current reporting period include the further development and search for outside grants for the recently formed Center for Sustainability Initiatives (CSI) in the College of Business at The Florida State University. Further, growing the online research panel created by the CSI is an important step in monitoring and evaluating consumers within the state of Florida. The main research objectives also aim to provide deliverables, including published conference papers, journal articles, presentations, and other modes of educational knowledge transfer.

Progress Made Toward Objectives During Reporting Period: The research team has made tremendous strides during the reporting period in meeting many of the goals we set. Currently six papers have been published in the proceedings of national or regional conferences, including our premiere American Marketing Association conferences. Further, twelve conference presentations have been given on sustainability related topics funded through the IESSES grant. Numerous articles of research are also under review at various journals, or nearing the process of submission to select premiere marketing journals.

Securing additional funds has also been a priority for the CSI. As such, members of the research team were recently awarded a research grant from the Von Allmen Center for Green Marketing in the Gatton College of Business and Economics at the University of Kentucky. The proposal, entitled “The Adoption

of Sustainable Practices: Overcoming Perceived Barriers to Socially Responsible Initiatives” won the highly competitive award.

In addition, Dr. Joe Cronin and his research recently team chaired a special session on sustainability at the American Marketing Association’s Winter Educator’s Conference entitled Sustainability in Action. World-renowned scholars in the field of sustainability in marketing not only attended the session, but many participated by presenting their own research as well. The session was well received by all that attended and was likely one of the most prominent events at the conference. Several members of the research team also attended the first annual Sustainability in Marketing Colloquium hosted by the University of Kentucky.

In addition, members of the CSI research team have been active within the FSU and local communities. Member of the research team have been invited to speak at a number professional and practitioner-oriented seminars at the state and local level. Within the university, the research team is exploring potential partnerships with other groups to incorporate a sustainability-oriented approach to business strategies. The development of a sustainability-oriented marketing class is also in the works, potentially as an undergraduate course or as a part of the MS in Marketing program. In addition, the undergraduate basic marketing course has gone green by requiring students to utilize an online textbook.

The online research panel housed in the CSI has made tremendous progress as well. The panel is quickly approaching 1,000 members and we hope to dramatically increase that number very soon with the help of the FSU Alumni Office. Current panel members are already actively engaged in our research and eager to participate in future endeavors.

2010 Annual Report

Performance Measures:

Recognized as a national source of scholarship on energy systems, economics and sustainability

1a. Published Articles (Submitted or Under Review) - 2

“Sustainability-Oriented Marketing Strategies: An Examination of Stakeholders and the Opportunities They Present,” with J. Joseph Cronin, Jr., Jeffery S. Smith and Edward Ramirez, third review requested at the *Journal of the Academy of Marketing Science*.

“Against the Green: A Multi-Method Examination of the Barriers to Green Consumption,” with J. Joseph Cronin, Jr. and Jeffery S. Smith, under review at the *Journal of Marketing*.

1b. National Conference Papers - 2

“The Effects of Brand Familiarity on Consumer Perceptions of Environmental Orientation,” in AMA Summer Marketing Educators Conference – Boston, MA, with J. Joseph Cronin and Jacquelyn Bybee (2010).

“Against the Green: Understanding Non-Green Consumers,” in American Marketing Association Conference Proceedings, AMA Winter Educators’ Conference – New Orleans, LA, with J. Joseph Cronin and Stephanie J. Lawson (2010).

2. Growth in Funding Sources

2a. Total awards – 1

2b. Number of sources of funding

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3. Source of Training for Graduate Students

3a. Number of students supported on grants – 4 (based on reporting time period)

3b. Number of students attending symposia – 4 (based on reporting time period)

4. Foster collaboration among faculty

4a. Number of joint publications - 4

4b. Number of joint proposals

“Consumers’ Green Orientation: Conceptualizing and Measuring the Effects of Green Marketing Strategies,” Mark R. Gleim, J. Joseph Cronin, Jr. and Jeffery S. Smith.

Status: Final draft completed: undergoing peer review

Target: *Journal of the Academy of Marketing Science* (To be submitted Fall 2010)

“Is ‘Green’ Worth the Green? Barriers Surrounding the Adoption of Environmentally Friendly Products,” Mark R. Gleim, J. Joseph Cronin, Jeffery S. Smith and Stephanie J. Lawson.

Status: Final draft completed: undergoing peer review

Target: *MIT Sloan Management Review* (To be submitted Fall 2010)

“Sustainability Competence: An Index of Sustainability-Driven Behaviors,” Mark R. Gleim, J. Joseph Cronin, Jr. and Jeffery S. Smith.

Status: Draft in progress: data collection and analysis in progress

Target: *Journal of Marketing* (To be submitted Spring 2011)

“Does the Green Shoe Fit? Evaluating Consumer Perceptions of Fit and Corporate Social Responsibility Activities,” Mark R. Gleim, J. Joseph Cronin, Jr. and Jeffery S. Smith.

Status: Draft in progress: data collection and analysis in progress

Target: *Journal of Marketing* (To be submitted Summer 2011)

5. Foster collaboration between faculty and graduate students

5a. Number of joint publications - 6

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Status: Final draft completed: undergoing peer review

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Status: Draft in progress: data collection completed and analysis in progress

Target: *Journal of Marketing* (To be submitted Spring 2011)

“Living Green: Understanding Sustainability from a Holistic Perspective,” Stephanie J. Lawson and Mark R. Gleim.

Status: Draft in progress: data collection and analysis in progress

Target: *Journal of the Academy of Marketing Science* (To be submitted Spring 2011)

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Invited Presentations –

“Does the Green Shoe Fit? Evaluating Consumer Perceptions of Fit and Corporate Social Responsibility Activities,” Mark R. Gleim, J. Joseph Cronin, Jr. and Jeffery S. Smith.

“Sustainability Competence: An Index of Sustainability-Driven Behaviors,” Mark R. Gleim, J. Joseph Cronin, Jr. and Jeffery S. Smith.

Conference/Symposia –

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7. Curriculum Activities supported in colleges/school/departments

7a. New degree programs

7b. Courses developed - 1

The development of a sustainability-oriented marketing class is also in the works, potentially as an undergraduate course or as a part of the MS in Marketing program. In addition, the undergraduate basic marketing course has gone green by requiring students to utilize an online textbook.

The online research panel housed in the CSI has made tremendous progress as well. The panel is quickly approaching 1,000 members and we hope to dramatically increase that number very soon with the help of the FSU Alumni Office. Current panel members are already actively engaged in our research and eager to participate in future endeavors.