

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

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Description: The objective of this project was 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 communication modalities that can be used to deliver sustainability knowledge to consumers (e.g., advertisements, testimonials, expert word-of-mouth communications, public relations, publicity, etc) were assessed. Specifically, the research attempts 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)

University: FSU

Progress Summary

The research team has made tremendous strides during the reporting period in meeting many of the goals. Currently five papers have been published in the proceedings of national or regional conferences, including our premiere American Marketing Association conferences. Further, six conference presentations have been given on sustainability related topics funded through the IESES grant. In addition, four invited presentations have been given at different universities across the country. Numerous articles of research are also under review at various journals, or nearing the process of submission to select premiere marketing journals.

In particular, we have published a paper entitled “Green marketing strategies: an examination of stakeholders and the opportunities they present,” in one of the premiere marketing journals, *Journal of the Academy of Marketing Science*. This paper was part of a special issue on sustainability and has been the most downloaded article from that issue, and one of the most downloaded articles of the year. Further, we have been invited to revise and resubmit a paper entitled “Against the Green: A Multi-Method Examination of the Barriers to Green Consumption” in another premiere journal, *Journal of Retailing*.

Securing additional funds has also been a priority for the newly formed College of Business-Center for Sustainability Initiatives (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. Several members of the research team also attended the second annual



Sustainability in Marketing Colloquium hosted by the University of Kentucky where Dr. Cronin was invited to present the research of the award winning proposal.

In addition, members of the CSI research team have been active within the FSU and local communities. Members of the research team have been invited to speak at 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 has nearly 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.

