

Other

Marketing Strategies to Incentives Entrepreneurship and Innovation in the Development of Sustainable Energy

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

Students: Mark Gleim (PhD), Stephanie Lawson (PhD), Jeremy Wolter (PhD)

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

Executive 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 IESSES 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.

This project has been completed.