**Project Title:** Marketing Surveys for Sustainable Products

**Description:**  Measure consumer attitude, product/service performance, and develop message testing for a sustainable product, service, or initiative.

**Background:** To determine whether a product or service will succeed, marketing professionals develop tests to identify strengths, weaknesses, and ways to improve the product/service, the way it is framed, and accurately identify the target market.

The first step will be determining whether you’d like to test consumer opinions on a product, service, or initiative. If you would like to focus your solution on campus sustainability initiatives, the Office of Sustainability and the Environment would be happy to suggest a variety of topics to focus on. A possible example would be testing attitudes toward recycling or composting, understanding barriers to accessing/proper use of these facilities. Or, what about a campus carpool program among students or faculty? Why do people carpool, why do they not? How can you make alternative transportation services more convenient or appealing to them? Who would most benefit from such a service? What about reusable bottles or containers? How do changes in design impact appeal or use by students? What do the results of your survey suggest about future direction for product/service improvement? How can the OSE improve its outreach to students? There’s no limit to the kinds of questions that can be asked.

If you’re focused on improving upon an existing product/service, comparing the performance between a standard product and its “green” competitor, or determining how consumers feel about a hypothetical product outside of the UI/IC realm, that also works. The idea is ultimately to test how to best market sustainable products.

**Desired Outcomes:** A written report summarizing and analyzing the results of your marketing survey. A well-designed questionnaire/survey. A mechanism for ensuring high quality data and responses from our consumer audience.

**Evaluation:** Are survey questions well-written and designed to answer your driving research questions? Do you adequately explain your methodology? Do you thoroughly explain and analyze the results of your survey? Are your visualizations of survey results understandable? Based on the survey, how would you design a marketing strategy or business plan?

**Relevant Courses/Course Areas:**

* Marketing and Sustainability (MKTG 4250), Marketing/Business course area