



UNIVERSITY OF
HOHENHEIM

Digital Management

Smart Sustainability

Slide deck 4: Sustainability and CRM (I)
2021

University of Hohenheim

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Economics and Social
Sciences

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Marketing and Management

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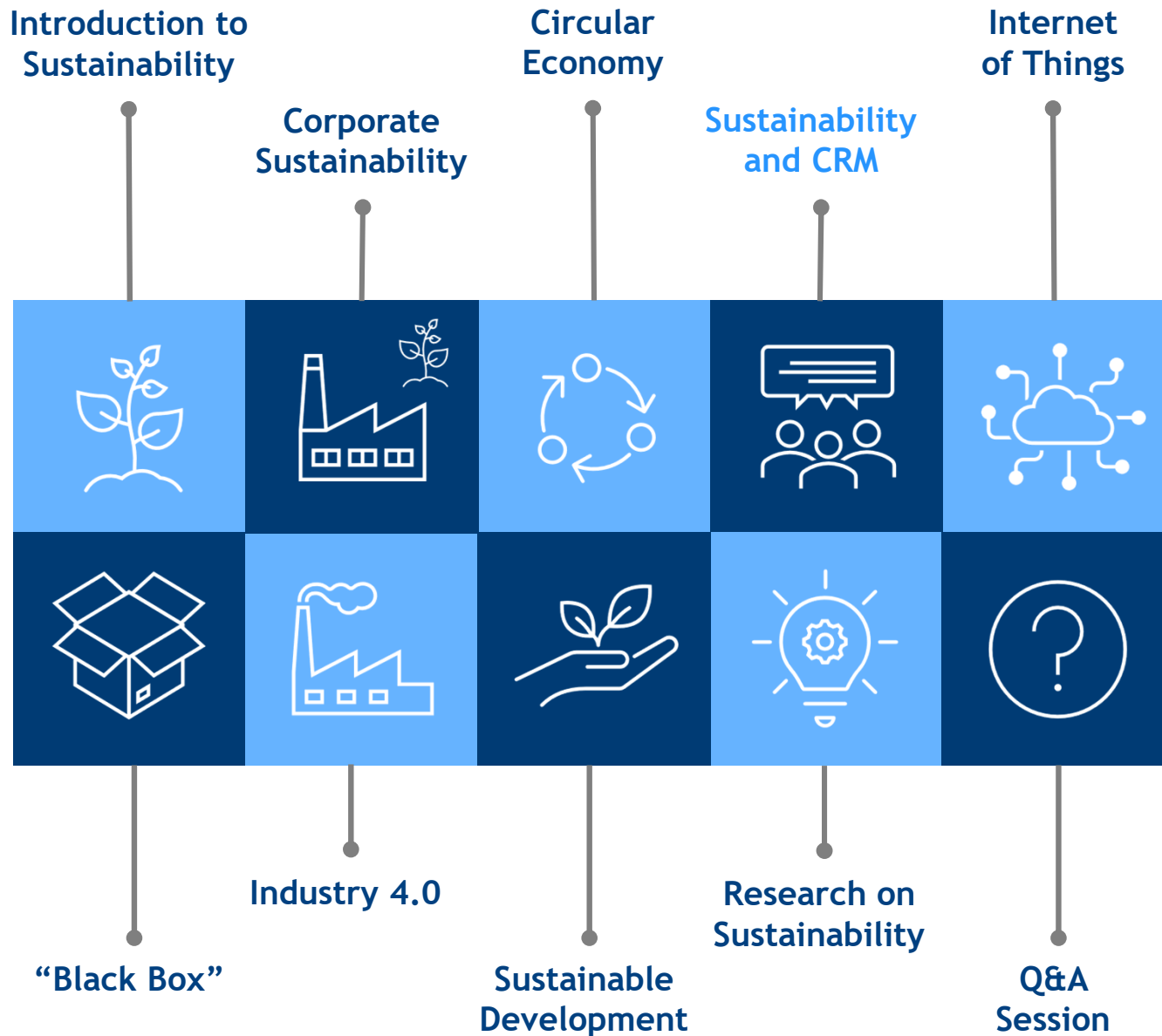

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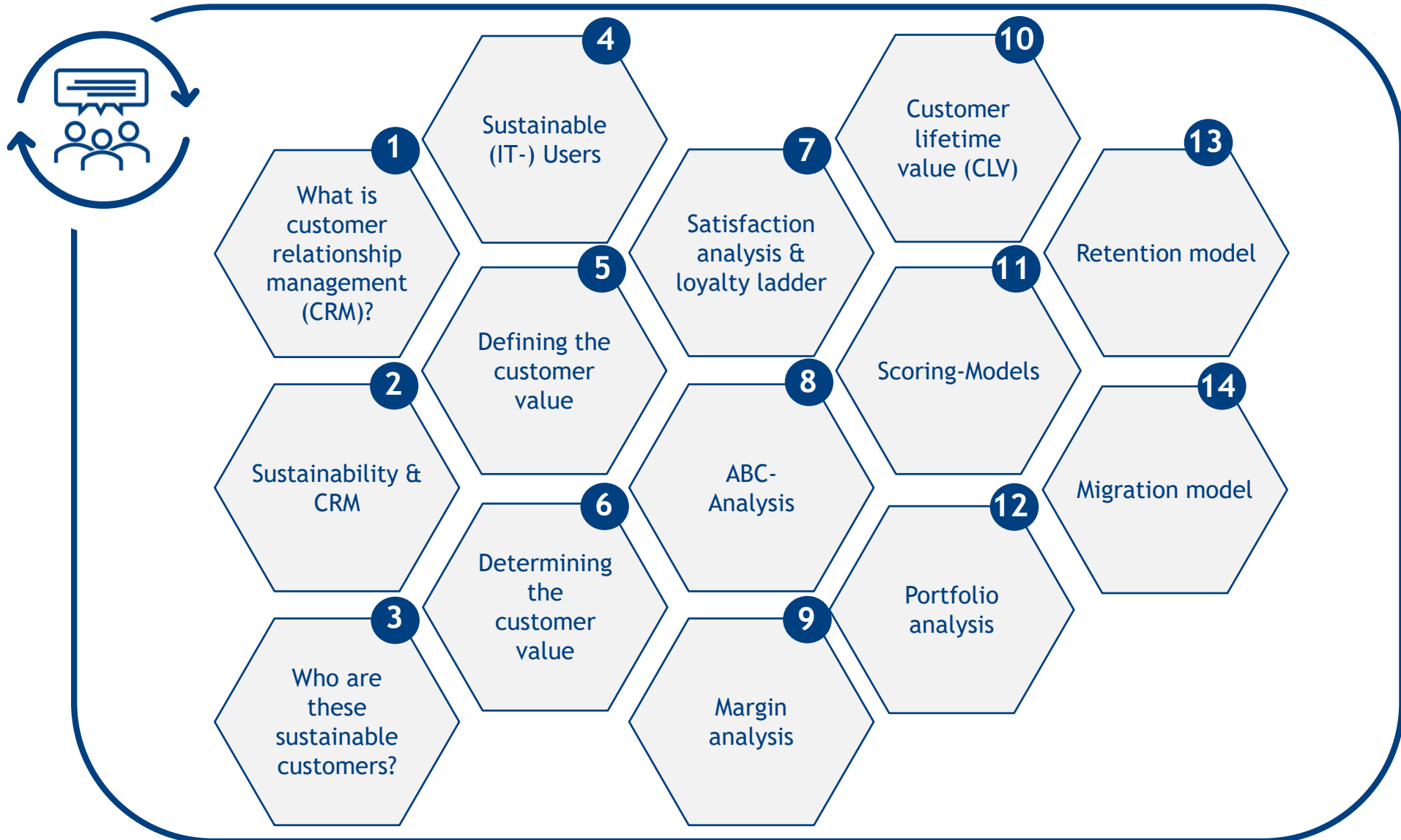
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Overview Smart Sustainability

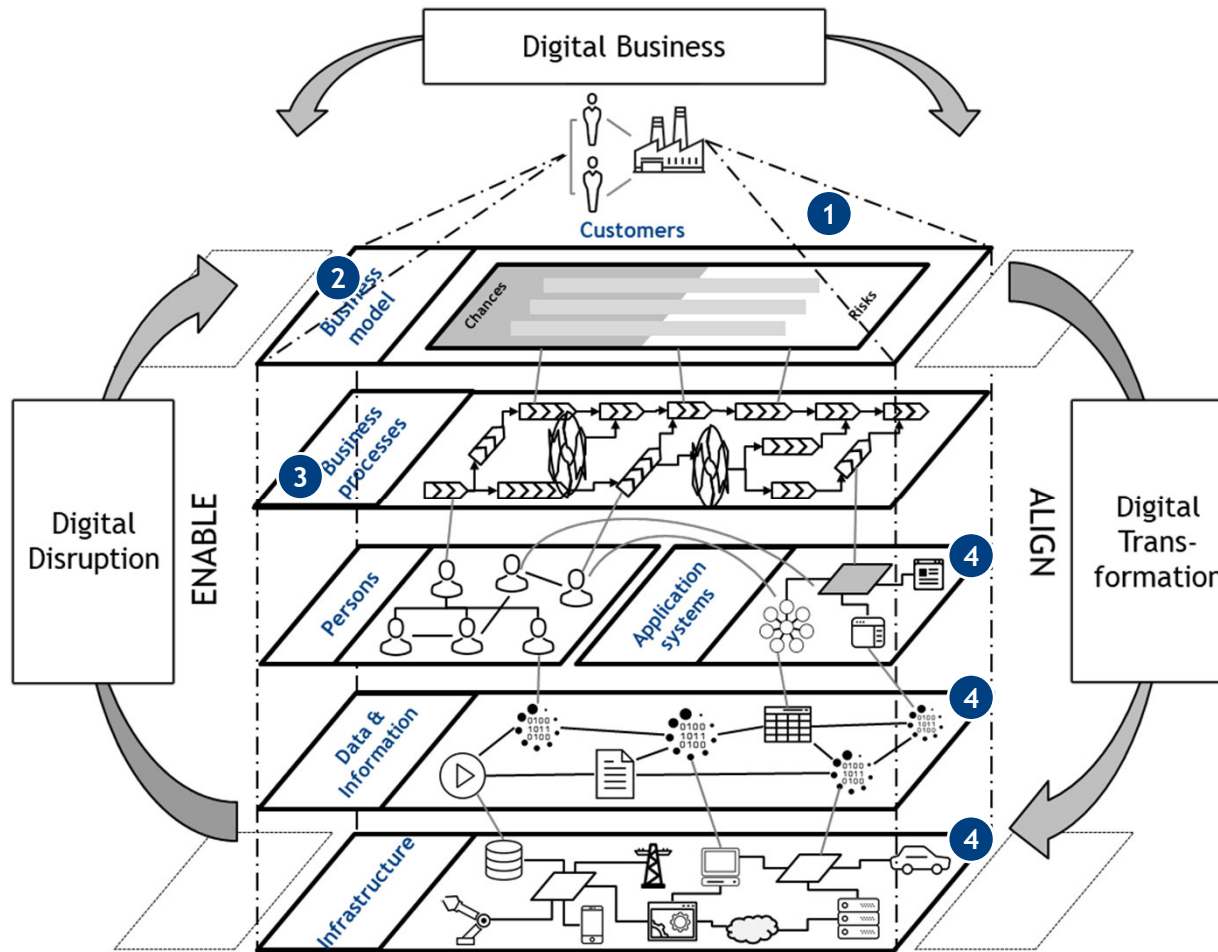


Agenda - Sustainability and CRM



What is customer relationship management (CRM)?

Customer Relationship Management (CRM) and how it unfolds in the layered model of organization



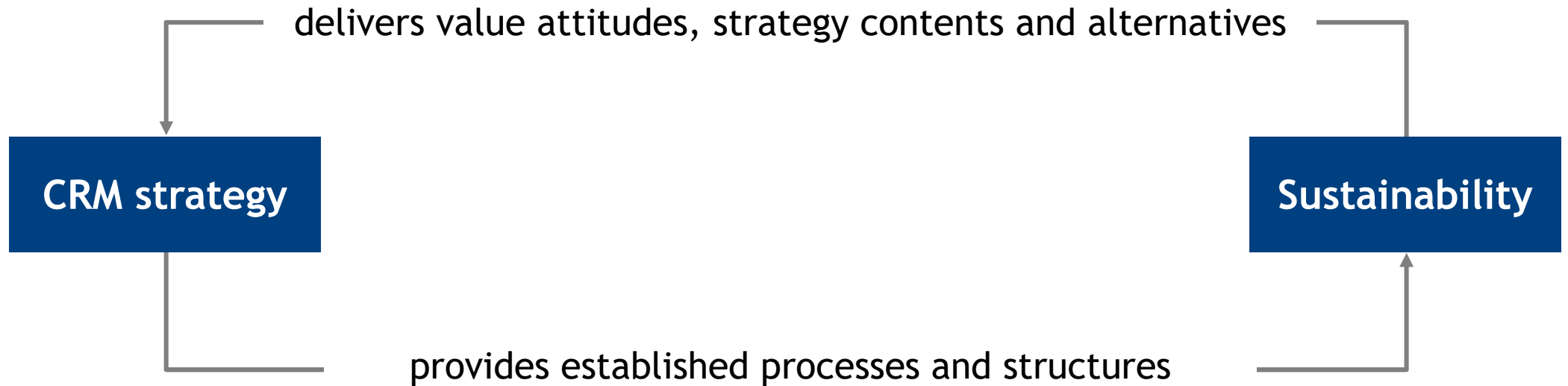
Definition

- 1 CRM is a customer-oriented corporate strategy
- 2 which tries to establish and consolidate long-term profitable customer relationships
- 3 through coordinated and individual marketing, sales and service concepts
- 4 with the help of modern information technology (IT).

Gimpel and Röglinger (2017), Leußer et al. (2011)

Sustainability & CRM

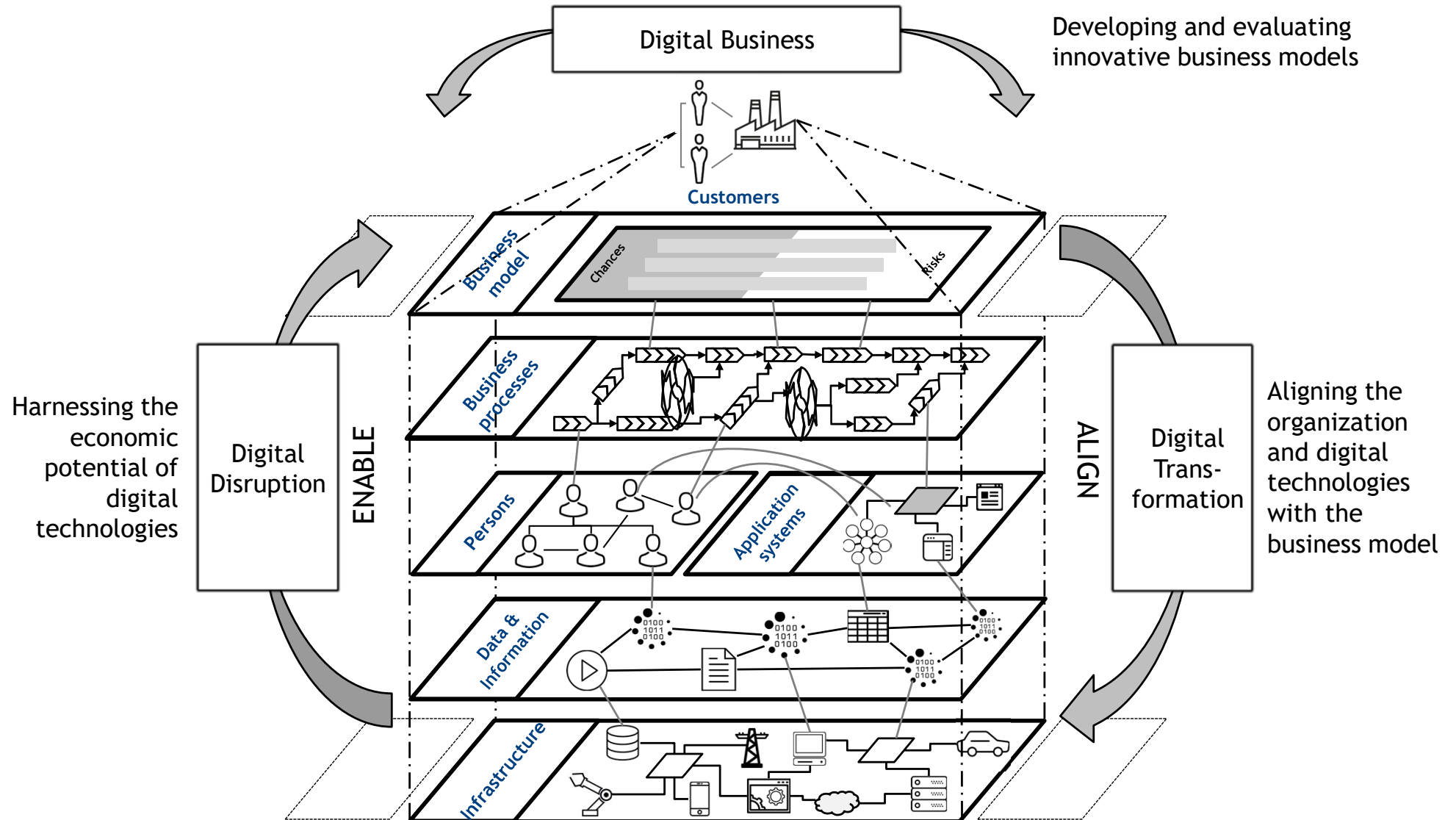
Sustainability oriented CRM



Definition

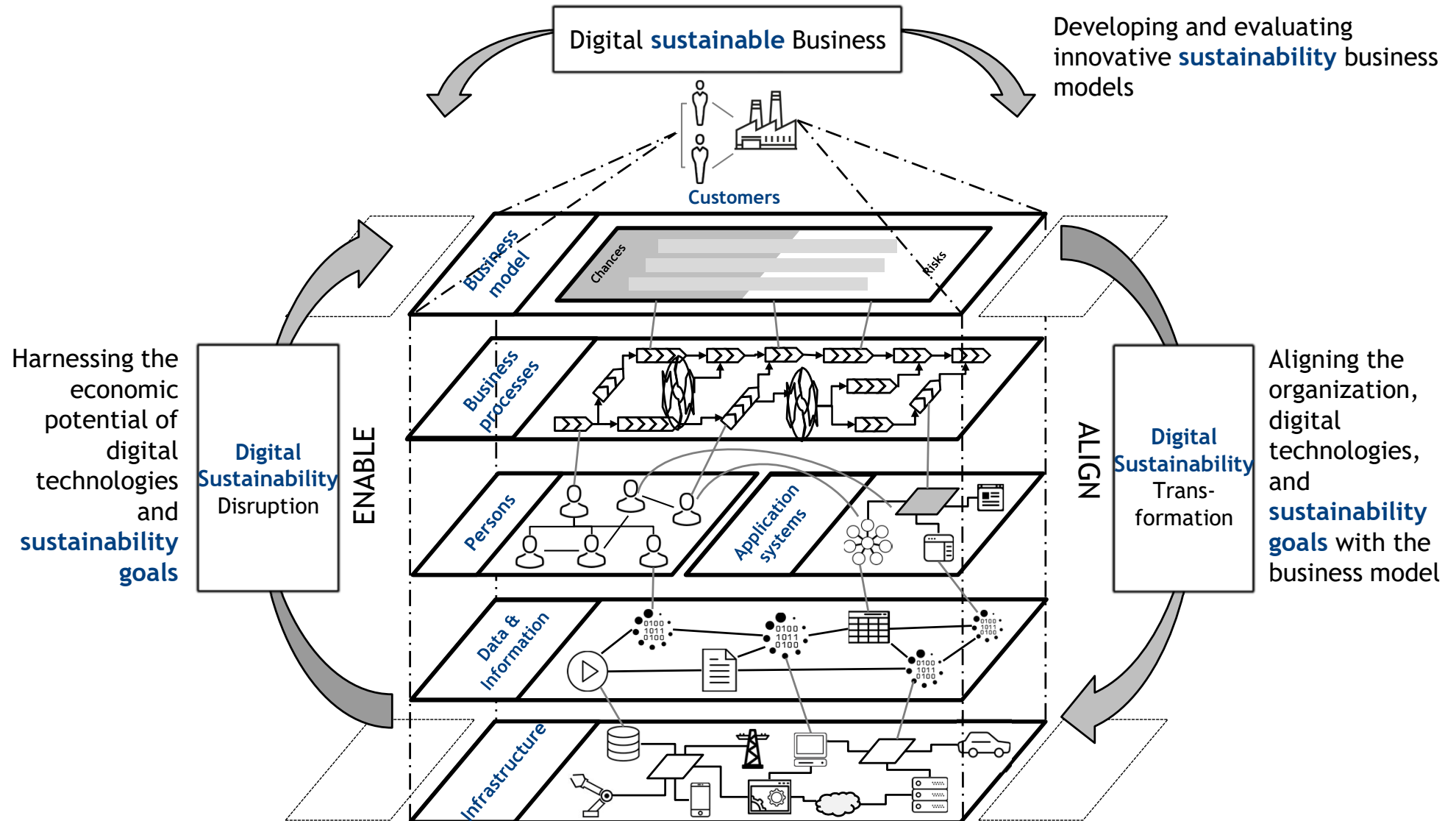
Sustainability oriented CRM is a **customer-oriented corporate strategy** which uses modern information and communication technologies, **taking into account ecological, economic and social goals**, to ensure the establishment and maintenance of long-term profitable customer relationships through coordinated marketing, sales and service concepts.

A layered model of an organization



Gimpel and Röglinger (2017)

A layered model of a sustainable organization



Gimpel and Röglinger (2017)

Who are these sustainable customers?

Changing consumer behavior



“ — Green consumer

A green consumer is a consumer whose purchasing behavior is also influenced by environmental and social factors.

Shrum et al. (1995)”

“ — Green consumption

Green consumption considers purchasing decisions made on also the basis of ecological and social criteria.

Peattie (1995)”

Image: Clker-Free-Vector-Images on pixabay.com



LOHAS

“ — LOHAS (Lifestyles of Health and Sustainability)

LOHAS refers to a market segment that endorses and promotes a variety of products, services and corporate activities that are environmentally conscious, socially responsible and sustainable for people and the planet

Lowitt et al. (2009)



LOHAS core values

Authenticity
Honesty
Naturalness

Responsibility
Engagement
Activism

Holistic approach

Harmony

Autonomy

LOHAS goals

Fair society

Truth, reality
Justice

Healthy environment

Shaping

Participation

Community

Body, mind and soul in harmony

Self-knowledge

Self-realization

Personal development

LOHAS properties

Critical

Scrutinizing

Questioning

Authentic

Actively engaged

Social

Curious

Idealistic

Holistic

Ecological

Confident

Creative

Ambitious

Harmonious

Multi-optional

based on Glöckner et al. (2010)

In addition to LOHAS, further sustainability movements and generations are forming



Fridays for Future 25.01.2018 Berlin by fridaysforfuture CC BY 2.0

Sustainable (IT-) Users

Research Question



What factors influence individuals to behave in an environmentally sustainable manner across the different life cycle stages of information technology (IT)?

Life Cycle of IT

Manufacturing / Buy of IT



A consumer's attention to the production of IT, which can be considered within the IT purchase process.

The stage captures an individual's behavioral intention to buy sustainably manufactured IT.

Use of IT



Concerns an individual's behavioral intention to use IT with the aim of increasing sustainability.

An increased sustainability can either be due to adjusting energy-saving settings of IT or to buying "Green-IT".

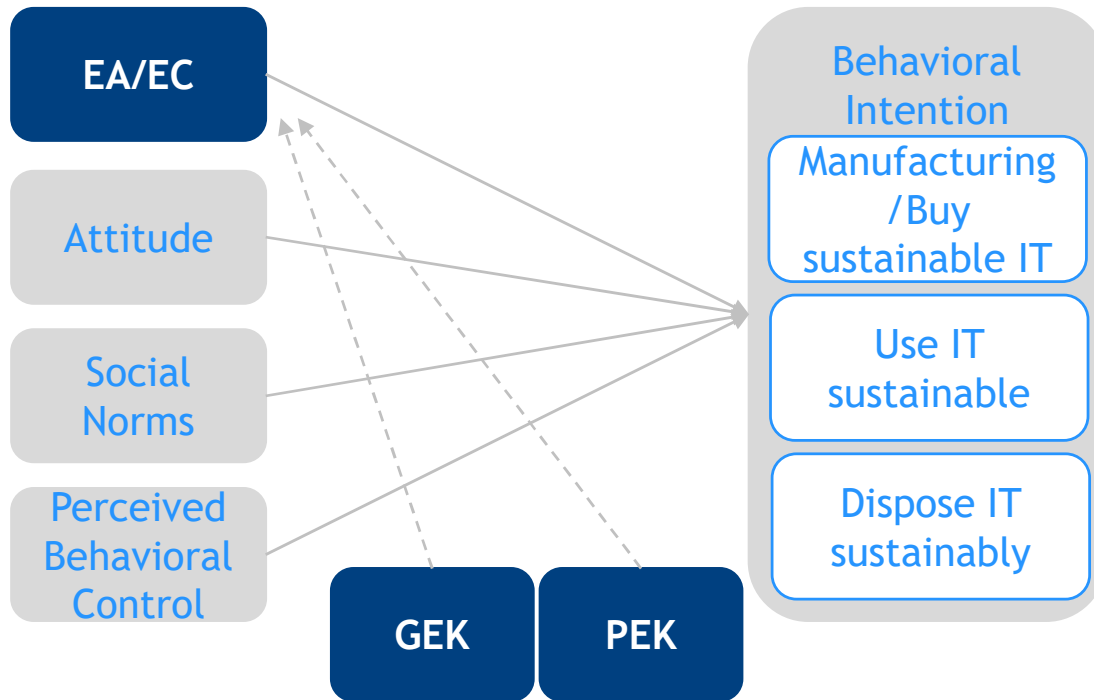
Disposal of IT



Focuses on the way IT is disposed.

Intention is described as the behavioral intention to dispose IT sustainably.

Where in this lifecycle does sustainability play a role from a customer's perspective?



- Traditional theoretical constructs (Theory of Planned Behavior)
- Newly developed constructs
- Life cycle stages of IT

- EA/EC**
ENVIRONMENTAL AWARENESS / ENVIRONMENTAL CONCERN: Concern about the environment.
When I think of the consequences of IT on the climate, I am very worried.
- General EK**
GENERAL ENVIRONMENTAL KNOWLEDGE: Common understanding of environmental related issues.
Fossil fuels produce carbon dioxide in the atmosphere when burned.
- Personal EK**
PERSONAL ENVIRONMENTAL KNOWLEDGE: Specific personal environmental knowledge and understanding
I know the meaning of the labels affixed on the sustainable technologies (e.g., energy-efficient devices).

Analysis

- Development of questionnaire
- Conduction of Online Survey >300 participants
- Application of Structural Equation Modeling

Ajzen (1985); Ajzen and Fishbein (1980); Baumbach et al. (2018)

Results and Implications

Results

“Environmental Factors are positively related to the intention of environmentally sustainable behavior across the life cycle of IT”

Managerial Implications

Managerial Implications

1. Individuals prefer to buy IT which is sustainably produced → sustainable manufacturing and marketing campaigns
2. Individual's use IT to behave sustainable → IT may be designed to offer sustainability attributes during usage (e.g., improving carbon footprint)
3. Individuals pay attention to the disposal of IT → IT should be designed to offer simple and sustainable way of recycling

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