Influence of Green IT on Consumers' Buying Behavior of Personal Computers

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Abstract

The increasing attention towards the environmental impact of IT (Information Technology) demands Reorientation from IT hardware and service organizations. Consumers are more than ever sensitive about the environmental impact of products and services they buy. Environmental attributes therefore, play an important role in the buying process. While the concept of Green IT has been primarily researched from the corporate perspective, the consumer perspective has widely been neglected. The purpose of this paper is to evaluate the influence of Green IT attributes of PCs (Personal Computers) on the buying behavior of consumers. Contribution to the ongoing discussion of Green IT provides marketing data from 50 participants on the importance of Green IT using conjoint and cluster analysis. The results provided researchers and practitioners with new insights and measures about the relevance and application of Green IT in the scope of PCs.

Keywords: Green IT, Personal computer, Sustainability.

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