INDIVIDUALS' SUSTAINABLE BEHAVIOUR ALONG THE LIFE CYCLE OF IT

Research paper

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Abstract

Information Technology (IT) is both, a cause as well as a solution to environmental degradation. This research paper aims to investigate factors influencing individuals' behaviour along the different stages within the life cycle of IT. We differentiate between three stages, namely "Manufacturing / Buy", "Use" and "Disposal" of IT. The research model builds upon the Theory of Planned Behaviour and extends it through the addition of environmental factors. Further, the research model is applied as a multi group model to all three life cycle stages. We conduct two survey-based empirical studies and find that environmental factors significantly influence an individual's intention to show sustainable behaviour across all three life cycle stages of IT.

Keywords: Green Information Technology, Sustainability, Life Cycle of IT, Technology Acceptance, Theory of Planned Behaviour.