

Sustainable Marketing

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Thesis – Engagement in retail: Association/Club as a business model

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Introduction:

The call for sustainability does not stop in retailing. People who have special requirements and demands for sustainability feel that their needs are not taken into account in many stores. Against this background, they set up stores (without staff) in which only members of the association/club are allowed to shop (e.g., [Unverpacktladen startet | Schwalmstadt \(hna.de\)](#) or [Verein/Vorstand/Aktivitäten – Kiebitz e.V. – Naturkost & mehr in Haslach \(kiebitz-haslach.de\)](#)).

Theoretical Background:

On the basis of the customer experience and commitment, as well as the Value-Belief-Norm Theory, it should be quantitatively investigated why customers buy in these clubs and how the experience is shaped.

Literature:

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