


# Chapter 12


## Corporate Environmental Responsibility and Customer Satisfaction in the Digital era: Insights From Singapore Airlines (2011–2024)

**Mohamed Boulesnam**

 <https://orcid.org/0009-0003-9677-7788>


*Yahia Fares University of MEDEA, Algeria*

**Imad Rezazi**

 <https://orcid.org/0009-0006-6901-1391>


*Yahia Fares University of Medea, Algeria*

**Kamel Bassour**

 <https://orcid.org/0009-0006-5637-5647>

*Yahia Fares University of Medea, Algeria*

**Yehya Aniba**

 <https://orcid.org/0009-0002-3815-5676>

*Zian Achour University of Djelfa, Algeria*

### ABSTRACT

*In an era that marked by digital transformation, corporate environmental responsibility has evolved to the point where it has an influence on customer behaviors and satisfaction. This study aims to analyze the relationship between corporate environmental responsibility indicators and customer satisfaction metrics in Singapore*

DOI: 10.4018/979-8-3373-2424-1.ch012

*Airlines during the period 2011-2024. Therefore, researchers explore the effect of environmental efforts, such as reducing carbon emissions, energy efficiency, waste management, and using renewable energy on customer satisfaction. The study employs a quantitative method using tools like normalized trend curve and spearman correlation. Results show a strong positive relationship between renewable energy use and operational efficiency. While, some indicators like waste management exhibits a weak relationship.*

## **INTRODUCTION**

The aviation sector has coped with increasing criticism over time due to its environmental impact on Earth. Hence, big aviation companies make huge efforts to reduce carbon emissions and improve sustainability performance. Singapore Airlines (SIA), one of the biggest leaders in the aviation industry, has played a major role in adopting corporate social and environmental responsibility within its performance. On the other hand, SIA made a vital shift toward improving customer satisfaction. Thus, many customers prefer companies that respect sustainability standards. This chapter explores the relationship between corporate environmental responsibility and customer satisfaction in Singapore Airlines from 2011 to 2024.

This chapter analyzes the effect of SIA's environmental activities on customer satisfaction using annual reports, sustainability reports, and customer satisfaction indexes. The study examines if being socially or environmentally responsible leads to an effective customer satisfaction and best company reputation. Customers, in the digital era, have changed their engagement and expectations. Hence, it is significant to recognize that digital transformation reshapes opinions on environment and sustainability efforts.

This chapter provides a different perspective to the research field by examining the relationship between corporate environmental responsibility metrics and customer satisfaction indicator in the aviation sector. Previous literature has analyzed these variables separately, while this study gives a detailed case exploration to build a unique model for airlines companies aiming to balance corporate environmental responsibility and customer satisfaction.

## **CHAPTER OBJECTIVES**

The main aims of this chapter are grouped as the following:

28 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: [www.igi-global.com/chapter/corporate-environmental-responsibility-and-customer-satisfaction-in-the-digital-era/388800](http://www.igi-global.com/chapter/corporate-environmental-responsibility-and-customer-satisfaction-in-the-digital-era/388800)

## Related Content

---

### Leadership and Workplace Wellbeing

Christina Poorand Whitney Taylor (2025). *Practices, Challenges, and Deterrents in Workplace Wellbeing: Strategies for Building Resilient and Thriving Workplaces* (pp. 285-312).

[www.irma-international.org/chapter/leadership-and-workplace-wellbeing/367507](http://www.irma-international.org/chapter/leadership-and-workplace-wellbeing/367507)

### Employment Training Tools for Individuals With Intellectual and Development Disabilities (IDD)

Jennifer Fleming (2025). *Social Inclusion Tactics for People With Intellectual and Developmental Disabilities* (pp. 123-146).

[www.irma-international.org/chapter/employment-training-tools-for-individuals-with-intellectual-and-development-disabilities-idd/360467](http://www.irma-international.org/chapter/employment-training-tools-for-individuals-with-intellectual-and-development-disabilities-idd/360467)

### Guidance for the Design of Group Activities in Second Language Education

George M. Jacobsand Kumiko Fushino (2026). *Exploring the Psychology of Language Materials Development* (pp. 1-36).

[www.irma-international.org/chapter/guidance-for-the-design-of-group-activities-in-second-language-education/395759](http://www.irma-international.org/chapter/guidance-for-the-design-of-group-activities-in-second-language-education/395759)

### The Roles Elementary School Counselors Perform in the Education of Students With Autism Spectrum Disorders

Trube Miller (2023). *Cases on Current Issues, Challenges, and Opportunities in School Counseling* (pp. 177-199).

[www.irma-international.org/chapter/the-roles-elementary-school-counselors-perform-in-the-education-of-students-with-autism-spectrum-disorders/324484](http://www.irma-international.org/chapter/the-roles-elementary-school-counselors-perform-in-the-education-of-students-with-autism-spectrum-disorders/324484)

### Social Cognition, Person Perception, and Social Categorisation as Building Blocks of the Theory of Mind

Divya Sundaram, Bhanu B. S., S. Yogeswarieand J. Jeffrin Margreat (2024). *Principles and Clinical Interventions in Social Cognition* (pp. 252-268).

[www.irma-international.org/chapter/social-cognition-person-perception-and-social-categorisation-as-building-blocks-of-the-theory-of-mind/343188](http://www.irma-international.org/chapter/social-cognition-person-perception-and-social-categorisation-as-building-blocks-of-the-theory-of-mind/343188)