

# Influences on Sustainable Consumption Behavior: An Evaluation of Price and Greenness Sensitivity

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## Abstract

Global awareness of environmental degradation is rapidly increasing, prompting industries and scholars to collaborate to protect ecosystems. For marketers, a key challenge is balancing economic factors and environmental concerns when determining optimal product pricing. In this study, we aim to construct a data-driven framework to evaluate the extent to which customer purchasing behavior is influenced by price sensitivity, greenness sensitivity, and other factors. The exploration of explainable artificial intelligence methods, such as classification and clustering, alongside predictive linear regression follows the study's model development. Analyzing data from 517 customers willing to purchase sustainable food products in Turku City, Finland, we discovered a significant interplay between customer attitude, intention, habit, and behavior, all influenced by price sensitivity. Applied clustering methods to our dataset demonstrate the superiority of pricing as a predictor for the sustainable purchase behavior of customers.

*Keywords: Sustainable Consumption, Planned Behavior Theory, Explainable Artificial Intelligence in Business.*

**Submitted for Track Consumer Behavior**