

Nudging Consumers Toward Sustainability: The Role of Quantitative and Qualitative Simplifications in Decision-Making

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Abstract:

This study examines the impact of simplified quantitative and qualitative information on consumer decision-making, attribute importance, and product choices. In a 3x2 between-subjects design, 391 participants assessed products differing in price and energy efficiency. Quantitative information significantly increased the importance of sustainability-related attributes, particularly energy costs, while qualitative information alone had limited effects but enhanced the influence of numeric data when combined. The sustainable product was chosen more frequently when cost breakdowns were paired with descriptive labels, supporting that simplifications can nudge consumers toward sustainable choices. Price consciousness emerged as a moderator, amplifying the relevance of cost-related attributes, while sustainability orientation had minimal direct influence. These findings highlight the potential of tailored interventions in sustainable decision-making.

Keywords: Nudging, Consumer Decision-Making, Sustainability

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