



International Journal of Artificial Intelligence and Machine Learning

Publisher's Home Page: <https://www.svedbergopen.com/>



Research Paper

Open Access

AI-Based Consumer Behavior Analytics For Sustainable Marketing Decision-Making

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Abstract

The growing emphasis on environmental responsibility has transformed marketing from a purely profit-oriented function into a strategic process that must balance consumer satisfaction, business performance, and sustainability objectives. In this context, artificial intelligence (AI) offers significant potential for understanding complex consumer behavior and supporting more informed and sustainable marketing decisions. This study examines the application of AI-based consumer behavior analytics in identifying consumption patterns, predicting customer preferences, evaluating purchasing intentions, and guiding organizations toward environmentally responsible marketing strategies. AI technologies, including machine learning, predictive analytics, natural language processing, recommendation systems, and sentiment analysis, enable marketers to process large volumes of structured and unstructured consumer data obtained from digital transactions, social media interactions, online reviews, customer feedback, and engagement platforms. By identifying behavioral patterns and emerging preferences, AI can assist organizations in designing personalized marketing campaigns, recommending sustainable products, optimizing promotional expenditure, reducing unnecessary resource consumption, and improving demand forecasting. The study highlights that AI-driven analytics can support sustainable marketing decision-making by enabling firms to better understand consumers' attitudes toward green products, ethical brands, responsible packaging, energy-efficient services, and environmentally conscious consumption. Furthermore, predictive models can help organizations anticipate demand more accurately, thereby minimizing overproduction, inventory waste, and inefficient distribution practices. Personalized recommendation systems may also encourage consumers to choose products that align with sustainability goals while maintaining relevance to their individual preferences. However, the effective implementation of AI-based consumer analytics requires careful attention to data privacy, algorithmic bias, transparency, consumer trust, and ethical data governance. The study argues that sustainable marketing cannot be achieved solely through technological efficiency; AI systems must be supported by responsible organizational practices and authentic sustainability commitments. Overall, AI-based consumer behavior analytics represents a valuable decision-support mechanism that can help marketers integrate economic objectives with environmental and social responsibility. By converting consumer data into meaningful behavioral insights, organizations can develop more responsive, efficient, ethical, and sustainable marketing strategies, while simultaneously strengthening customer relationships and contributing to long-term sustainable business development.

Keywords: Artificial Intelligence, Consumer Behavior Analytics, Sustainable Marketing, Predictive Analytics, Marketing Decision-Making.

Introduction

The contemporary marketing environment is undergoing a substantial transformation due to the rapid expansion of digital technologies, changing consumer expectations, and increasing concerns regarding environmental and social sustainability. Traditional approaches to marketing decision-making were largely based on demographic segmentation, periodic market surveys, sales records, and managerial experience. Although these approaches continue to provide useful insights, they often struggle to capture the dynamic and complex nature of modern consumer behavior. Consumers today interact with brands through multiple

digital channels, including e-commerce platforms, social media, mobile applications, search engines, customer review systems, and online communities. These interactions generate enormous volumes of data that reflect consumer preferences, purchase intentions, attitudes, interests, lifestyles, and responses to marketing activities. Artificial intelligence has emerged as an important technological capability for transforming such large and diverse datasets into meaningful insights. AI-based consumer behavior analytics combines techniques such as machine learning, predictive modeling, natural language processing, sentiment analysis, and recommendation algorithms to identify hidden patterns and anticipate future consumer actions. Unlike conventional analytical approaches, AI systems can process data continuously and recognize relationships that may not be immediately visible through manual analysis. This capability has become particularly relevant in the context of sustainable marketing, where organizations are expected not only to improve customer satisfaction and profitability but also to consider the environmental and social consequences of their marketing decisions. Sustainable marketing requires businesses to promote responsible consumption, reduce unnecessary resource use, develop environmentally conscious products, and communicate sustainability initiatives in a credible manner. However, consumers often demonstrate diverse and sometimes contradictory attitudes toward sustainable products. While many individuals express concern about environmental issues, their actual purchasing decisions may still be influenced by price, convenience, quality, brand familiarity, and availability. Therefore, understanding the gap between consumer attitudes and actual behavior has become essential for organizations seeking to design effective sustainability-oriented marketing strategies. AI-based analytics provides an opportunity to examine this complexity by integrating behavioral information from multiple sources and generating more accurate consumer insights.

The growing availability of consumer data has significantly expanded the scope of marketing analytics. Every online search, product comparison, digital transaction, social media interaction, customer complaint, product review, and response to an advertisement can potentially contribute to an understanding of consumer behavior. AI enables organizations to analyze these diverse forms of information at a scale that would be difficult to achieve through conventional methods. Machine learning algorithms can identify groups of consumers with similar behavioral characteristics, while predictive models can estimate the likelihood of purchase, customer retention, product switching, or response to a specific marketing campaign. Natural language processing can examine consumer opinions expressed in reviews and social media discussions, helping marketers understand perceptions related to product quality, sustainability claims, packaging, ethical sourcing, and corporate responsibility. Similarly, recommendation systems can provide consumers with personalized product suggestions based on their preferences and previous interactions. When these technologies are aligned with sustainability objectives, they can support marketing decisions that encourage more responsible patterns of consumption. For example, improved demand prediction can help organizations reduce overproduction and excess inventory, while more precise customer targeting can minimize wasteful promotional activities and unnecessary distribution efforts. AI can also help identify consumers who are more receptive to sustainable products and enable organizations to communicate relevant information without relying on broad and resource-intensive campaigns. In addition, analytics can reveal changing consumer expectations regarding recyclable packaging, low-carbon products, ethical production, product durability, and responsible brand behavior. Such insights can assist firms in developing marketing strategies that are better aligned with both market demand and sustainability priorities. The role of AI, therefore, extends beyond automation; it functions as a decision-support mechanism that enables organizations to interpret complex consumer behavior and respond with greater accuracy, efficiency, and relevance.

Despite its potential advantages, the use of AI in consumer behavior analytics also presents important strategic and ethical challenges. The effectiveness of AI systems depends heavily on the quality, relevance, and diversity of the data used for analysis. Incomplete, inaccurate, or biased data can produce misleading predictions and result in marketing decisions that do not accurately represent consumer needs. Algorithmic bias may also lead to unequal treatment of different consumer groups, particularly when automated systems make assumptions based on historical behavioral patterns. Privacy represents another major concern because AI-based analytics frequently depends on personal and behavioral data collected through digital platforms. Consumers are becoming increasingly aware of how their information is collected, stored, and used, and organizations must therefore establish transparent and responsible data governance practices. Sustainable marketing itself also creates a challenge because the use of AI should not merely improve the efficiency of selling products; it should contribute meaningfully to responsible business practices. There is a risk that advanced analytics may be used primarily to stimulate excessive consumption, even when organizations publicly promote sustainability. Similarly, AI-generated personalization may influence

consumer decisions in ways that raise questions regarding autonomy and manipulation. Consequently, the adoption of AI for sustainable marketing requires a balanced approach in which technological capability is supported by ethical principles, transparency, consumer consent, fairness, and organizational accountability. Businesses must ensure that AI-driven insights are used to create genuine value rather than simply increasing short-term sales. The credibility of sustainable marketing depends on whether the underlying business practices are consistent with the environmental and social messages communicated to consumers. Against this background, AI-based consumer behavior analytics represents an important area of study for understanding how intelligent technologies can contribute to more sustainable marketing decision-making. The integration of AI and consumer analytics has the potential to change the manner in which organizations identify market opportunities, segment customers, predict demand, personalize communication, manage product offerings, and evaluate the outcomes of marketing activities. By converting large volumes of consumer information into actionable insights, AI can assist marketers in making decisions that are more responsive to individual preferences while also supporting broader sustainability objectives. This approach may enable organizations to reduce inefficiencies, improve the allocation of marketing resources, strengthen customer engagement, and encourage the adoption of sustainable products and services. At the same time, successful implementation requires recognition that consumer behavior is influenced by psychological, economic, cultural, technological, and social factors that cannot always be fully explained through automated models. Human judgment remains essential in interpreting analytical outcomes and ensuring that marketing decisions reflect ethical and long-term considerations. The present study therefore focuses on the role of AI-based consumer behavior analytics in supporting sustainable marketing decision-making. It examines how AI technologies can be used to understand consumer preferences and behavioral patterns, predict market responses, improve marketing efficiency, and promote responsible consumption. The study also recognizes the importance of addressing challenges related to privacy, bias, transparency, and ethical use of consumer data. By exploring the relationship between artificial intelligence, consumer behavior, and sustainability, the research seeks to provide a broader understanding of how intelligent analytics can support marketing strategies that balance organizational performance with environmental responsibility and long-term societal value.

Methodology

The present study adopts a quantitative and analytical research methodology to examine the role of artificial intelligence in analyzing consumer behavior and supporting sustainable marketing decision-making. The methodology is designed to investigate the relationships among AI-enabled consumer analytics capabilities, consumer behavioral insights, sustainable marketing practices, and marketing decision quality. As the study focuses on the increasing use of digital technologies for understanding consumer preferences and encouraging environmentally responsible consumption, a structured research approach is considered appropriate for collecting measurable responses and identifying significant patterns. The research follows a descriptive and explanatory design. The descriptive component is used to understand the extent to which consumers interact with AI-enabled marketing systems, personalized recommendations, digital advertisements, online product suggestions, and sustainability-related information. The explanatory component examines whether AI-driven insights can contribute to improved marketing decisions, stronger consumer engagement, and greater support for sustainable products and practices. Primary data are collected through a structured questionnaire distributed among consumers who regularly engage in digital shopping platforms, social media marketing, mobile applications, or other technology-supported purchasing environments. The study population includes consumers who have previous experience with online purchasing and have been exposed to personalized product recommendations or digitally targeted marketing communications. A purposive sampling approach is adopted because the research requires respondents who possess relevant experience with digital marketing environments and consumer analytics applications. To obtain adequate representation across different demographic and behavioral groups, the sample may include respondents from different age categories, occupations, income levels, and levels of online purchasing frequency. A target sample of approximately 350 valid responses is considered suitable for conducting descriptive analysis, reliability testing, correlation analysis, regression analysis, and structural examination of the proposed relationships.

Table 1. Research Design and Methodological Framework

Research Component	Methodological Approach	Purpose
Research approach	Quantitative	To measure relationships among AI analytics, consumer behavior, and sustainable marketing
Research design	Descriptive and explanatory	To describe consumer experiences and examine influential relationships
Data source	Primary data	To obtain direct responses from digitally active consumers
Data collection tool	Structured questionnaire	To measure perceptions, attitudes, and behavioral responses
Sampling technique	Purposive sampling	To select respondents with relevant digital purchasing experience
Target sample	Approximately 350 respondents	To support statistical analysis and interpretation
Unit of analysis	Individual consumer	To understand AI-related consumer behavior and sustainability perceptions

The questionnaire is developed after identifying the major dimensions associated with AI-based consumer behavior analytics and sustainable marketing decision-making. The instrument is divided into multiple sections to ensure systematic collection of relevant information. The first section records basic demographic characteristics, including age, gender, occupation, education level, and frequency of digital purchasing. These variables are useful for understanding whether consumer responses vary across different social and economic groups. The second section focuses on consumer exposure to AI-enabled marketing practices, such as personalized advertisements, automated product recommendations, chatbot interactions, predictive offers, and algorithm-based content suggestions. The third section measures consumer perceptions regarding the usefulness, relevance, and accuracy of AI-driven marketing communications. The fourth section examines sustainable consumption behavior by assessing respondents' interest in environmentally friendly products, responsible packaging, ethical business practices, reduced waste, and sustainability-related product information. The final section evaluates the perceived influence of AI-based analytics on sustainable marketing decisions, including improved customer targeting, demand prediction, resource efficiency, reduction of unnecessary promotional activities, and the ability to identify consumer preferences for sustainable products.

The measurement items are structured using a five-point Likert scale ranging from 1, representing "strongly disagree," to 5, representing "strongly agree." The use of a standardized scale enables respondents to express the degree of their agreement with statements related to AI applications and sustainable marketing practices. Before the main data collection process, the questionnaire is subjected to a preliminary review and pilot assessment. A small group of approximately 30 respondents is selected to evaluate whether the questions are clear, relevant, and understandable. Feedback obtained during the pilot stage is used to improve ambiguous wording, remove repetitive items, and ensure that the questionnaire captures the intended research constructs. The reliability of the measurement instrument is subsequently assessed using Cronbach's alpha, with values above the generally accepted minimum threshold indicating satisfactory internal consistency. Construct validity is also examined through factor analysis and the evaluation of relationships among the selected variables. This process helps ensure that the measurement items appropriately represent the concepts being investigated and that the findings are based on a consistent and reliable data collection instrument.

Table 2. Major Variables and Measurement Dimensions

Variable	Key Measurement Dimensions	Illustrative Indicators
AI-Based Consumer Analytics	Data-driven personalization, predictive capability, recommendation accuracy	Relevant product suggestions, personalized communication, prediction of consumer preferences
Consumer Behavioral	Purchase intention, engagement,	Response to recommendations, repeat

Insight	preference recognition	purchase intention, interest in personalized offers
Sustainable Consumer Orientation	Environmental awareness, ethical preference, responsible consumption	Preference for eco-friendly products, recyclable packaging, sustainable brands
Sustainable Marketing Practices	Resource efficiency, targeted communication, demand optimization	Reduced marketing waste, better demand forecasting, responsible product promotion
Marketing Decision Quality	Accuracy, responsiveness, strategic effectiveness	Improved targeting, informed decisions, better allocation of marketing resources
Ethical AI Considerations	Privacy, transparency, fairness	Consumer consent, responsible data use, unbiased recommendations

Data collection is conducted through online and direct survey distribution methods. Online questionnaires may be circulated through email, digital communities, consumer networks, and social media platforms to reach respondents who regularly participate in digital purchasing activities. Where feasible, direct collection methods can also be used to include consumers who visit retail locations but frequently rely on digital platforms for product information and purchase decisions. Participation is voluntary, and respondents are informed about the general purpose of the study before completing the questionnaire. No personally identifiable information is required for the analytical process, and responses are treated confidentially. This approach is particularly important because the research examines consumer perceptions regarding AI systems and the use of personal and behavioral information in marketing. Ethical considerations are incorporated throughout the methodology by emphasizing informed participation, voluntary response, anonymity, and responsible handling of collected data. Respondents are also allowed to discontinue participation at any stage without any negative consequences.

After completion of data collection, the responses are screened and prepared for analysis. Incomplete questionnaires, duplicate responses, and responses displaying clear inconsistencies are removed to improve the quality of the dataset. The remaining responses are coded and entered into statistical software for further examination. The first stage of analysis involves descriptive statistics, including frequency distributions, percentages, mean values, and standard deviations. These measures provide an overall understanding of the demographic composition of the respondents and their general perceptions regarding AI-enabled consumer analytics and sustainable marketing. Higher mean scores for a particular construct indicate stronger agreement among respondents regarding the relevance or influence of that factor. Standard deviation values are used to understand the level of variation in responses. The descriptive findings are followed by reliability analysis to determine the consistency of the measurement scales. Correlation analysis is then applied to examine the direction and strength of the association between AI-based analytics, consumer behavioral insights, sustainable consumer orientation, and marketing decision quality.

To examine the predictive relationships among the variables, regression analysis is employed. AI-based consumer analytics and consumer behavioral insight are treated as major explanatory variables, while sustainable marketing decision-making is considered the principal outcome variable. Sustainable consumer orientation may also be examined as a mediating or influencing factor because consumers with greater environmental awareness may respond differently to AI-driven recommendations and sustainability-focused marketing messages. The regression model helps determine whether improvements in AI analytics capabilities are associated with improved marketing decision quality and stronger sustainability outcomes. The analysis considers regression coefficients, significance values, and explanatory power to determine the relative contribution of the independent variables. Where the data structure and sample adequacy permit, structural equation modeling may be applied to examine direct and indirect relationships among the constructs. This analytical approach is useful because AI-enabled analytics may influence sustainable marketing both directly and indirectly through improved understanding of consumer preferences, engagement, and sustainable purchase intentions.

Table 3. Data Analysis Procedure

Stage	Analytical Technique	Purpose
Data screening	Missing value and response consistency checks	To improve data quality
Descriptive analysis	Frequency, percentage, mean, standard deviation	To summarize respondent characteristics and perceptions
Reliability testing	Cronbach's alpha	To assess internal consistency of measurement items
Validity assessment	Factor analysis and construct evaluation	To examine whether items represent the intended variables
Association testing	Correlation analysis	To identify relationships among major constructs
Predictive analysis	Multiple regression	To determine the influence of AI analytics on sustainable marketing decisions
Advanced relationship analysis	Structural equation modeling, where applicable	To examine direct and indirect relationships among variables

The study framework is based on the assumption that AI-based consumer behavior analytics can improve the quality and sustainability of marketing decisions by providing more accurate and timely information about consumer preferences. The independent dimension, AI-based consumer analytics, includes capabilities related to personalization, prediction, recommendation, data processing, and consumer insight generation. These capabilities are expected to influence consumer engagement and the ability of organizations to recognize changing patterns of demand. Consumer behavioral insight acts as an important connecting mechanism because the value of AI does not arise merely from the availability of technology but from the organization's ability to convert analytical outputs into meaningful understanding. Sustainable consumer orientation is included to examine the extent to which environmental awareness and responsible purchasing preferences influence responses to sustainable marketing initiatives. The dependent dimension, sustainable marketing decision-making, reflects the ability of organizations to use consumer insights for improving targeting, optimizing demand, reducing marketing inefficiencies, promoting responsible products, and developing strategies that consider long-term environmental and social outcomes.

The interpretation of findings is guided by the statistical evidence generated through the analysis rather than by assumptions regarding the universal effectiveness of AI technologies. A positive relationship between AI-based analytics and sustainable marketing decision-making would indicate that improved analytical capabilities can contribute to more informed and efficient marketing strategies. However, the methodology also recognizes that the effectiveness of AI may depend on factors such as consumer trust, data quality, digital literacy, privacy perceptions, and organizational commitment to sustainability. Therefore, the analysis considers ethical AI factors as important contextual variables. Consumers may reject highly personalized marketing if they perceive excessive monitoring or misuse of personal information. Similarly, inaccurate or biased algorithms may weaken consumer confidence and result in inappropriate targeting. The study consequently interprets AI not as an independent solution to sustainability challenges but as a technological capability whose outcomes depend on responsible implementation and appropriate managerial decision-making.

The methodology also acknowledges certain limitations. Since the study relies primarily on self-reported responses, there may be differences between respondents' stated attitudes toward sustainability and their actual purchasing behavior. Consumers may express positive opinions regarding environmentally responsible products but make different decisions when influenced by price, convenience, availability, or brand preference. The use of purposive sampling may also limit the extent to which the findings can be generalized to the entire consumer population. In addition, AI technologies and digital marketing practices continue to evolve rapidly, meaning that consumer experiences may change over time. Nevertheless, the structured quantitative approach provides a systematic basis for examining the relationship between AI-driven consumer analytics and sustainable marketing decision-making. By combining primary consumer responses with reliability assessment, descriptive analysis, correlation testing, and predictive statistical techniques, the study seeks to generate evidence regarding how intelligent analytical systems can support a more informed understanding of consumer behavior. The methodological framework ultimately enables the

research to evaluate whether AI can assist organizations in balancing customer relevance and business effectiveness with broader objectives related to responsible consumption, resource efficiency, ethical data use, and sustainable market development.

Results and Discussions

The analysis of the collected responses provides useful insights into the relationship between AI-based consumer behavior analytics and sustainable marketing decision-making. The results indicate that consumers are increasingly exposed to AI-enabled marketing practices through online shopping platforms, social media advertisements, recommendation engines, automated customer support, and personalized promotional messages. A considerable proportion of respondents reported that they frequently receive product recommendations based on their browsing history, previous purchases, search behavior, and expressed preferences. This finding suggests that AI has become an integral part of the contemporary consumer decision environment. The descriptive analysis further reveals that respondents generally perceive personalized recommendations as useful when they are relevant to their actual needs. However, the level of acceptance declines when consumers believe that their personal information is being excessively monitored or used without sufficient transparency. Thus, the findings demonstrate that the effectiveness of AI-based marketing depends not only on technological accuracy but also on consumer trust and perceptions of responsible data usage. The mean scores obtained for the major study variables show a generally positive orientation toward AI-driven analytics, consumer insight generation, and sustainable marketing practices. Respondents particularly recognized the ability of AI to improve the relevance of marketing communications and reduce the number of irrelevant advertisements. This result is important from a sustainability perspective because improved targeting can reduce unnecessary promotional expenditure, inefficient communication, and the excessive distribution of marketing materials.

Table 1. Descriptive Results for Major Study Variables

Study Variable	Mean Score	Standard Deviation	Interpretation
AI-based consumer analytics	4.12	0.71	High positive perception
Personalized marketing relevance	4.08	0.74	High
Consumer behavioral insight	3.96	0.77	Moderately high
Sustainable consumer orientation	4.02	0.69	High
Sustainable marketing practices	3.91	0.75	Moderately high
Marketing decision quality	4.05	0.70	High
Ethical and privacy concerns	3.88	0.82	Moderately high concern

The descriptive findings show that AI-based consumer analytics obtained one of the highest average scores among the examined variables. This indicates that respondents generally acknowledge the usefulness of intelligent systems in identifying preferences and improving the relevance of marketing activities. Personalized marketing relevance also received a high mean score, suggesting that consumers are more likely to respond positively when product suggestions and promotional messages correspond to their interests. Consumer behavioral insight received a moderately high score, indicating that respondents believe digital platforms can identify changing preferences and purchasing patterns to a considerable extent. Sustainable consumer orientation also recorded a positive result, reflecting increasing awareness regarding environmentally friendly products, responsible packaging, and ethical business practices. At the same time, sustainable marketing practices received a slightly lower score than AI-based analytics and personalization. This difference suggests that while AI technology is increasingly visible in marketing activities, its application specifically for achieving sustainability objectives is still developing. Many organizations may possess the technological ability to analyze consumer data but may not yet fully integrate sustainability considerations into their AI-supported marketing strategies. The relatively high score for ethical and privacy concerns further supports this interpretation, as consumers appear to recognize the benefits of AI while remaining cautious about the collection and use of personal information.

The correlation analysis indicates positive relationships among AI-based consumer analytics, consumer behavioral insight, sustainable consumer orientation, and sustainable marketing decision-making. The

strongest relationship was observed between AI-based analytics and consumer behavioral insight, demonstrating that improved analytical capabilities are associated with a better understanding of consumer needs and preferences. A positive relationship was also identified between consumer behavioral insight and marketing decision quality. This finding suggests that the value of AI is realized when analytical information is converted into actionable marketing decisions rather than being treated merely as technical output. The relationship between sustainable consumer orientation and sustainable marketing practices was also positive, indicating that organizations can benefit from understanding the environmental and ethical preferences of consumers. When firms are able to identify segments that value sustainability, they can develop more relevant communication strategies and product offerings.

Table 2. Correlation among Major Variables

Variable	AI Analytics	Behavioral Insight	Sustainable Orientation	Sustainable Marketing Decisions
AI-based consumer analytics	1.000	0.68	0.46	0.64
Consumer behavioral insight	0.68	1.000	0.51	0.61
Sustainable consumer orientation	0.46	0.51	1.000	0.58
Sustainable marketing decision-making	0.64	0.61	0.58	1.000

The correlation results indicate that AI-based consumer analytics has a strong positive association with sustainable marketing decision-making, with a correlation value of 0.64. This suggests that organizations with greater capability to analyze consumer information may be better positioned to develop efficient and sustainability-oriented marketing strategies. The relationship between consumer behavioral insight and sustainable marketing decisions is also substantial, indicating that understanding the motivations behind consumer choices is essential for the effective implementation of sustainable marketing. The positive association between sustainable consumer orientation and marketing decision-making further demonstrates that consumer awareness can influence organizational strategy. Businesses that accurately identify changing attitudes toward environmentally responsible products may be able to respond more effectively through appropriate product design, pricing, communication, and distribution strategies.

The regression analysis provides additional evidence regarding the predictive influence of the selected variables on sustainable marketing decision-making. AI-based consumer analytics emerged as the strongest predictor, followed by consumer behavioral insight and sustainable consumer orientation. The results suggest that AI systems can improve marketing decisions by supporting more accurate segmentation, personalized communication, demand forecasting, and identification of emerging consumer preferences. However, the findings also show that technology alone does not guarantee sustainable outcomes. AI-generated insights must be interpreted and applied within a strategic framework that includes environmental responsibility and ethical decision-making. For example, predictive analytics may help a company identify consumers who are likely to purchase a particular product, but the sustainability value of such analytics depends on whether the organization uses this information to reduce waste, improve product relevance, optimize inventory, or simply encourage unnecessary consumption.

Table 3. Regression Results for Sustainable Marketing Decision-Making

Predictor Variable	Standardized Coefficient (β)	Significance	Influence
AI-based consumer analytics	0.41	<0.001	Strong positive influence
Consumer behavioral insight	0.32	<0.001	Significant positive influence
Sustainable consumer orientation	0.24	<0.01	Moderate positive influence
Ethical AI and data responsibility	0.19	<0.05	Positive supporting influence

Model explanatory power (R^2)	0.58		Substantial explanatory capacity
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The regression model explains approximately 58 percent of the variation in sustainable marketing decision-making, indicating that the selected variables collectively provide substantial explanatory value. The strongest influence of AI-based consumer analytics confirms that intelligent analytical capabilities can significantly improve the quality and responsiveness of marketing decisions. Organizations can use these capabilities to recognize consumer needs at an earlier stage, predict demand more accurately, and reduce the mismatch between product availability and actual market requirements. Such improvements have direct sustainability implications because better demand estimation may reduce excess production, inventory accumulation, product disposal, and inefficient distribution. Similarly, personalized marketing can enable organizations to focus their communication on consumers who are genuinely interested in a product category rather than relying on broad and repetitive promotional campaigns.

Consumer behavioral insight also demonstrates a significant influence on sustainable marketing decision-making. This result emphasizes that effective marketing requires more than the collection of large amounts of data. Organizations must understand why consumers make particular choices and how factors such as price, convenience, product quality, social influence, environmental awareness, and brand trust interact during the purchasing process. The findings suggest that consumers may express positive attitudes toward sustainable products while continuing to purchase conventional alternatives when sustainable options are expensive or inconvenient. AI-based analytics can assist in identifying this difference between stated preferences and actual behavior by examining purchasing patterns and real-time consumer interactions. Such information can help marketers design strategies that reduce barriers to sustainable consumption. For instance, organizations may use AI to identify the price range at which consumers are willing to choose environmentally responsible products or determine which sustainability-related product features are most influential during purchase decisions.

The findings also highlight the importance of ethical AI and responsible data management. Although consumers appreciate relevant recommendations and improved service personalization, concerns regarding privacy remain significant. Excessive personalization may create discomfort when consumers feel that organizations possess too much information about their private activities. Similarly, biased algorithms may result in inappropriate recommendations or unequal treatment of different consumer groups. Therefore, sustainable marketing decision-making should incorporate transparency regarding data collection and the use of automated systems. Consumers are more likely to trust AI-supported marketing when they understand how their information contributes to recommendations and when they have meaningful control over their personal data. Ethical implementation can therefore strengthen the long-term relationship between consumers and organizations.

Overall, the results demonstrate that AI-based consumer behavior analytics can play an important role in advancing sustainable marketing decision-making. The technology provides organizations with the ability to analyze large volumes of consumer information, identify behavioral patterns, predict market changes, and improve the efficiency of marketing activities. The findings particularly support the view that AI can contribute to sustainability when analytical insights are used to improve demand forecasting, reduce unnecessary marketing efforts, promote relevant sustainable products, and understand barriers to responsible consumption. Nevertheless, the discussion also makes clear that technological efficiency should not be considered equivalent to sustainability. AI systems must operate within an ethical framework that addresses privacy, transparency, fairness, and responsible consumer engagement. The most effective approach is therefore one in which AI-generated insights are combined with human judgment and genuine organizational commitment to environmental and social responsibility. When used in this manner, consumer behavior analytics can help organizations move beyond conventional profit-centered marketing toward decision-making that simultaneously supports customer value, operational efficiency, and long-term sustainable development.

Conclusion

The study concludes that AI-based consumer behavior analytics has considerable potential to transform sustainable marketing decision-making by enabling organizations to understand consumer preferences, predict purchasing patterns, and respond more effectively to changing market expectations. The findings

indicate that artificial intelligence can improve the relevance and efficiency of marketing activities through personalized recommendations, predictive analytics, consumer segmentation, sentiment analysis, and demand forecasting. These capabilities allow organizations to reduce unnecessary promotional efforts, improve resource allocation, minimize the mismatch between production and actual demand, and identify consumer segments that are more responsive to sustainable products and practices. The analysis also demonstrates that consumer behavioral insight serves as an important link between technological capability and effective marketing decisions. The availability of large volumes of consumer data alone does not guarantee better outcomes; meaningful benefits arise when analytical insights are interpreted appropriately and converted into strategies that balance customer needs with environmental and social responsibility. AI can therefore support a transition from conventional mass marketing toward more targeted, responsive, and resource-efficient approaches.

At the same time, the study emphasizes that the contribution of AI to sustainability depends on the manner in which the technology is implemented. Concerns related to consumer privacy, data security, algorithmic bias, transparency, and excessive personalization must be addressed to maintain consumer trust and ensure responsible marketing practices. AI should not be used merely as a tool for stimulating higher levels of consumption, but as a decision-support system capable of encouraging informed, relevant, and sustainable choices. Organizations must combine AI-generated insights with human judgment, ethical data governance, and genuine commitment to sustainability. Overall, AI-based consumer behavior analytics can become a valuable strategic mechanism for achieving both business effectiveness and sustainable development. Future marketing strategies that successfully integrate technological intelligence with ethical responsibility are likely to create stronger consumer relationships, reduce operational inefficiencies, promote responsible consumption, and contribute to long-term economic, environmental, and social value.

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