

**The Driving Factors of Rural Households' Clean Energy Consumption and Intentions:  
Inputs to a Green Business Framework**

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## Abstract

This study determined the driving factors of rural households clean energy consumption and intentions as inputs to a green business framework. The study employed a secondary research utilizing macro-level data sourced from the China Energy Statistics Yearbook and micro data from China Rural Energy Consumption Survey, involving 19 provinces and 1892 rural households from 488 counties in 276 cities in china. The results revealed that there were significant relationships between the human, social, economic, and accessibility dimensions of households and their energy consumption. It was observed that households with higher human capital may enjoy "high-quality at low cost". Access to clean energy and its associated costs were significant determinants of clean energy consumption expenditure, with proximity to supply points positively impacting consumption. The probability of households choosing clean energy consumption increased by 0.15 for every 1% increase in educational attainment. For every 1% increase in per capita income, the probability of households choosing clean energy consumption increased by 0.4111, with odds of not choosing clean energy consumption being 1.5084 times higher, with households in the eastern region being 1.97 times more likely to choose clean energy than not.

*Keywords: Driving Factors, Rural Households, Clean Energy Consumption,*

*Green Business Framework*

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