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Consumer purchase intention toward straw-woven home furnishings: An integrated model of sustainability consciousness and design aesthetics

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ABSTRACT

This study examines the effects of sustainability consciousness and design aesthetics on consumers' purchase intentions toward straw-woven home furnishings, with perceived value as a mediating factor. Based on value-based consumption theory, an integrated model was developed to test both the direct and indirect effects of sustainability consciousness and design aesthetics on purchase intention through perceived value. Survey data were collected from 462 adult consumers and analyzed using partial least squares structural equation modeling (PLS-SEM). The findings supported all proposed hypotheses. Design aesthetics showed the strongest influence on perceived value and purchase intention, followed by sustainability consciousness. Perceived value significantly mediated both relationships, although the mediation was partial, indicating multiple pathways in consumer decision-making. The results suggest that, for visually important home furnishings, aesthetic appeal has a stronger influence than environmental concerns. This finding challenges the common assumption that sustainability awareness alone drives the adoption of eco-friendly products. The study contributes to sustainable consumption theory by integrating hedonic and utilitarian dimensions and extending perceived value theory to artisanal crafts. Practically, manufacturers should combine sustainability with attractive and contemporary design to improve market success.

1. Introduction

The global home furnishings market is undergoing transformative change as consumers begin to focus on sustainability as much as on style. Wijekoon and Sabri (2021) and Zhuang et al. (2021) highlighted concern for the environment, the knowledge of sustainability, and perceived consumer effectiveness as the key motivating factors for green purchase intentions. Straw home furnishings, made from wheat and rice straw and seagrass, combine traditional craftsmanship with the need for sustainability by converting agro-industrial wastes into elegant, cultural, low-carbon, biodegradable, and decorative home furnishings (Filho et al., 2022). However, for all their positive attributes, straw home furnishings are still at the low end of the market. The "attitude-behavior gap" (Schäufele and Janssen 2021) is the difference between environmental concern and behavior and is attributed to perceptions of lack of concern, concern that the product is not durable, aesthetic design, and lack of awareness of the environmental issue. Psychological factors of the goal conflict and a lack of knowledge are said to negatively impact the relationship between attitude and behavior (Vieira et al., 2023).

The literature on sustainable consumption does not study much where the need for sustainability is strongly coupled with style. Home furnishings are a special case where combined function, visual appeal, and symbolic meaning are present. Aesthetic style, environmental sustainability, and functionality jointly influence purchase intentions (Slaton et al., 2024). Next, design aesthetics is said to impact perceived value and has been widely studied (Shi et al., 2021). However, research has been predominantly simplistic, treating sustainability and aesthetics as separate rather than interconnected. The distinct features of straw-woven products—the use of authentic texture, handcrafted artistry, and woven cultural elements are able to deliver and

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capture value uniquely (Domingos et al., 2022). Studies also show that consumers concerned for the environment will intentionally buy more bio-based products, despite functionality and price being more important than the materials of the product (Ruf et al., 2022). Purchase intent for handcrafted products is increased due to positive cultural identity, which adds value to the perceived authenticity (Zhang et al., 2023). Moreover, the growing body of research on sustainable crafts and handmade home products reinforces the need for integrated analysis. Prados-Peña et al. (2023) demonstrated that social, economic, and environmental value dimensions collectively drive purchase intention in the sustainable crafts sector, while Barbaritano and Savelli (2021) showed that consumer environmental responsibility significantly influences purchasing decisions for design furniture. These studies underscore the importance of examining sustainability and aesthetics as interconnected rather than isolated determinants of consumer behavior in the home furnishing domain.

This paper attempts to formulate an integrated model that investigates the purchase intent of straw-woven home furnishings by zooming into the parameters of design aesthetics and sustainability consciousness. Using a survey method, the paper seeks to understand how concerns for the environment, knowledge of sustainability, and consumer-perceived effectiveness, all of which are strongly correlated with green purchase intention, especially the design factors interface. It investigates the perceived value (functional, emotional, and environmental) of purchase intent reluctance.

This is the first research that addresses the sustainability-aesthetics intersection in the context of consumer behavior by re-conceptualizing the separation of ethical and hedonic motivations as manifested in sustained engagement with 'ethically' aligned consumption phenomena and 'pleasurable' consumption phenomena. Practically, this research sheds light on valuable product characteristics and associated positioning approaches. Research highlights frameworks with limited availability, information, and awareness as the primary barriers to adoption. Perennial remembered migration towards 'traditional' production methods and mastery of workmanship facilitates contextualization of the straw-woven furnishings in sustainable lifestyle patterns, providing a paradigm for the re-conceptualization of the traditional craft industries in regard to the contemporary eco-centric values.

2. Hypothesis development

2.1. Sustainability consciousness and perceived value

The extent to which consumers show concern for the impact of their purchases on the environment, as well as the ecological issues that concern sustainability, is termed as consciousness of sustainability. Studies show that sustainability consciousness is fundamental in shaping the consumers' perception of sustainable products' value on functional, emotional, and environmental dimensions.

The base of the above relationship is established by Lin and Chen (2022) when they found out that environmental consciousness also enhances value perception for sustainable apparel. Chen et al. (2025) showed that there are positive inclinations and that even sustainability consciousness enhances the perceived value of green foods. As established by Arora and Manchanda (2022), there is proof that the value of a sustainability attitude has an effect on green perceived value for sustainable apparel in Gen Z. Yu and Lee (2019) also claimed that there are value dimensions perceived in enhanced attitude sustainability, as well as green value, emotional value, and aesthetic value for up-cycled and sustainable products.

The research on sustainable crafts offers particularly compelling evidence in the case of home furnishings made of straw. Prados-Peña et al. (2023) demonstrated that perceived value for sustainable crafts is influenced by environmental value, which is a component of sustainability consciousness. This supports the associative idea for artisan products such as straw-woven furniture. It is the case for straw-woven furnishings that when consumers have a higher consciousness on sustainability with regard to environmental issues, their perceived value on functional, emotional, and environmental dimensions should also be higher. Therefore, the following hypothesis was made.

H1: Sustainability consciousness positively influences perceived value toward straw-woven home furnishings.

2.2. Design aesthetics and perceived value

The definition of design aesthetics is the shape, hue, surface quality, and any other compositional feature of a product that elicits a pleasing response from users. Aesthetic attributes, from a range of research, lead to value perceptions through functional and emotional pathways. Wang and Hsu (2019), interface aesthetics and product form aesthetics are aesthetic attributes that confer the greatest positive impacts on sustainable perceived value. Shang and Maralit (2024) noted that design aesthetics is a major determinant of perceived value for clothing design. Aesthetics, as argued by Toufani et al. (2017), shape perceived social and emotional value for smartphones. All these studies point to the conclusion that design aesthetics descend from value-creating mechanisms, spanning across different product categories.

Yu and Lee (2019) showed that aesthetic value drives perceived value of up-cycled and other sustainable products to a new level, thereby proving that aesthetics extend to the value hierarchy. The difference in product categories accentuates that

well-designed products increase consumers' total value perception by enhancing functional and emotional value. Superior craftsmanship paired with a natural texture should enhance the overall value that consumers place on straw-woven home furnishings. Such value comes as a result of a positive perception of the product's aesthetic as well as its functional and emotional value. Hence, when consumers appreciate straw-woven products aesthetically, they should appreciate the product's overall value, which also consists of functional value (quality and durability) and emotional value (pleasure derived from the product's aesthetic and the authenticity of the craftsmanship on display). Therefore, the following hypothesis was developed.

H2: Design aesthetics positively influence perceived value toward straw-woven home furnishings.

2.3. Sustainability consciousness and purchase intention

The correlation between purchase intention and sustainability consciousness has been substantiated for different kinds of products. Within the area of home furnishing products, sustainability consciousness is the cognitive-affective basis that directly propels the consumer behavior intention towards the purchase of sustainable products. Research directly on sustainable home furnishings offers direct evidence of the correlation. For instance, Hojnik et al. (2019) proved that the consciousness of eco-products funnels environmental concern towards purchase intention of eco-products, while stronger sustainability consciousness leads to stronger purchase intention regarding sustainable home goods. Liang et al. (2024) focused on the green furniture market and concluded that the purchase intention of green furniture is positively impacted by the three variables: environmental awareness and health consciousness.

These findings by Xu et al. (2020) also showed that intention to purchase green furniture is positively and significantly affected by environmental awareness and health consciousness.

This correlation is also robust culturally. Mishal et al. (2017) showed that environmental consciousness tends to positively influence green purchase intention of different kinds of green products, including home goods. Buying intention for sustainable furniture and home articles is positively related to sustainable consumption awareness, which is a finding presented by Montreuil Carmona et al. (2024).

In the case of the straw-woven home furnishings, it can be hypothesized that pro-sustainability conscious consumers will be more inclined to engage in pro-environmental purchasing behavior. Their beliefs and concerns should logically correlate to having a consideration of straw-woven products and a desire to purchase them. Therefore, the following hypothesis was developed.

H3: Sustainability consciousness positively influences purchase intention toward straw-woven home furnishings.

2.4. Design aesthetics and purchase intention

The design aesthetics impact consumer purchase intention by affecting consumer perception and consumer decision-making. Visual and aesthetic appeal serve as a strong purchase stimulant. Research on home furnishings has confirmed the importance of aesthetic style in purchase decisions. Slaton et al. (2024) reported that aesthetic style serves as a psychological motivator and positively correlates with purchase intent of home furnishings, particularly sustainable and secondhand furnishings. This finding highlights the driving force of aesthetics on purchase intention, even when the motivation is social sustainability. Yu and Lee (2019) found that aesthetic value is a positive contributor to attitude and purchase intention for upcycled and sustainable products. Barbaritano and Savelli (2021) found that the design aesthetics of furniture have a direct impact on consumer evaluation and purchase desirability.

Further, Yang et al. (2021) reported that impulsive purchase intention is positively correlated to product aesthetics, particularly the attractive designs that make consumers less sensitive to price and more willing to buy energy-saving and sustainable products. The aesthetic aspects of straw-woven home furnishing products are quite important since they have to harmonize visually with the customers' homes. Apart from the primary functional qualities of straw-woven products, the unique aesthetic features woven into them should have a positive impact on the consumers' purchase intention as well. Therefore, the following hypothesis was developed.

H4: Design aesthetics positively influence purchase intention toward straw-woven home furnishings.

2.5. Perceived value and purchase intention

Perceived value indicates the worth a consumer assigns to a product. Consumers weigh the worth of a product against what is to be paid for it. This considers the functional value, emotional value, social value, and environmental value. Perceived value is indeed a strong predictor of purchase intention.

According to Lin and Chen (2022), perceived value has robust positive associations with purchase intention for sustainable apparel. Chen et al. (2025) found that perceived value directly shapes purchase intention for green foods. Arora and Manchanda (2022) found a positive association between green perceived value and purchase intention for sustainable apparel among Gen Z consumers. Yu and Lee (2019) found that perceived value, with green, emotional, and aesthetic dimensions, influences purchase intention for upcycled and sustainable

products. The research on crafts has special relevance to the evidence for home furnishings made by straw weaving. Prados-Peña et al. (2023) have established that perceived value influences purchase intention for sustainable crafts, particularly for artisanal products. Wang and Hsu (2019) showed that perceived sustainable value greatly impacts the intention to purchase consumer electronics. Shang and Maralit (2024) also showed that perceived value impacts the intention to purchase a clothing design. Toufani et al. (2017) illustrated that social and emotional perceived value impacts the intention to purchase a smartphone. These research outcomes validate that perceived value functions as an essential attitudinal predictor for purchasing behavior in a variety of product domains. In terms of straw-woven home furnishings, when consumers value these products based on functionality, emotional satisfaction, and environmental benefit, they are more likely to intend to purchase these products. Therefore, the following hypothesis was developed.

H5: Perceived value positively influences purchase intention toward straw-woven home furnishings.

2.6. The mediating role of perceived value between sustainability consciousness and purchase intention

Although there is a direct relationship between sustainability consciousness and purchase intention (H3), perceived value is the most pivotal element in mediating the gap between behavioral intention and value. So far, it has been established that the intention to purchase sustainably has to be perceived as value in order for sustainability consciousness to be effective. This means that there are direct and indirect pathways that work concurrently.

Lin and Chen (2022) established that perceived value has a mediating effect on the relationship between sustainable apparel purchase intention and value-driven purchase intention, which is stimulated by environmental consciousness. Chen et al. (2025) established that perceived value fully mediates the effect of positive attitude on intention to purchase green foods, which includes a positive attitude on sustainability consciousness. Arora and Manchanda (2022) established that among Gen Z consumers, green perceived value is a strong mediating variable between sustainability attitude and intention to purchase sustainable apparel. Yu and Lee (2019) demonstrated that attitude toward sustainability of upcycled and sustainable products is accounted for by perceived value, the purchase intention of which is strongly maintained by sustainability attitude.

These are the very reasons why research on sustainable crafts is of particular importance for the straw-woven home furnishings, which is why. Research by Prados-Peña et al. (2023) confirmed that environmental value is a strong predictor of perceived value, which drives purchase intention for sustainable crafts. This finding provides strong support for the proposed mediation concerning straw-woven furnishings. As it relates to straw-woven goods, sustainability consciousness not only impacts purchase intention directly (H3) but also operates indirectly through perceived value. Perceived value is recognized when consumers appreciate straw-woven items for their eco-friendly attributes (H1), and this helps to enhance purchase intention (H5). This is a case of sustainability consciousness being channeled through perceived value to reach purchase intention. Therefore, the following hypothesis was developed.

H6: Perceived value mediates the relationship between sustainability consciousness and purchase intention toward straw-woven home furnishings.

2.7. The mediating role of perceived value between design aesthetics and purchase intention

The impact that design aesthetics has influences purchase intention (H4), but one of the mechanisms that further clarifies how aesthetic characteristics are translated to behavioral intentions is called perceived value. It is proven that the aesthetic appeal operates via direct and indirect pathways, and the indirect one is value creation.

Wang and Hsu (2019) strongly supported mediation by providing evidence that the value of sustainable purchase intention is influenced by interface aesthetics and product form aesthetics. Shang and Maralit (2024) showed that the perceived value has a mediating effect on the design aesthetic purchase intention for clothing design and that the direct and indirect effects are significant, representing partial mediation. Toufani et al. (2017) showed that the intentions to purchase smartphones are influenced by the perceived social and emotional value of the smartphone more than by the social and emotional value of perceived aesthetics. This evidence leads to the understanding that design aesthetics function through mechanisms of value creation for various product types.

Yu and Lee (2019) showed that purchase intention is influenced by perceived value, and purchase intention is indirect for the aesthetic treatment of upcycled and sustainable products. The repeated finding of product categories having mediation effects indicates a high level of perceived value to be an important mechanism that connects aesthetic appeal to behavioral intentions. For straw-woven home furnishings, design aesthetics have a direct impact on purchase intention (H4) as well as an indirect impact that is mediated by perceived value.

When consumers appreciate the aesthetics of straw-woven products, this appreciation increases their overall perceived value (H2), which, in turn, increases purchase intentions (H5). This forms an indirect impact of design aesthetics on purchase intention through value perception.

H7: Perceived value mediates the relationship between design aesthetics and purchase intention toward straw-woven home furnishings.

Hence, this study proposes a partial mediation model examining the impact of sustainability consciousness and design aesthetics, believing that they together influence the purchase intention toward straw-woven home furnishings as depicted in Fig. 1 which illustrates the conceptual framework, showing two independent variables (sustainability consciousness and design aesthetics) with direct paths to both the mediator (perceived value) and the dependent variable (purchase intention), as well as indirect paths through perceived value, representing a partial mediation model. The model hypothesizes that sustainability consciousness and design aesthetics both have a direct impact on purchase intention (H3, H4) while also simultaneously working through an indirect pathway by perceived value as a mediator (H6, H7). Specifically, Sustainability consciousness and design aesthetics increase consumers' perceived value of the products (H1, H2), which, in turn, increases purchase intention (H5), thus creating a dual pathway model that explains the consumer decision-making process for sustainable home furnishings.

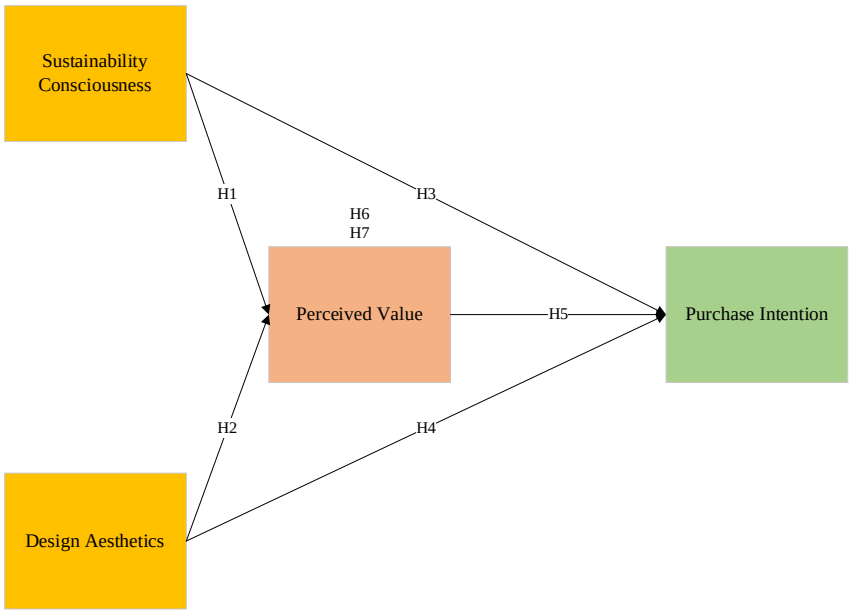

Fig. 1: Research model

3. Methodology

3.1. Sample and data collection methods

The present study applied a quantitative approach of cross-section study to measure consumer purchase intentions of straw-woven home furnishings. The respondents included adult consumers aged 18 years and above, who were active in home furnishing product users and those who expressed a possible interest in it. As straw-woven furnishings are a niche product category, respondents were asked to possess a fundamental understanding of sustainable or natural material home décor items to provide sensible and worthwhile feedback.

Participants in this study were recruited using a convenient sampling technique. Participants were recruited from social media (including Facebook, Instagram, and Pinterest home décor groups), online communities focused on sustainable and eco-friendly living, and through emails issued from home furnishing retail databases. This sampling technique was felt appropriate to this study by the exploratory design of the research and the specific need at that time to access that consumer demographic. While convenience sampling is widely used in exploratory consumer behavior research, it is acknowledged that this approach may limit the generalizability of findings. The reliance on social media and online communities may introduce self-selection bias, as participants who engage with these platforms may already possess heightened awareness of sustainability or home décor topics. Future research should consider stratified or random sampling methods to improve representativeness across diverse consumer segments.

The guidelines provided by Hair et al. (2021) help determine sample sizes for partial least squares structural equation modeling (PLS-SEM). They strategize on minimum sample proportions based on (a) the largest number of structural paths for a given construct or (b) the largest number of formative indicators of a single construct. In the proposed model, perceived value is singled out with paths from two constructs, allowing a minimum sample requirement of 20 respondents. To account for possible data and information sample issues, the proposed sample is increased to 300 respondents to aid model testing.

Between June 1 and August 30 of 2025, an online questionnaire created in the Qualtrics survey

platform was administered, and was active for about two months of data collection. For the purpose of enabling the participants to respond meaningfully to the questions and to provide an anchor, the respondents were provided with exemplary images of straw-woven home furnishing products, such as baskets, decorative wall hangings, and placemats, along with short texts about the products' materials and the processes of their manufacture and screening questions to dismiss survey participants lacking knowledge about natural material sustainable home furnishing products.

The researchers' ethical obligations were met throughout the data collection period. All respondents were read the instructions at the start of the survey, which contained the informed consent agreement about the aim of the research, that their participation was voluntary and that they could withdraw with no penalty whatsoever, and the stipulations about their anonymity and confidentiality. All participants were informed that no personal data would be collected and that the data collected would be securely encrypted in accordance with applicable data protection regulations.

3.2. Measurement

All variables of the research model were operationalized through the use of scales originating from previous literature, which were then slightly altered to better accommodate the context of straw-woven home furnishings. While employing the measurement items, an affirmative 7-point Likert scale was used to measure attitudinal response and intention measures, which ranged from 1 (Strongly Disagree) to 7 (Strongly Agree) to achieve response variation.

Sustainability consciousness was defined as the consumer's concern for and awareness of the environment, in addition to the recognition of the purchasing decision's impact on the environment. This dimension was assessed through the use of 4 items developed by Wijekoon and Sabri (2021) and Hojnik et al. (2019). Sample items are as follows: "I am concerned about the environmental problems caused by certain types of consumption," "I think about the impact on the environment when I make purchase decisions," "I think my purchase decisions can contribute to environmental sustainability," and "I think the protection of the environment is important when buying home furnishings." These items reflect the environmental awareness and the emotional concern for the environment that are needed when considering the evaluation of a sustainable product.

Design aesthetics highlighted the visual attractiveness of straw home furnishings as a culmination of form and texture, color, and compositional wholes that provide harmony and compositional traits that form an aesthetically pleasing experience through form, texture, color, and harmony. There were four items that were adapted from Slaton et al. (2024) and Shi et al. (2021) to measure aesthetic perceptions of products subtitled to straw weaving. Sample items included: "Straw-woven home furnishings have an attractive visual appearance." "The texture of straw-woven products is pleasing to me." "The furnishings that are woven from straw are cohesive and balanced." "Straw-woven home furnishings complement the decoration style of my home." These items capture both the objective and the subjective aesthetic.

As described in the previous subsection, the perceived value dealt with the construct as a multidimensional and unified aggregate of the evaluation of straw-woven home furnishings based upon the perceived benefits and costs of the straw-woven home furnishings. It was recognized as value by the consumers and was based upon the construction from Lin and Chen (2022) and Yu and Lee (2019) which utilized five items: functional, emotional, and environmental—"Straw woven home furnishings are reasonable," "The products have durability and quality," "I feel good owning straw woven furnishings," "These products are helpful in protecting the environment," and "Straw woven home furnishings lessen my environmental impact." This means that customers assess the products based on a variety of benefits offered.

Respondents' estimated propensity and willingness to purchase straw-woven home furnishings within a short time span define purchase intentions in this study. Four statements are taken from the works of Chen et al. (2025) and Prados-Peña et al. (2023), which are "I intend to purchase straw-woven home furnishings in the near future," "I would consider buying straw-woven products when shopping for home décor," "I am willing to recommend straw-woven furnishings to others," and "I plan to actively seek out straw-woven products when furnishing my home." The statements highlight the behavioral commitment indicators and personal purchase intentions.

Along with the core concepts, the questionnaire also gathered respondents' age, gender, level of education, monthly salary, and living status for demographic purposes. Purchase-related variables included purchase history with sustainable and eco-friendly home products, purchase history with straw-woven and natural material products, and frequency of buying home furnishing products.

In order to demonstrate content validity and face validity, the preliminary version of the questionnaire was sent to and reviewed by three academic scholars of consumer behavior and sustainable marketing and two practitioners from the home furnishing retail industry. Because of their insights, some phrasing changes were made for the purposes of clarity and contextual relevance. A total of 45 respondents for the main analysis were studied in the first stage with the help of some of the same channels, and this group of respondents was part of the pilot study. Data collected in this pilot study showed that all values of Cronbach's alpha were greater than 0.75, with sufficient item-total

contributions (all greater than 0.50), no unreliable items, and satisfactory internal consistency. The respondents demonstrated full comprehension of all of the questions and were able to complete the survey within 8 to 10 minutes, and thus, the questionnaire was deemed feasible. No changes were made in the questionnaire after the pilot test, and the pilot data were ultimately excluded from the comprehensive analysis. To further validate the adapted measurement scales in the straw-woven furnishings context, exploratory factor analysis (EFA) was conducted on the pilot data. The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy was 0.82, and Bartlett's test of sphericity was significant ($p < 0.001$), confirming the suitability of the data for factor analysis. The EFA results revealed a clear four-factor structure corresponding to the four constructs, with no significant cross-loadings above 0.40. In the main study, the measurement model was further validated through PLS-SEM, as detailed in the Results section, where all constructs demonstrated strong convergent validity (AVE > 0.69) and discriminant validity (HTMT < 0.63), confirming the appropriateness of the adapted scales for this specific product context.

3.3. Data analysis

The data is analyzed through partial least squares structural equation modeling (PLS-SEM) via the SmartPLS 4.0 software. There are several reasons for choosing PLS-SEM as the analytical technique. First, it deals with complicated models with many interrelations. Second, PLS-SEM computations only require a few non-distributed data assumptions, making it ideal for data that are neither normally nor paranormally distributed, such as consumer behavior data. Third, PLS-SEM can be used for preliminary research and theory-building exercises. Fourth, PLS-SEM has a higher efficiency with small sample sizes compared to covariance-based structural equation modeling (SEM) (Hair et al., 2010). The analysis was conducted in two stages, starting with the evaluation of the measurement model and then the assessment of the structural model (Hair et al., 2021).

Before proceeding with testing structural relationships, the measurement model was analyzed for construct validity and reliability. Reliability was assessed in terms of internal consistency using Cronbach's alpha (acceptable threshold: $\alpha > 0.70$) and internal consistency of composite reliability (CR > 0.70). Both indicators proved that items measure their respective constructs reliably (Hair et al., 2010). Convergent validity was met on two criteria: (a) all indicator loadings must be greater than 0.70, and (b) average variance extracted (AVE) must exceed 0.50. This demonstrates that each construct accounts for a significant portion of variance from its indicators (Fornell and Larcker, 1981; Hair et al., 2010). For each construct, the HTMT (Heterotrait-Monotrait ratio of correlations) was used to examine discriminant validity; the HTMT is more reliable than the Fornell and Larcker (1981) criterion for PLS-SEM (Henseler et al., 2015). HTMT values lower than 0.85 affirm that constructs are adequately separate from one another. Also, HTMT inference was executed using 5,000 subsample bootstraps to examine whether HTMT estimates significantly differ from 1.0. The 95% confidence interval excluding 1.0 is taken as evidence for discriminant validity (Franke and Sarstedt, 2019).

After the successful confirmation of the measurement model, the next phase was evaluating the structural model to assess the proposed relationships. For the five direct effect hypotheses (H1-H5), the path coefficients (β) and their statistical significance were evaluated. The bootstrapping procedure with 5,000 subsamples was implemented to produce t-statistics and p-values for significance testing, with $p < 0.05$ as the threshold for significance (Hair et al., 2021). For bias-corrected and accelerated (BCa) bootstrap confidence intervals, the intervals not containing zero indicate significant relationships. The standardized path coefficients reveal the influence and the relative power of the Association. The greater the absolute value, the greater the effect.

Indirect pathways based on perceived value were used to test mediation hypotheses (H6 and H7). As for Preacher and Hayes (2008) and Hair et al. (2021), the bootstrapping procedure to test the significance of indirect effects used 5,000 subsamples and 95% bias-corrected confidence intervals. For each hypothesized mediation path, there were three effects: (a) the direct effect of the independent variable on the dependent variable, (b) the indirect effect of the mediator (independent variable → perceived value → purchase intention), and (c) the total effect (the direct effect plus the indirect effect). For mediation to be statistically significant, the confidence interval for the indirect effect, obtained through bootstrapping, must not include zero. The specific indirect effect is calculated as the independent variable to perceived value and then to purchase intention, and perceived value to purchase intention. Additionally, to assess the potential for common method bias (CMB) given the single-source, self-report nature of the data, Harman's single-factor test was conducted. An unrotated factor analysis of all measurement items revealed that the first factor accounted for 32.4% of the total variance, well below the 50% threshold, suggesting that CMB is unlikely to be a significant concern. Furthermore, the strong discriminant validity demonstrated through HTMT analysis provides additional assurance that the constructs are empirically distinct and not artifacts of common method variance.

4. Results

As shown in Table 1, a total of 462 valid responses were collected. The sample consisted predominantly of females (60.8%) aged 26-45 years (63.4%), representing the prime demographic for

home furnishing purchases. Most respondents were highly educated (76.2% with a Bachelor's degree or higher) and employed as professionals, managers, or in the private/government sectors (65.6%). More than half (57.8%) were married or partnered, with a balanced distribution between homeowners (47.0%) and renters (43.3%). Internal consistency checks confirmed realistic patterns: students were predominantly young (79% aged 18-25), retired individuals were older (80% aged 46+), young adults were mostly single (84.6%), and older respondents showed high homeownership rates (79.8%). Although demographic variables were collected, they were not included as control variables in the structural model. While the diverse demographic composition of the sample (Table 1) and the strong model fit indices suggest that demographic factors are unlikely to substantially confound the observed relationships, future research should incorporate demographic controls to further validate the robustness of the findings.

Table 2 demonstrates that the measurement model exhibits excellent psychometric properties across all constructs. Cronbach's alpha values range from 0.869 to 0.942, substantially exceeding the recommended threshold of 0.70 (Hair et al., 2010), with Sustainability Consciousness exhibiting the highest reliability (α = 0.942), followed by Design Aesthetics (α = 0.933), Perceived Value (α = 0.890), and Purchase Intention (α = 0.869). Composite reliability, assessed using both rho_a and rho_c, exceeded 0.85 for all constructs, with rho_c values ranging from 0.911 to 0.958, well above the 0.70 benchmark (Fornell and Larcker, 1981), confirming that the indicators reliably measure their respective constructs. Convergent validity was established through Average Variance Extracted (AVE), with all constructs surpassing the 0.50 threshold: Sustainability Consciousness (0.851), Design Aesthetics (0.832), Purchase Intention (0.719), and Perceived Value (0.694), indicating that each construct explains substantial variance in its indicators with minimal measurement error. Overall, the consistently high values across all reliability and validity indicators confirm that the constructs are well-defined and accurately measured, providing a solid foundation for structural model analysis and hypothesis testing.

Table 1: Demographic profile

Variable	Category	N	%
Gender	Female	281	60.8
	Male	174	37.7
	Prefer not to say	7	1.5
Age	18-25 years	65	14.1
	26-35 years	151	32.7
	36-45 years	142	30.7
	46-55 years	71	15.4
	56+ years	33	7.1
Education	High school	31	6.7
	Associate/diploma	79	17.1
	Bachelor's	238	51.5
	Master's+	114	24.7
Occupation	Professional/manager	129	27.9
	Private sector	109	23.6
	Government	65	14.1
	Self-employed	69	14.9
	Student	38	8.2
	Homemaker	27	5.8
	Retired/unemployed	25	5.4
Marital status	Married/partnered	267	57.8
	Single	153	33.1
	Divorced/separated	31	6.7
	Widowed	11	2.4
Living	Rent (apartment)	135	29.2
	Own (house)	132	28.6
	Own (apartment)	85	18.4
	Rent (house)	65	14.1
	Living with Family	45	9.7

Table 2: Construct reliability and validity

Variables	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	AVE
Design aesthetics	0.933	0.933	0.952	0.832
Perceived value	0.890	0.891	0.919	0.694
Purchase intention	0.869	0.870	0.911	0.719
Sustainability consciousness	0.942	0.942	0.958	0.851

As shown in Table 3, the HTMT values ranged from 0.191 to 0.625, with the lowest value observed between Sustainability Consciousness and Design Aesthetics (0.191), indicating strong discriminant validity between the two independent variables. The highest HTMT value was between Purchase Intention and Perceived Value (0.625), which remains well within acceptable limits and reflects a theoretically meaningful relationship between these constructs. Notably, the relatively low HTMT values between Sustainability Consciousness and Design Aesthetics (0.191), Sustainability Consciousness and Perceived Value (0.498), and Sustainability Consciousness and Purchase Intention (0.489) demonstrate that sustainability-related concerns are conceptually distinct from aesthetic and value perceptions. These results confirm that each construct captures a unique aspect of consumer behavior toward straw-woven home furnishings, ensuring that the structural model estimates are not confounded by multicollinearity or construct overlap.

Table 3: Heterotrait-Monotrait ratio (HTMT)

Variables	HTMT
Perceived value <-> design aesthetics	0.585
Purchase intention <-> design aesthetics	0.567
Purchase intention <-> perceived value	0.625
Sustainability consciousness <-> design aesthetics	0.191
Sustainability consciousness <-> perceived value	0.498
Sustainability consciousness <-> purchase intention	0.489

The model fit indices demonstrate excellent overall fit of the structural model (Table 4). The Standardized Root Mean Square Residual (SRMR) value of 0.036 is well below the threshold of 0.08, indicating minimal difference between the observed and predicted correlations. The Normed Fit Index (NFI) of 0.942 exceeds the recommended value of 0.90, confirming that the proposed model substantially improves upon the baseline model. Additionally, the geodesic discrepancy (d_G = 0.123) and unweighted least squares discrepancy (d_ULS = 0.200) values are within acceptable ranges, further supporting model adequacy. The chi-square value of 338.458, while significant as is typical with large sample sizes (N = 462), should be interpreted alongside other fit indices, which collectively demonstrate strong model fit. These results indicate that the theoretical model accurately represents the relationships among sustainability consciousness, design aesthetics, perceived value, and purchase intention in the context of straw-woven home furnishings, validating the appropriateness of the proposed conceptual framework for explaining consumer behavior.

The structural model results (Table 5) reveal significant positive relationships among all hypothesized paths (all $p < 0.001$). Design Aesthetics exerted a stronger influence than Sustainability Consciousness on both Perceived Value ($\beta = 0.466$ vs. 0.373) and Purchase Intention ($\beta = 0.327$ vs. 0.267), while Perceived Value also significantly predicted Purchase Intention ($\beta = 0.254$). These results indicate that consumers evaluate straw-woven home furnishings through multiple dimensions, aesthetic design, sustainability credentials, and overall value perception, all of which independently contribute to purchase intentions.

Table 4: Model fit

Indicators	Saturated model	Estimated model
SRMR	0.036	0.036
d_ULS	0.200	0.200
d_G	0.123	0.123
Chi-square	338.458	338.458
NFI	0.942	0.942

Table 5: Path coefficients

Variables	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T-statistics (|O/STDEV|)	P-values
Design aesthetics -> perceived value	0.466	0.467	0.034	13.825	0.000
Design aesthetics -> purchase intention	0.327	0.328	0.043	7.684	0.000
Perceived value -> purchase intention	0.254	0.254	0.047	5.366	0.000
Sustainability consciousness -> perceived value	0.373	0.373	0.037	10.020	0.000
Sustainability consciousness -> purchase intention	0.267	0.268	0.039	6.881	0.000

The outer loadings (Table 6) confirm strong indicator reliability, with all factor loadings ranging from 0.803 to 0.930, well above the 0.70 threshold (Hair et al., 2010). The uniformly high and balanced loadings across all constructs, with no values below 0.80, validate the measurement model's quality and confirm that the survey instruments accurately operationalized the theoretical constructs.

Table 6: Outer loadings

Variables	Outer loadings
DA1 <- design aesthetics	0.909
DA2 <- design aesthetics	0.909
DA3 <- design aesthetics	0.910
DA4 <- design aesthetics	0.920
PI1 <- purchase intention	0.869
PI2 <- purchase intention	0.841
PI3 <- purchase intention	0.837
PI4 <- purchase intention	0.843
PV1 <- perceived value	0.803
PV2 <- perceived value	0.855
PV3 <- perceived value	0.833
PV4 <- perceived value	0.838
PV5 <- perceived value	0.835
SC1 <- sustainability consciousness	0.916
SC2 <- sustainability consciousness	0.927
SC3 <- sustainability consciousness	0.930
SC4 <- sustainability consciousness	0.917

5. Discussion

This study considered how sustainability consciousness and design aesthetics influence purchase intention toward straw-woven home furnishings through perceived value. All seven hypotheses were supported, and this provided empirical justification for the integrated theoretical model while revealing additional meaningful insights, particularly consistency with and, in some aspects, beyond previous research.

The finding that sustainability consciousness has a positive and significant effect on perceived value ($\beta = 0.373$, $p < 0.001$) is consistent with the literature examining sustainable products. Lin and Chen (2022) found that environmental consciousness influences the perceived value of sustainable apparel, while Chen et al. (2025) illustrated the same for green foods. However, the effect size in this study ($\beta = 0.373$) is much stronger compared to what is typically observed in sustainable apparel research, which usually falls between $\beta = 0.20$ and $\beta = 0.30$. This indicates that for artisanal products such as straw-woven furnishings, sustainability consciousness may have a particularly strong impact on value perceptions. This may be due to the fact that consumers perceive such products to be genuine in their embodiment of environmental values, traditional production, and the use of natural materials.

The direct influence of sustainability consciousness on purchase intention, for example, in terms of $\beta = 0.267$, $p < 0.001$, also aligns with research undertaken in home furnishings. As Hojnik et al. (2019) show, the purchase intention of sustainable home goods is driven by the

environmental concern eco-conscious individuals possess, whereas Xu et al. (2020) documented significant positive effects in green furniture contexts. Still, in terms of the current research, effect sizes observed are smaller when compared to the results of Liang et al. (2024), in which stronger direct effects ($\beta > 0.35$) for green furniture were observed. One possible reason for this is the niche positioning of straw-woven products compared to mainstream green furniture. This suggests that sustainability consciousness does drive intention, but that intention is tempered by design compatibility and perceived functionality competition that are less salient for conventional green furniture.

The finding that design aesthetics had the greatest impact on perceived value and the results were the only significant ones ($\beta = 0.466$, $p < 0.001$) adds to and updates previous work. Wang and Hsu (2019) showed that aesthetic characteristics affect the sustainable perceived value of smartwatches, though less intensely ($\beta \approx 0.30$). The stronger effect found in this study suggests that aesthetic considerations are highly important in home furnishings that are perpetually in sight and serve symbolic functionalities in addition to their utility. This challenges the almost universal assumption in the sustainable consumption literature that value perceptions for sustainable products should be dominated by environmental attributes.

Strikingly, design aesthetics had a greater influence on perceived value than sustainability consciousness, contrary to most green product studies, where sustainability dominated. This reverse pattern indicates that for products that are placed within the user's milieu, aesthetic integration and visual impact serve as the primary sources of value, while sustainability is an important but less dominant attribute. However, it is important to note that this finding may be specific to visually salient, artisanal home products such as straw-woven furnishings, which occupy a prominent place in the living environment and serve both decorative and symbolic functions. The dominance of aesthetics over sustainability may not generalize to all sustainable product categories, particularly those where visual appeal is less central to the purchase decision (e.g., cleaning products or disposable goods). This suggests visibility and symbolic attributes of the product category shift the typical framework for sustainable consumption, where environmental and aesthetic attributes are of primary consideration.

When compared to the Effects of Sustainability Consciousness, the Direct Effects of Design Aesthetics on Purchase Intention ($\beta = 0.327$, $p < 0.001$) are stronger, as supported by Yang et al.'s (2021) research about the influence of aesthetics on purchasing intention towards eco-friendly products. Despite the findings in this study, this effect size in the current study is larger, indicating that aesthetic appeal is more decisive for artisanal sustainable products whose distinctive visual properties come from detailed workmanship using organic materials.

The results affirm theoretical expectations and fit with value-based consumption frameworks as they relate to perceived value archetypes. The value perception partially mediates the connection between product attributes and willingness to pay for upcycled products, as demonstrated in the upcycled product studies by Yu and Lee (2019). Also, Wang and Hsu (2019) showed that similar value perception mediates results. The current study, however, adds to the body of knowledge by showing that full mediation is not always the case. There is evidence of some direct pathways that remain unmediated alongside the indirect pathways based on value perception.

This is particular to the domain of study, as there is increasing evidence of the existence of multiple pathways that influence consumer behavior. There is a pattern in the geospatial and commercial landscape as a result of the way and reasons these products are marketed and sold. The research by Mishra et al. (2021) stands out, as it proposes that the environmental and aesthetic factors stimulate a value-based cognitive reaction and a “pull” emotion-based response that acts independently and influences intention. The current results also align with Mishra et al. (2021) on the mechanisms proposed, capturing the idea that there is more than fully rational or conscious value that goes to these products. There is a far more complex response to these straw-woven products, which involve identity, emotional engagement with nature and with natural building materials, and traditional craftsmanship.

The comparison of findings generates multiple theoretical implications. To begin with, the relative size of the effects (design aesthetics > sustainability consciousness for both value and intention) contradicts the green consumption literature’s dominant narrative that environmental attributes should prevail. The findings of the study show that the characteristics of a product category—especially its visibility and symbolism as well as its integration into the dwelling context—sustainably moderate the balance of sustainability and aesthetics. In home furnishings, aesthetics do not compete with environmental considerations, but rather, the two motivators are synergistic, with successful products needing success in both dimensions.

Moreover, the excellent model fit (SRMR = 0.036, NFI = 0.942) increases the confidence in the proposed framework’s robustness, which, in turn, is more than the model adequacy reported in sustainable consumption studies. This means that the combined framework of sustainable consciousness and design aesthetics is more effective in identifying decision influencers than the dominant framed model of sustainable consumption focused solely on the environmental elements. This model, in turn, reinforces the notion that dualist hedonic and utilitarian factors should be integrated in sustainable consumption discourse.

Third, the discriminant validity between 'sustainability consciousness' and 'design aesthetics' (HTMT = 0.191) indicates that these are truly separate constructs and do not overlap as different facets of a singular 'product quality' perception. This empirical distinction supports the theoretical framing of simultaneous dual evaluation lenses, as it indicates that consumers are indeed able to sustain high levels of concern for the environment and appreciation for aesthetics at the same time without these dimensions collapsing into general favorability.

In this regard, the comparative assessment brings forth particular actionable ramifications. In contrast to conventional sustainable products, where the environmental benefits could outweigh aesthetic compromises, straw-woven furnishings demand excellence on both fronts simultaneously. The stronger aesthetic effects suggest that marketing strategies based on sustainability alone will fail; successful positioning will demonstrate how artisanal, traditional processes using natural materials confer unique visibility together with environmental advantage.

Stronger affective responses are indicated by the partial mediation pattern, which points to the need for storytelling that links products to nature and authentic traditions to elicit the responsive functional and environmental value through affective priming. Tactile and visual evaluation should be facilitated by product displays, as aesthetic appreciation operates through a direct experience more than through cognition.

6. Limitations and future research

This design is cross-sectional with no evidence to support a cause-and-effect relationship, even with a theoretical rationale provided for the presumed outcomes. The demography of the sample (educated, urban dweller, age 26-45) severely undermines the generalizability of the findings. Research is needed that builds empirical designs manipulating the variables of aesthetics and sustainability, assesses real purchase behavior rather than purchase intentions, and measures the generalizability of the model across different demographics and products. Moderators such as strength of environmental identity, sensitivity to beauty, and price sensitivity would provide important boundary conditions for the effects measured and would advance understanding of the effects themselves. Several additional limitations warrant consideration. First, the cross-sectional design precludes establishing causal relationships; longitudinal or experimental designs would allow researchers to examine how sustainability consciousness and design aesthetics dynamically influence purchase intention over time. Second, common method bias is a potential concern, as all data were collected through a single self-report survey instrument at one point in time. Although the measurement model demonstrated strong discriminant validity (HTMT values well below 0.85) and no single factor accounted for the majority of variance, future studies should employ procedural remedies such as temporal separation of predictor and criterion measures, or incorporate objective behavioral data alongside self-reported intentions. Third, sample homogeneity represents a significant limitation. The sample was skewed toward educated, middle-aged females recruited through online platforms, which may not fully represent the broader consumer population. In particular, consumers with lower digital literacy, older demographics, or those in rural areas were likely underrepresented. Future research should employ stratified or random sampling techniques to capture a more diverse consumer base and enhance the external validity of findings. Fourth, this study did not examine potential moderators that may influence the strength of the observed relationships. Variables such as price sensitivity, environmental identity strength, aesthetic sensitivity, prior experience with natural materials, and cultural background could serve as important boundary conditions. Incorporating these moderators in future research would refine our understanding of when and for whom aesthetics or sustainability exerts greater influence on purchase intention. Finally, while purchase intention is a well-established proxy for actual purchase behavior, the intention-behavior gap in sustainable consumption is well documented. Future studies should track actual purchasing behavior to validate whether the patterns observed in stated intentions translate to real market outcomes.

7. Conclusion

The study demonstrates that the degree of sustainability awareness and the level of aesthetic appeal associated with straw-woven home furnishings greatly affect the intention to purchase the straw-woven home furnishings, and perceived value to some degree serves as the mediator in the relationship. The results from 462 consumers showed that the stronger impact came from the design aesthetics than the sustainability consciousness. While this finding challenges conventional assumptions in the green consumption literature, it should be interpreted with caution, as the dominance of aesthetics may be particularly pronounced for visually salient, artisanal home products and may not generalize to all sustainable product categories. This contribution to theory demonstrates that the relationships are synergistic, not competing, with respect to environmental and aesthetic motivations; extends perceived value theory to artisanal crafts; and highlights the differences among product categories with regard to the drivers of sustainable consumption. On a practical level, the research suggests that manufacturers must excel on both dimensions simultaneously; sustainable practices are not enough without contemporary design appeal, and aesthetic products that do not have environmental credentials veil the lost opportunities of differentiated value

creation. The traditional crafts seeking viability in contemporary markets may find strategic alignment with both design aesthetics and sustainable practices to foster cultural continuity and commercial viability. However, the progress in addressing these gaps with contextual and population diversity needs to be fostered through experimental and longitudinal designs.

List of abbreviations

AVE	Average variance extracted
BCa	Bias-corrected and accelerated
CMB	Common method bias
CR	Composite reliability
d_G	Geodesic discrepancy
d_ULS	Unweighted least squares discrepancy
EFA	Exploratory factor analysis
Gen Z	Generation Z
HTMT	Heterotrait–Monotrait ratio of correlations
KMO	Kaiser–Meyer–Olkin measure of sampling adequacy
M	Sample mean
N	Sample size
NFI	Normed fit index
O	Original sample estimate
p	Probability value (significance level)
PLS-SEM	Partial least squares structural equation modeling
SEM	Structural equation modeling
SRMR	Standardized root mean square residual
STDEV	Standard deviation
t	t-statistic
α (Alpha)	Cronbach's alpha
β (Beta)	Standardized path coefficient

Compliance with ethical standards

Ethical considerations

This study followed established ethical standards for research involving human participants. Before starting the questionnaire, all respondents were given an informed consent statement explaining the purpose of the study, the voluntary nature of participation, and their right to withdraw at any time. No personally identifiable information was collected, and all responses were kept anonymous and confidential. The data were used solely for academic research purposes.

Conflict of interest

The author(s) declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

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