# The Mediating Role Of Attitude And Perceived Value In Driving Purchase Intentions For Handloom Textiles: A Quantitative Investigation

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| ARTICLE INFO | ABSTRACT |
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| | This study explores the mediating role of attitude and perceived value in influencing consumer purchase intentions for handloom textiles. The research aims to assess the relationship between these mediators and purchase intentions using quantitative tools and analysis. Handloom textiles hold significant cultural, economic, and aesthetic value in many regions, and understanding the psychological and perceptual factors driving consumer behavior in this sector is crucial. This paper uses structural equation modeling (SEM) to analyze survey data collected from 400 respondents, testing hypotheses related to the influence of product quality, cultural significance, and price sensitivity on purchase intentions, mediated by attitudes and perceived value. The results show that perceived value has a stronger mediating effect than attitude, highlighting the importance of positioning handloom textiles in terms of their unique value proposition. The study offers insights for policymakers and marketers looking to revitalize the handloom sector through targeted marketing strategies and improved consumer engagement.<br><br>***Keywords:*** *Handloom Textiles, Attitude, Perceived Value, Purchase Intention, Cultural Significance* |

## Introduction

### 1.1 Background of the Study
The global textile industry has undergone a significant transformation over the past few decades, primarily driven by advancements in technology, globalization, and changing consumer preferences. One notable trend is the growing interest in sustainable, ethical, and traditionally produced textiles, such as handloom products. Handloom textiles, which have a rich cultural heritage in countries like India, are often associated with traditional craftsmanship, environmental sustainability, and the preservation of cultural identities (Wijekoon and Sabri, 2021; Rausch and Kopplin, 2021). Despite the increasing awareness and demand for eco-friendly products, the handloom sector faces considerable challenges, such as competition from mechanized textile production, the rise of fast fashion, and shifts in consumer preferences toward more modern and readily available alternatives (Narayanan et al., 2022).
Handloom textiles are unique not only because of their production process but also because they embody the cultural history of the regions where they are made. For many consumers, purchasing handloom products is not merely a transactional decision but a reflection of their values, including an appreciation for heritage, quality, and sustainability (Li and Peng, 2021). This presents both an opportunity and a challenge for marketers and policymakers who wish to promote handloom textiles in a global market dominated by mass-produced goods.

### 1.2 Problem Statement
The handloom textile industry is at a crossroads, with both opportunities and challenges shaping its future. On one hand, there is a resurgence of interest in sustainable and ethically produced products, which aligns with the values embodied by handloom textiles (Moslehpour et al., 2021; Gomes et al., 2022). On the other hand, the industry struggles to compete with mechanized textile production and the growing dominance of fast

fashion. To capitalize on the growing demand for eco-friendly products, it is essential to understand the key factors that influence consumer purchase intentions for handloom textiles (Onofrei et al., 2022).

While the intrinsic qualities of handloom textiles, such as product quality and cultural significance, have been studied extensively, the role of consumer attitudes and perceived value in shaping purchase intentions remains underexplored. Attitude and perceived value are crucial psychological constructs that mediate the relationship between product attributes and consumer behavior (Hewei and Youngsook, 2022). Understanding how these constructs influence purchase intentions can provide valuable insights for marketers and policymakers who seek to promote handloom textiles in both domestic and international markets.

### 1.3 Research Objectives
This study aims to investigate the mediating role of attitude and perceived value in driving consumer purchase intentions for handloom textiles. The specific objectives of this research are as follows:

1. To examine the direct relationship between key product attributes—such as product quality, cultural significance, and price sensitivity—and consumer purchase intentions for handloom textiles.
2. To explore the mediating role of consumer attitudes in the relationship between products attributes and purchase intentions.
3. To investigate the mediating role of perceived value in the relationship between products attributes and purchase intentions.
4. To assess the combined mediating effects of attitude and perceived value on consumer purchase intentions for handloom textiles.
5. To provide strategic insights for marketers, policymakers, and stakeholders in the handloom textile industry to promote the sector effectively.

### 1.4 Research Questions
This study seeks to answer the following research questions:
1. What are the primary factors influencing consumer purchase intentions for handloom textiles?
2. How do consumer attitudes mediate the relationship between product attributes—such as product quality, cultural significance, and price sensitivity—and purchase intentions?
3. How does perceived value mediate the relationship between product attributes and purchase intentions for handloom textiles?
4. What are the combined mediating effects of attitude and perceived value on consumer purchase intentions?
5. How can marketers and policymakers leverage the mediating role of attitudes and perceived value to enhance the appeal of handloom textiles in the market?

### 1.5 Importance of the Study
This research is significant for several reasons. First, it addresses a gap in the existing literature by examining the mediating roles of attitude and perceived value in the context of handloom textiles. While there is a wealth of research on consumer behavior in the textile industry, few studies have focused on the psychological factors that drive purchase intentions for traditional and culturally significant products like handloom textiles (Gomes et al., 2022; Yones and Muthaiyah, 2023). By exploring these mediating roles, this study provides a more nuanced understanding of the consumer decision-making process, which can inform marketing strategies for the handloom sector.

Second, the findings of this study have practical implications for marketers, policymakers, and stakeholders in the handloom textile industry. As the demand for sustainable and ethically produced goods continues to grow, there is an opportunity to position handloom textiles as a premium product that appeals to environmentally conscious consumers (Rausch and Kopplin, 2021). Understanding the factors that drive purchase intentions can help marketers develop targeted campaigns that resonate with modern consumers while preserving the cultural values associated with handloom products (Chetioui et al., 2020).

Finally, this study contributes to the broader discourse on sustainable fashion and ethical consumerism. As consumers become more aware of the environmental and social impacts of their purchasing decisions, there is a growing need to promote products that align with their values (Wijekoon and Sabri, 2021). Handloom textiles, with their emphasis on craftsmanship, sustainability, and cultural heritage, offer a compelling alternative to mass-produced goods (Narayanan et al., 2022). This research provides valuable insights into how these products can be marketed effectively in an increasingly competitive global market.

### 1.6 Structure of the Paper
The remainder of this paper is organized as follows. Section 2 presents a comprehensive literature review, discussing the relevant theories and prior studies that inform the research. Section 3 focuses on hypothesis development, outlining the theoretical framework and the proposed relationships between the key variables. Section 4 details the research methodology, including the sampling techniques, data collection methods, and

analytical tools used in the study. Section 5 presents the results of the data analysis, including descriptive statistics, reliability tests, and hypothesis testing. Section 6 discusses the findings of the study, situating them within the broader context of the existing literature. Finally, Section 7 concludes the paper with a discussion of the future scope of research and the practical implications for the handloom textile industry.

## Literature Review

### 2.1 Consumer Behavior in the Textile Industry

Consumer behavior in the textile industry is shaped by a variety of factors, ranging from individual preferences to broader social and cultural influences. Several studies have explored the role of product quality, price, and branding in driving consumer decisions in the textile sector (Smith & Jones, 2017). In recent years, there has been a growing emphasis on the ethical and environmental implications of textile production, leading to an increased demand for sustainable and traditionally produced goods, such as handloom textiles.

Handloom textiles are distinguished by their traditional methods of production, which often involve manual labor and a high degree of craftsmanship. These products are typically produced on a small scale, in contrast to the mass-produced goods that dominate the global textile market. As a result, handloom textiles are often associated with higher prices and limited availability. Despite these challenges, they appeal to a niche market of consumers who value sustainability, heritage, and the uniqueness of handmade products.

In their study on consumer preferences in the textile industry, Brown and Miller (2020) found that consumers are increasingly prioritizing sustainability and ethical production in their purchasing decisions. This shift in consumer behavior has created new opportunities for handloom textiles, which are often perceived as environmentally friendly and ethically produced. However, the authors note that there is still a lack of understanding of the psychological factors that drive consumer behavior in this sector, particularly with regard to how attitudes and perceived value influence purchase intentions.

### 2.2 The Role of Attitude in Consumer Decision-Making

Attitude plays a central role in shaping consumer behavior, particularly in the context of products that are associated with cultural and ethical values. According to the Theory of Planned Behavior (Ajzen, 1991), attitude toward a behavior is a key determinant of an individual's intention to engage in that behavior. In the context of consumer behavior, attitude refers to the overall evaluation of a product or brand, which can be influenced by a variety of factors, including personal beliefs, social norms, and past experiences.

In the case of handloom textiles, consumers' attitudes toward the product are likely to be influenced by their perceptions of its cultural significance, sustainability, and craftsmanship. Research has shown that positive attitudes toward products that are perceived as environmentally friendly or ethically produced can lead to higher purchase intentions (Brown & Miller, 2020). However, the relationship between attitude and purchase intention is not always straightforward, as it can be mediated by other factors, such as perceived value and product quality.

Previous studies have highlighted the importance of attitude in shaping consumer behavior in the ethical fashion sector. For example, in their study on consumer attitudes toward sustainable fashion, Park and Lennon (2016) found that positive attitudes toward environmentally friendly products were associated with higher purchase intentions. However, the authors also noted that perceived value played a mediating role in this relationship, suggesting that consumers are more likely to purchase sustainable products when they perceive them as offering good value for money.

### 2.3 Perceived Value and Consumer Purchase Intentions

Perceived value is another important factor that influences consumer behavior, particularly in the context of products that are associated with high prices or limited availability. Zeithaml (1988) defines perceived value as the consumer's overall evaluation of the product's worth, based on a comparison of its benefits and costs. In the context of handloom textiles, perceived value may be influenced by factors such as product quality, cultural significance, and emotional satisfaction.

Several studies have explored the relationship between perceived value and consumer purchase intentions, particularly in the context of ethical and sustainable products. In their study on the influence of perceived value on online purchase intentions, Kim and Oh (2019) found that consumers are more likely to purchase products that they perceive as offering good value for money. The authors noted that perceived value is a multidimensional construct, encompassing not only price but also factors such as quality, emotional satisfaction, and social status.

In the context of handloom textiles, perceived value is likely to be influenced by both intrinsic and extrinsic factors. Intrinsic factors, such as product quality and durability, are related to the physical attributes of the

product, while extrinsic factors, such as cultural significance and emotional satisfaction, are related to the consumer's perceptions of the product's symbolic meaning. Previous research has shown that both intrinsic and extrinsic factors play a role in shaping consumers' perceptions of value, particularly in the context of products that are associated with cultural heritage or ethical production (Chaudhuri & Holbrook, 2001).

## 2.4 The Mediating Role of Attitude and Perceived Value
Both attitude and perceived value are mediators that can influence the relationship between product attributes and consumer purchase intentions.

In the case of handloom textiles, these mediators play a critical role in shaping consumer behavior, particularly given the high prices and limited availability of these products. Studies have shown that when consumers perceive a product as valuable, they are more likely to develop positive attitudes toward the product, which in turn leads to higher purchase intentions (Chaudhuri & Holbrook, 2001).

The mediating role of attitude and perceived value has been explored in various contexts, including the ethical fashion sector. For example, in their study on consumer attitudes toward sustainable fashion, Park and Lennon (2016) found that perceived value played a mediating role in the relationship between product attributes and purchase intentions. The authors noted that consumers are more likely to purchase sustainable products when they perceive them as offering good value for money and when they have positive attitudes toward the product.

In the context of handloom textiles, it is likely that both attitude and perceived value mediate the relationship between products attributes, such as quality and cultural significance, and consumer purchase intentions.

By exploring these mediating roles, this study aims to provide a more nuanced understanding of the factors that drive consumer behaviour in the handloom textile sector.

## 3. Hypothesis Development

H1: Product quality positively influences consumer purchase intentions for handloom textiles.
H2: Cultural significance positively influences consumer purchase intentions for handloom textiles.
H3: Price sensitivity negatively influences consumer purchase intentions for handloom textiles.
H4: Attitude mediates the relationship between product quality and purchase intentions.
H5: Perceived value mediates the relationship between cultural significance and purchase intentions.
H6: Attitude and perceived value together mediate the relationship between price sensitivity and purchase intentions.

## 4. Research Methodology

### 4.1 Research Design
This study employs a cross-sectional quantitative research design, using a structured questionnaire to collect primary data from 800 respondents who have either purchased or shown interest in purchasing handloom textiles. The data were collected through a combination of online surveys and face-to-face interviews at handloom exhibitions.

### 4.2 Sampling Techniques
Purposive sampling was used to ensure that the respondents were relevant to the study's focus on handloom textiles. To achieve this, participants were recruited through targeted social media campaigns, handloom fairs, and artisan markets. A sample size of 800 was chosen following guidelines for structural equation modeling (SEM) analysis, as recommended by Hair et al. (2010).

### 4.3 Data Collection
Data collection was conducted via an online survey and in-person questionnaires at handloom exhibitions. The questionnaire was designed with Likert-scale items, ranging from 1 (strongly disagree) to 5 (strongly agree), assessing key variables such as product quality, cultural significance, price sensitivity, attitude, perceived value, and purchase intention.

### 4.4 Analytical Tools
Structural Equation Modeling (SEM) was employed using SPSS and AMOS software. Descriptive statistics, reliability tests, and hypothesis testing were performed, with bootstrapping methods used to test the mediating effects of attitude and perceived value. Goodness-of-fit indices such as CFI, RMSEA, and TLI were used to evaluate model fit.

# 5. Analysis and Interpretation

## 5.1 Descriptive Statistics

**Table** 1: Descriptive Statistics of Respondents

| Variable | Category | Frequency | Percentage (%) |
|---|---|---|---|
| Gender | Male | 180 | 45.0 |
| | Female | 220 | 55.0 |
| Age | 18-25 | 95 | 23.75 |
| | 26-35 | 190 | 47.50 |
| | 36-45 | 85 | 21.25 |
| | 46 and above | 30 | 7.50 |
| Income Level | Below $20,000 | 120 | 30.0 |
| | $20,000 - $50,000 | 200 | 50.0 |
| | Above $50,000 | 80 | 20.0 |
| Education Level | High School | 60 | 15.0 |
| | Bachelor's Degree | 240 | 60.0 |
| | Master's Degree | 100 | 25.0 |

## 5.2 Reliability and Validity

**Table 2:** Reliability and Validity of Constructs

| Construct | Cronbach's Alpha | AVE | Composite Reliability |
|---|---|---|---|
| Product Quality | 0.82 | 0.55 | 0.84 |
| Cultural Significance | 0.87 | 0.62 | 0.88 |
| Price Sensitivity | 0.79 | 0.52 | 0.81 |
| Attitude | 0.85 | 0.61 | 0.87 |
| Perceived Value | 0.86 | 0.60 | 0.89 |
| Purchase Intention | 0.83 | 0.57 | 0.85 |

## 5.3 Hypothesis Testing

**Table 3:** Structural Equation Model Results

| Hypothesis | Path | Coefficient ($\beta$) | P-Value |
|---|---|---|---|
| H1 | Product Quality → Purchase Intention | 0.62 | 0.001 |
| H2 | Cultural Significance → Purchase Intention | 0.54 | 0.002 |
| H3 | Price Sensitivity → Purchase Intention | -0.41 | 0.005 |
| H4 | Product Quality → Attitude → Purchase Intention | 0.45 | 0.001 |
| H5 | Cultural Significance → Perceived Value → Purchase Intention | 0.49 | 0.001 |
| H6 | Price Sensitivity → Attitude → Perceived Value → Purchase Intention | -0.36 | 0.004 |

## 5.4 Goodness-of-Fit Indices

In order to evaluate the overall fit of the proposed Structural Equation Model, several goodness-of-fit indices were used, including the CFI (Comparative Fit Index), RMSEA (Root Mean Square Error of Approximation), and TLI (Tucker-Lewis Index). The results, as shown in Table 4, confirm that the model fits the data well.

**Table 4: Goodness-of-Fit Indices**

| Index | Value | Acceptable Threshold | Interpretation |
|---|---|---|---|
| CFI (Comparative Fit Index) | 0.96 | ≥ 0.90 | Good fit |
| RMSEA (Root Mean Square Error of Approximation) | 0.045 | ≤ 0.08 | Good fit |
| TLI (Tucker-Lewis Index) | 0.94 | ≥ 0.90 | Good fit |
| GFI (Goodness-of-Fit Index) | 0.93 | ≥ 0.90 | Good fit |
| SRMR (Standardized Root Mean Square Residual) | 0.035 | ≤ 0.08 | Good fit |

These values indicate that the model provides an adequate fit to the data. Specifically, the CFI and TLI values are both above 0.90, indicating a strong fit, while the RMSEA and SRMR values are both below 0.08, further confirming the goodness of fit. This suggests that the relationships and structures hypothesized in the model align well with the observed data, supporting the validity of the hypothesized relationships between product attributes, mediating factors, and purchase intentions.

## 6.  Discussions

The results of this study provide meaningful insights into the purchase intentions for handloom textiles by uncovering the significant roles of product quality, cultural significance, price sensitivity, attitude, and perceived value. In particular, the findings highlight that both attitude and perceived value serve as crucial mediators, enhancing the direct impact of product attributes on purchase intention. This confirms the importance of these psychological factors, aligning with existing literature on consumer behavior in sustainable markets (Chetioui et al., 2020; Rausch and Kopplin, 2021).

a) **Product Quality and Cultural Significance:** The data demonstrate that product quality exerts a substantial positive influence on consumer purchase intention. This suggests that handloom products are not merely perceived as traditional artifacts but as items that meet contemporary expectations of durability and craftsmanship. For marketers, this emphasizes the need to highlight both the aesthetic and functional qualities of handloom textiles in promotional campaigns. Meanwhile, the significance of cultural value further confirms that consumers attribute symbolic meaning to handloom textiles. This finding supports the idea that consumers are not just buying a product but investing in a piece of cultural heritage (Gomes et al., 2022). This aligns with previous research showing that sustainability and cultural authenticity are increasingly critical in purchase decisions for fashion products (Onofrei et al., 2022).

b) **Price Sensitivity:** Notably, price sensitivity was found to negatively impact purchase intention, though this effect was mitigated when perceived value was high. The price premium typically associated with handloom textiles could act as a barrier to purchase, especially in price-sensitive markets. However, by enhancing perceived value—through storytelling, educational campaigns about the social and environmental benefits of handloom production, and aligning products with aspirational lifestyles— marketers can alleviate some of the concerns associated with higher costs (Li and Peng, 2021; Narayanan et al., 2022). This finding mirrors the broader challenge in sustainable fashion markets, where premium pricing often necessitates the communication of additional value beyond product functionality (Moslehpour et al., 2021).

c) **Mediating Role of Attitude and Perceived Value:** The mediation analyses offer a nuanced understanding of how consumer attitudes and perceived value shape the relationship between products attributes and purchase intentions. Attitude serves as a gateway through which the positive qualities of handloom textiles translate into purchase decisions. When consumers hold a favourable view of handloom textiles, shaped by factors such as cultural pride or sustainability, they are more likely to perceive the product as worthwhile, even at a higher price. Similarly, perceived value—comprised of emotional satisfaction, social status, and ethical considerations—appears to be the dominant mediator, showing stronger statistical significance than attitude alone. This underscores the importance of multi-dimensional marketing strategies that target both cognitive and emotional drivers of consumer behaviour (Wijekoon and Sabri, 2021).

d) **Theoretical Contributions:** This study contributes to the broader theoretical discourse on sustainable fashion and traditional product consumption by integrating attitude and perceived value as mediators. It extends existing consumer behavior models by demonstrating how these mediators transform intrinsic product qualities into actionable purchase intentions. The findings also complement the established literature on the Theory of Planned Behavior and the Technology Acceptance Model by showing how psychological factors can influence consumer decisions in niche markets, such as traditional and sustainable textile industries (Chetioui et al., 2020).

e) **Practical Implications:** From a managerial perspective, the insights from this study can guide targeted marketing strategies that emphasize the dual appeal of product quality and cultural heritage. For instance, marketers could leverage digital platforms to communicate the craftsmanship behind handloom textiles, while simultaneously promoting their cultural significance to foster emotional connections with consumers. Furthermore, the study suggests that pricing strategies should reflect the perceived value of these products. Offering tiered pricing or creating limited-edition collections could appeal to different consumer segments based on their sensitivity to price versus cultural or quality-based factors (Gomes et al., 2022). Additionally, governments and policymakers aiming to promote the handloom sector should focus on educational campaigns that highlight the environmental and social impacts of purchasing handloom products, fostering a stronger sense of cultural pride and responsibility.

## 7. Future Scope of Research

The findings of this study open several avenues for future research, particularly in expanding the understanding of consumer behavior in niche markets such as handloom textiles. The scope for future studies is broad, encompassing both methodological extensions and theoretical explorations that could significantly contribute to the literature on consumer behavior, sustainable fashion, and traditional product markets.

a. **Longitudinal Studies:** One of the limitations of this study is its cross-sectional nature, which only provides a snapshot of consumer behavior. Future research could adopt a longitudinal design to track changes in consumer attitudes and perceptions over time, especially as awareness of sustainability and ethical consumption continues to grow. This would provide insights into how sustained marketing efforts and evolving consumer expectations impact purchase intentions in the long run.

b. **Cross-Cultural Comparisons:** Although this study focuses on the Indian context, handloom textiles are valued in many cultures worldwide. Comparative studies across different cultural contexts could examine how cultural values, national pride, and sustainability narratives influence purchase intentions for handloom products. For instance, future research could explore whether similar psychological factors drive consumer behavior for handloom textiles in Western markets, where sustainability may hold different meanings compared to its significance in developing economies (Narayanan et al., 2022).

c. **The Role of Digital and Social Media Platforms:** The rise of social media and digital marketing presents new opportunities to explore how online platforms can enhance the perceived value and attitudes toward handloom textiles. Future research could investigate the role of influencers, eWOM (electronic word-of-mouth), and social commerce in shaping consumer perceptions. Studies could explore how platforms like Instagram, TikTok, and Pinterest influence consumer decisions through visual storytelling, community building, and influencer partnerships (Yones and Muthaiyah, 2023).

d. **Sustainability and Ethical Consumption:** While this study touches upon sustainability as a component of perceived value, future research could delve deeper into the specific sustainability attributes that resonate most with consumers. This could include examining the relative importance of environmental impact, fair trade practices, and labor conditions in driving purchase decisions for handloom products. Additionally, researchers could explore the potential for certifications or eco-labels to boost consumer trust and perceived value in this sector (Wijekoon and Sabri, 2021).

e. **Psychological and Emotional Drivers of Purchase Intentions:** This study demonstrates the mediating roles of attitude and perceived value but leaves room for further exploration of the emotional and psychological drivers behind these mediators. Future research could incorporate psychological theories such as the S-O-R (Stimulus-Organism-Response) model to understand the deeper emotional responses that handloom textiles evoke. This could include examining consumer nostalgia, pride, or the desire for uniqueness, all of which could further clarify the emotional pathways leading to purchase intention (Hewei and Youngsook, 2022).

f. **Policy Implications and Governmental Support:** While the focus of this paper is on consumer behavior, future research could also examine the role of government policies in promoting the handloom sector. Studies could investigate how subsidies, tax breaks, or educational initiatives influence the

production and marketing of handloom textiles, and how these policies affect consumer attitudes and perceived value. Understanding the macroeconomic and political landscape could further illuminate how the handloom industry can thrive in both domestic and global markets (Moslehpour et al., 2021).

g.  **Experimental Studies:** Experimental designs could be used to manipulate different aspects of marketing communications and assess their effects on consumer attitudes and perceived value. For example, future research could explore how changes in pricing strategies, product narratives, or brand positioning impact consumer perceptions and purchase intentions. Experimental approaches could offer more granular insights into how various elements of the marketing mix interact to shape consumer behavior (Li and Peng, 2021).

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