Identifying Consumers' Shopping Orientations of Green Textile Furnishing Products

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According to a report by Grand View Research (2019), the global home textile market is expected to grow 113.4 billion USD by 2025, due to a growing real estate market, improving standards of living, and consumers' increased interest in home decor. Reflecting this market trend, understanding consumers' behaviors related to home textiles consumption is necessary. As inexpensive home textile products become more readily available and consumers consider home textiles as fashion driven changes (Calamari & Hyllegard, 2016), similar to fast fashion, fast furnishings contribute to increased waste and environmental problems. Textiles is one of most common materials in an interior environment, and chemicals and pesticides used for textiles production adversely affect indoor air quality and occupant's health (Betts, 2008; Cobbing & Ruffinengo, 2013; Nussbaumer, 2009). Stark (2008) emphasized usage of environmentally-sustainable textiles made by nontoxic chemicals, renewable sources, and biodegradable materials for home interiors should be prioritized to create a safe and healthy interior environment.

Limited studies have been conducted to understand consumer groups' interest in purchasing green textile furnishing products (GTFP). Therefore, this study employed shopping orientations to characterize consumers purchase intention toward GTFP. Shopping orientation refers to shoppers' styles or patterns that represent consumers' opinions, interests, activities, and decision-making styles (Moschis, 1992; Shim & Kotsiopulos, 1993). Previous studies found shopping orientation influences product usage, patronage behaviors, information search, emphasis on different store attributes, and shopping behaviors (Moye & Kincade, 2003; Shim & Kotsiopulos, 1993). Identifying consumers' shopping orientations toward eco-friendly products helps profile green consumers' shopping styles or patterns (Gam, 2011).

Therefore, the purpose of this study is to identify consumers' shopping orientations toward GTFP, and how their shopping orientations influence attitude and purchase intention toward GTFP. A conceptual model was developed to identify consumers' shopping orientations toward GTFP. Based on the literature review of shopping orientation and eco-friendly shopping behaviors, this study identified five shopping orientations—utilitarian, hedonic, environment conscious, brand conscious, and price conscious— that influence attitude and purchase intention toward GTFP (Choi & Johnson, 2019; Iannuzzi & Haviland, 2006; Scherer et al., 2018; Shrum et al., 1995). A conceptual model including the five shopping orientations toward GTFP was developed to test casual relationships between the five shopping orientations toward GTFP and attitudinal and behavioral responses to GTFP.

A random sample of 476 consumers in the United States aged 18 years and above was recruited through an independent marketing research company with a response rate of 83.1%.

After deleting missing or incomplete data, a total of 302 responses were used for data analysis. The mean age of the respondents was 44.6 years, and a majority of respondents were white or European American (63.2%), male (50.4%), employed (50.6%), married (50.4%), and had a college degree (30.2%). Established instruments were used to measure consumers' shopping orientations (Moye & Kincade, 2003; Sproles & Kendall, 1986), attitude toward GTFP (Ajzen, 2013; Kim & Han, 2010), and purchase intention to GTFP (Lee et al., 2013). Internal reliabilities for the instruments were .70 or higher. Data analysis was conducted using descriptive analysis, factor analysis, and correlation analysis, using IBM SPSS 25. Confirmatory factor analysis and structural equation modeling (SEM) using AMOS 25.0 were also conducted to test the hypothesized dimensions and causal paths in the proposed models.

According to the confirmatory factor analysis of the five shopping orientations, the measurement model fit the data well, validating 21 indicators and 5 latent variables: χ^2=306.63, *df*=171, *p*<.001; SRMR=.04, RMSEA=.05, CFI=.97, IFI=.97. All factor loadings in the model were above .70, indicating evidence of good reliability for the measurement model. Results indicate consumers perceived five shopping orientations as utilitarian, hedonic, environment conscious, brand conscious, and price conscious when they engaged in purchasing GTFP. For the structural equation modeling analysis using the maximum likelihood estimation procedure, the measurement and proposed models were tested. The proposed model consisted of the five exogenous variables of shopping orientation and two endogenous variables of attitude and purchase intention to GTFP. The measurement model fit the data well: χ^2=586.91, *df*=365, *p*<.001; SRMR=.05, RMSEA=.04, CFI=.97, IFI=.97. Results of the overall proposed model demonstrated a satisfactory fit to the data with χ^2=577.98, *df*=364, *p*<.001; SRMR=.04, RMSEA=.04, CFI=.97, IFI=.98. Among the five shopping orientations, attitude toward GTFP was significantly influenced by environment conscious orientation (β=.39, *t*=4.97, *p*<.001). Purchase intention to GTFP was significantly influenced by hedonic (β=.19, *t*=2.19, *p*<.05) environment conscious (β=.31, *t*=5.10, *p*<.001), brand conscious (β=-.23, *t*=-3.40, *p*<.001), and price conscious (β=.34, *t*=2.88, *p*<.01) orientations. Attitude toward GTFP significantly influenced purchase intention (β=.30, *t*=6.26, *p*<.001).

The findings are consistent with previous studies supporting environmental consciousness (Iannuzzi & Haviland, 2006) and hedonic orientation (Choi & Johnson, 2019) positively predisposed purchase intention to GTFP. In addition, consumers who are less sensitive to brand (Shrum et al., 1995) have a greater purchase intention toward GTFP. However, a finding was contradictory with Scherer et al. (2018), who stated consumers willing to purchase green products were less price sensitive. Interestingly, this study found no significant effect of utilitarian orientation on purchase intention. This study contributed to comprehensively identify five shopping orientations that significantly influence attitude and purchase intention to GTFP.

Findings from this study provide insights into the development of marketing and sustainability strategies to effectively respond to the preferences of consumer groups toward GTFP. Gam (2011) found consumers, who enjoyed the shopping experience, showed higher purchase intention toward green products. Thus, purchasing GTFP should be promoted as an enjoyable, environmentally-responsible shopping experience. In addition, to target price

conscious consumers, lowering prices for sales promotion and emphasizing the value from purchasing GTFP should be advertised. Scherer et al. (2018) indicated higher product prices have been identified as challenges for promoting green products, especially to consumers skeptical about the advantages from the absence of chemicals and toxins. Therefore, consumer education to improve knowledge, and awareness of environment issues related to textile usage in home furnishings should be suggested. Limitations to this study include the sample for this study that may not be truly representative of the total U.S. population. Careful interpretation is required for generalization of the results. For future research, using a different data collection approach for a more representative, diversified sample demographics is recommended along with targeting non U.S. consumers.

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