

# An Empirical Study of Consumer Purchase Intention of Home Textile Brands

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**Abstract.** In the increasingly fierce competitive bedding market in China, understanding the driving factors behind consumers' purchase intentions for home textile brands is crucial for companies to develop effective market strategies. Through the design and distribution of questionnaires and the adoption of quantitative analysis methods, this study probes into consumers' intention to purchase home textile brands and their influencing factors. It focuses on analyzing the influence of factors such as brand awareness, fashion directionality, product image, consumers' sentiment, design performance, etc. on their intention to purchase home textile brands. The study has found significant differences in Chinese consumers' awareness of domestic and foreign bedding brands and their preferences for different bedding brands. The consumers' perception of bedding extends beyond functionality to include sentimental satisfaction during use. Moreover, the design performance has not only exerted significant positive impacts on the consumers' purchase intentions but also enhanced their recommendation intentions, constituting a positive correlation between them. The study's results provide valuable reference and practical significance for brand-building and marketing strategies in the Chinese bedding market.

**Keywords:** Chinese consumers; home textile brands; brand awareness; purchase intentions; empirical research.

## 1. Introduction

Since the 21st century, the home textile industry has developed rapidly, becoming a new economic growth point of the textile industry [1]. As an essential segment, the bedding market's evolution is closely linked to the home textile industry at large [2]. The new generation of consumers demands more from bedding beyond basic warmth and comfort, emphasizing functionality and design. This has led to a growing willingness to purchase high-end products, continuously expanding the high-end bedding market [3]. Additionally, as domestic consumption levels rise and consumer habits evolve, China's bedding market shows steady growth, demonstrating industry resilience.

This trend not only underscores the necessity of studying the bedding market, particularly the high-end segment, but also indicates that consumer demand for bedding has evolved from solely product quality to a comprehensive consideration of product function, design aesthetics, and environmentally friendly, and healthy materials [4]. The rise of the Internet and online shopping, especially live e-commerce, has shifted the focus from offline to online purchase intentions, challenging traditional marketing strategies. Consequently, many brands are seeking transformation and reinvention.

As the first step in brand building and marketing promotion, brand awareness is the first key indicator to be assessed [5]. Factors such as the quality of products and services, brand reputation, product diversity, design excellence, etc. collectively form the foundation of brand awareness, which reflects consumers' initial understanding and impression of a brand or product [6-7]. By analyzing brand awareness, the brand's position in the target market and its growth potential can be assessed.

This study aims to analyze empirical data on the driving factors behind consumers' purchasing behaviors in the Chinese bedding market, focusing on brand awareness, fashion directionality, product image, consumer sentiment, and design performance. Through theoretical and empirical analyses, this study provides scientific guidance for brand-building and marketing strategies for bedding brands in China

## 2. Methodology and Data

### 2.1 Methodology

This paper proposes three research questions:

Research Question 1: How do bedding brand preferences, brand awareness, and fashion directionality influence consumers' perceptions of brand image and fiber product design?

Research Question 2: How do bedding brand preferences and consumers' cognitive experiences influence product images and consumers' purchase and recommendation intentions?

Research Question 3: How do bedding brand preferences and consumers' purchase intention influence their recommendation intention?

Based on the above three research questions, this paper further proposes six hypotheses:

Hypothesis 1 (H1): There is a positive correlation between brand awareness, consumers' sentiment, and design performance.

Hypothesis 2 (H2): As a personal characteristic, the consumers' fashion directionality has a positive relationship with brand image, sentimental expression, and the product design's performance image.

Hypothesis 3 (H3): There is a positive relationship between the construction of product image and purchase and recommendation intentions.

Hypothesis 4 (H4): There is a positive relationship between positive arousal of consumers' sentiment and their purchase and recommendation intentions.

Hypothesis 5 (H5): Excellent performance of design image will positively influence the consumers' purchase and recommendation intentions.

Hypothesis 6 (H6): The consumers' purchase intention has a positive impact on their recommendation intention.

### 2.2 Data

Based on the above research hypotheses, a survey questionnaire was designed targeting specific groups such as housewives, newlyweds, and other specific groups, who are the major consumers of bedding products. The survey was conducted in cities with high purchasing power like Beijing, Shanghai, etc. In this study, a total of 500 questionnaires were collected, out of which 485 were considered valid responses after excluding 15 invalid responses due to unfamiliarity with brands or lack of purchasing experience. The specific characteristics of these respondents are detailed in Table 1.

Table 1. Respondents' behavioral characteristics toward bedding brands

		N	%
Gender	Males	215	44.3
	Females	270	55.7
Age	Under 29 years old	89	18.3

	30-39 years old	83	17.2
	40-49 years old	122	25.2
	50-59 years old	114	23.5
	60 and above	77	15.9
<b>Revenue</b>	Under 30,000 dollars	195	40.2
	30,000-60,000	161	33.2
	60,000-100,000	81	16.7
	100,000-200,000	33	6.8
	200,000 dollars or more	15	3.1
<b>Marital status</b>	Married	323	66.6
	Single	94	19.4
	Other	68	14.0
<b>Family members</b>	1 person	27	5.6
	2 persons	119	24.5
	3 persons	200	41.2
	4 persons	98	20.2
	5 persons	41	8.5

### 3. Results and Discussion

The primary sources of information about bedding brands are the Internet (28.5%) and smartphones (26.4%), reflecting the importance of digital channels in consumer behavior. Consumers rely on independent thinking (13.6%), opinions from relatives (24.3%), and comparison websites (27.4%) for purchasing decisions. E-commerce (26.8%) and shopping malls (26.2%) are the main purchase channels, indicating the coexistence of online and offline shopping.

Brand awareness significantly impacts the product image for both domestic brands ( $t=2.43$ ,  $p<.01$ ) and foreign brands ( $t=9.39$ ,  $p<.001$ ), confirming Hypothesis 1a. This shows that whether the brand is domestic or foreign, higher consumer awareness of a brand leads to more positive evaluations of the product image. Brand awareness also significantly impacts consumers' sentiment for both domestic brands ( $t=7.90$ ,  $p<.001$ ) and foreign brands ( $t=5.45$ ,  $p<.001$ ), supporting Hypothesis 1b. This implies that brand awareness enhances both product image and consumers' sentimental experience. Furthermore, brand awareness significantly impacts design performance for both domestic brands ( $t=9.29$ ,  $p<.001$ ) and foreign brands ( $t=3.91$ ,  $p<.01$ ), confirming Hypothesis 1c. This indicates that the improvement of brand awareness enhances consumers' positive perception of design performance.

Fashion directionality significantly impacts the product image for both domestic brands ( $t=13.68$ ,  $p<.001$ ) and foreign brands ( $t=28.24$ ,  $p<.001$ ), confirming Hypothesis 2a. This shows that higher consumers' fashion directionality leads to more positive evaluations of the product image. Fashion directionality also significantly impacts consumers' sentiment for both domestic brands ( $t=4.82$ ,  $p<.001$ ) and foreign brands ( $t=4.22$ ,  $p<.01$ ), supporting Hypothesis 2b. This implies that fashion directionality enhances both product image and consumers' sentimental experience. Furthermore, fashion directionality significantly impacts design performance for both domestic brands ( $t=4.10$ ,  $p<.001$ ) and foreign brands ( $t=5.12$ ,  $p<.001$ ), confirming Hypothesis 2c. This indicates fashion directionality plays an important role in improving design performance.

The survey results reveal the impact of product image on purchase and recommendation intentions. The results are detailed in Table 2. The impact of the product image on purchase and recommendation intentions: The product image significantly impacts purchase intentions ( $t=15.50$ ,  $p<.001$ ) and recommendation intentions ( $t=11.93$ ,  $p<.001$ ) for foreign brands, while the impact on domestic brands is not significant ( $t=1.95$ ,  $p<.05$ ), partially supporting Hypotheses 3a and 3b. It indicates that product image plays a crucial role in driving consumer purchase and recommendation intentions, especially for foreign brands.

The impact of consumers’ sentiment on purchase and recommendation intentions: Consumers’ sentiment significantly impacts purchase intention for domestic brands ( $t=2.59, p<.01$ ), but the impact on recommendation intentions is not significant ( $t=-0.77, p>.05$ ), partially supporting Hypotheses 4a and 4b. It indicates that consumers’ sentiment plays a positive role in promoting purchase intentions, but their direct impact on recommendation intention is not obvious.

Table 2. Hypothetical results of domestic and foreign brand research

No.	Description	Chinese Brands		Foreign Brands	
		Estimated value	t-value	Estimated value	t-value
Q1a	Cognitive experience → Product image	.13	2.43**	.20	9.39***
Q1b	Cognitive experience → Consumers’ sentiment	.45	7.90***	.33	5.45***
Q1c	Cognitive experience → Design performance	.50	9.29***	.24	3.91**
Q2a	Fashion directionality → Product image	.90	13.68***	.80	28.24***
Q2b	Fashion directionality → Consumers’ sentiment	.26	4.82***	.25	4.22**
Q2c	Fashion directionality → Design performance	.21	4.10***	.31	5.12***
Q3a	Product image → Purchase intention	-.03	1.95*	15.50	15.50***
Q3b	Product image → Recommendation intentions	.07	-0.85	11.93	11.93***
Q4a	Consumers’ sentiment → Purchase intentions	.09	2.59**	.12	3.37**
Q4b	Consumers’ sentiment → Recommendation intentions	-.03	-0.77	.09	2.31*
Q5a	Design performance → Purchase intentions	.99	9.59***	.07	1.9*
Q5b	Design performance → Recommendation intentions	.64	4.00***	.25	.25
Q6	Purchase intention → Recommendation intentions	.35	2.13*	.10	2.17*
Significance level: *** $p<.001$ , ** $p<.01$ , * $p<.05$					

The impact of design performance on purchase and recommendation intentions: Design performance significantly impacts purchase intentions ( $t=9.59, p<.001$ ) and recommendation intentions ( $t=4.00, p<.001$ ) for domestic brands, fully supporting Hypotheses 5a and 5b. This highlights the important role of design in promoting consumer purchase and recommendation behaviors. Purchase intentions positively impact recommendation intentions ( $t=2.13, p<.05$ ), verifying Hypothesis 6. This indicates that stronger purchase intentions lead to higher recommendation intentions, emphasizing the importance of focusing on and enhancing the consumers’ purchase intentions in marketing strategies.

The brand awareness significantly impacts Chinese consumers’ understanding of domestic and foreign bedding brands [8]. Generally, Chinese consumers prefer domestic brands but show interest in foreign brands with Chinese cultural elements. Whether it is a domestic or foreign brand, higher bedding brand awareness can significantly improve product image, consumers’ sentiment, and

positive evaluations of design performance. This phenomenon is mainly reflected in the importance that consumers have attached to brand awareness, product quality, after-sales service, etc.

#### 4. Conclusion

This study reveals the multiple factors influencing Chinese consumers' preferences for bedding brands, emphasizing the significant roles of brand awareness, fashion directionality, and product design in shaping the brand image and enhancing consumers' purchase and recommendation intentions. The research findings have important practical implications for branding and marketing strategies in the bedding industry, helping brands adapt to China's rapidly changing market environment.

For bedding brands, understanding and meeting consumers' fashion demands, enhancing brand awareness, optimizing product design, and improving consumers' cognitive experience are key to enhancing market competitiveness. Especially for foreign brands, gaining a deep understanding of Chinese consumers' cultural preferences and purchasing behaviors, and effectively utilizing digital marketing tools to enhance brand influence in the Chinese market, will be crucial factors for their success.

#### Declaration of interests

The authors declare no conflict of interest.

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