

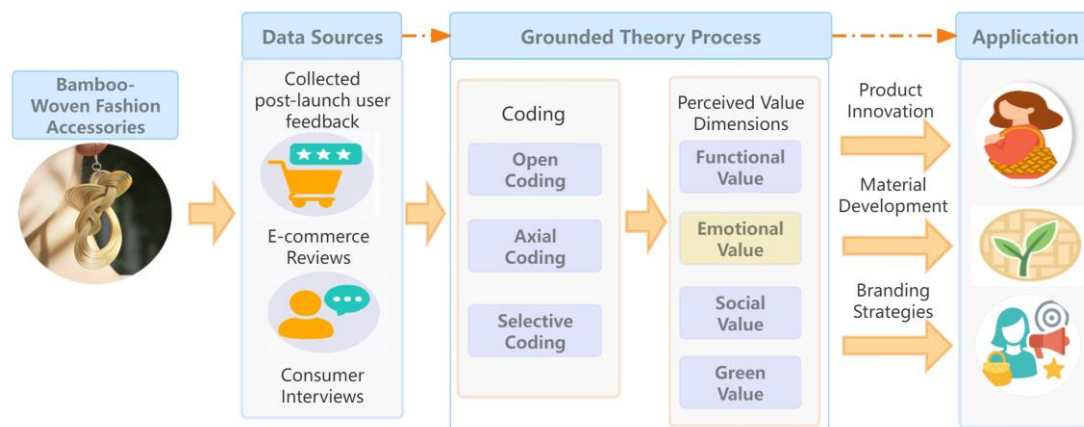
A Grounded Theory Analysis of Consumer Perceived Value of Sustainable Bamboo-Woven Fashion Accessories on Chinese e-commerce Platforms

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GRAPHICAL ABSTRACT



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Grounded Theory was employed to analyze consumer perceived value of sustainable bamboo-woven fashion accessories in Chinese e-commerce, emphasizing green consumption behaviors, awareness of resource reuse, and integration of cultural significance. Unlike prior research focusing on design-stage preferences, the study investigated real consumer feedback from e-commerce reviews, social media comments, and interviews. Findings revealed four key perceived value dimensions: functional, emotional, social, and green value. Among them, emotional value (aesthetic experience and design innovation) was indisputably the strongest driver of consumer attitudes, while functional value highlights craftsmanship, durability, and usability. Social value relates to cultural identity and service experience, whereas green value, despite consumer awareness, has a weaker direct impact on purchasing decisions. The study also explored bamboo's adaptability in sustainable fashion, offering insights for product innovation, material development, and branding strategies. Through addressing post-market consumer demand, it contributes to the integration of eco-friendly craftsmanship into circular fashion and sustainable industries.

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Keywords: Bamboo-woven fashion accessories; Perceived value; Consumer demand; Grounded theory; Green consumption

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INTRODUCTION

In the context of global climate change, resource scarcity, and environmental pollution, circular fashion has become a key strategy for promoting the sustainable transformation of the fashion industry (Abdelmeguid *et al.* 2024). Grounded theory (GT) was first proposed by Glaser and Strauss in 1967, emphasizing the inductive development of conceptual frameworks from raw data. It is particularly well-suited for exploring user values and behavioral patterns in under-researched fields (Glaser and Strauss 1967). Circular fashion emphasizes sustainable material selection, craftsmanship innovation, and lifecycle management to reduce resource waste, extend product longevity, and balance ecological benefits with commercial value. Under this trend, renewable natural materials have gained increased attention due to their biodegradable nature, low carbon footprint, and eco-friendly properties. Among them, bamboo has emerged as a promising material for sustainable fashion due to its rapid growth, superior mechanical properties, and natural

antibacterial features (Borowski *et al.* 2022). Given its emphasis on deriving theory from empirical data, grounded theory is particularly suitable for uncovering consumers' genuine perceptions and value recognition of emerging sustainable fashion materials.

Bamboo weaving, a significant traditional craft in China, is recognized as a national intangible cultural heritage (State Council of the People's Republic of China 2008). Its flexibility, durability, unique textures, and vibrant colors contribute to its high aesthetic value in modern design applications (Wu *et al.* 2023).

Historically, bamboo weaving played a central role in daily life throughout rural China, where it was used to produce a wide range of functional items such as baskets, hampers, sieves, mats, and back carriers. These handcrafted products are essential for household use and agricultural labour, reflecting the resourcefulness and craftsmanship of local communities (Zhang *et al.* 2023). With the advent of industrialization and the proliferation of low-cost synthetic materials, many traditional bamboo-woven items have been gradually displaced, leading to a decline in everyday use and a growing disconnect between bamboo weaving traditions and modern lifestyles. While some repetitive or labour-intensive aspects of the bamboo weaving process are now assisted by machines, the industry continues to rely predominantly on traditional handcraft methods. A thriving community of artisans still practices this heritage craft, often passing down techniques through generations. In some regions, bamboo weaving is showcased in cultural museums and heritage centers, and handcrafted pieces are still found in homes, either for functional use or decorative purposes.

Today, bamboo weaving has experienced a creative revival and is increasingly applied in contemporary fields such as architecture, interior design, fashion, and art. Common products now include lighting fixtures, furniture, landscape sculptures, and a range of fashion accessories—such as bags, hats, earrings, necklaces, and brooches—highlighting the fusion of material aesthetics with functional utility (Wu *et al.* 2023). These evolving applications preserve traditional techniques but also demonstrate the potential for cultural-industrial integration and sustainable innovation.

Despite the growing attention to bamboo weaving in cultural and sustainable design industries, its integration into contemporary markets faces several challenges, including adapting traditional craftsmanship to modern consumer needs, balancing material and design innovation, and enhancing market competitiveness (Wu *et al.* 2023; Zhang *et al.* 2023).

In recent years, the rise of the cultural and creative industry has provided new opportunities for bamboo crafts, particularly in Cultural and Creative Bamboo-Woven Fashion Accessories (CCBWFA). These products integrate sustainability and cultural heritage, enabling bamboo weaving to enter the modern fashion market (Guo and Asliza 2025). However, this sector remains in its early development stages, and consumer awareness is relatively low. Existing studies predominantly have focused on pre-market consumer demand research, with limited attention to consumer-perceived value and purchasing decisions after product commercialization.

Although previous studies have examined consumer behaviour to sustainable fashion and traditional handicrafts, few have focused specifically on consumer perceptions of bamboo-woven fashion accessories. Moreover, there is a noticeable gap in the literature regarding the integration of qualitative methodologies, particularly grounded theory, in analyzing such culturally embedded, craft-based fashion items.

This study addressed that gap by being the first to apply grounded theory analysis to the context of CCBWFA. Data were collected from e-commerce platform reviews, social

media feedback, and consumer interviews to identify key value dimensions. The study drew on consumer feedback sourced from early adopters in the emerging online marketplace, offering a novel empirical basis for understanding how users interpret and value sustainable, handcrafted fashion. This contributed not only new insights into consumer engagement with eco-cultural products but also a methodological advancement by connecting grounded theory with the study of intangible cultural heritage in the fashion domain. The study aimed to bridge the gap between traditional bamboo weaving and modern market demands, thus providing strategic insights for product innovation, sustainable branding, and market expansion. Furthermore, this research contributed to the sustainable development of bamboo weaving in the contemporary fashion industry by integrating traditional craftsmanship with modern consumer expectations.

LITERATURE REVIEW

Market Development of Bamboo-woven Cultural and Creative Fashion Accessories

In recent years, with the rise of the cultural and creative industries and the promotion of Intangible Cultural Heritage (ICH) protection policies, bamboo weaving has gradually entered the fashion industry, becoming a crucial medium for integrating traditional crafts with contemporary design (Gou *et al.* 2025). Cultural and Creative Bamboo-Woven Fashion Accessories (CCBWFA) not only preserve the cultural essence of traditional craftsmanship but also incorporate modern sustainable design concepts, aligning with contemporary consumers' increasing demand for personalization, eco-friendliness, and cultural identity. Studies show that the global demand for sustainable handicrafts is rising, particularly in emerging markets where consumers are willing to pay a premium for eco-friendly artisanal products (Guha *et al.* 2025). The high-end customization market has also emerged as a significant development area for bamboo-woven fashion accessories, with consumer preferences focusing on products that balance cultural value and functionality, such as luxury home décor, handcrafted jewelry, and eco-conscious fashion pieces (Cai *et al.* 2024). As aesthetic preferences evolve, bamboo weaving products are increasingly positioned as customized luxury goods, with limited-edition collections and designer collaborations gaining consumer attention (Mayusoh *et al.* 2025). Compared to conventional bamboo products, CCBWFA integrate cultural heritage, modern aesthetics, and sustainability, thereby demonstrating unique design value and market appeal. Although bamboo-woven accessories have gained recognition in the cultural and creative industries and sustainable fashion sector, existing research primarily focuses on the cultural significance and heritage preservation of bamboo weaving, lacking a systematic theoretical framework explaining consumer perceptions and key factors influencing purchasing decisions.

To bridge this research gap, this study employs Grounded Theory to analyze consumer feedback from online reviews, social media discussions, and semi-structured interviews. Through identifying the perceived value dimensions of CCBWFA from the consumer experience perspective, this study aimed to propose targeted design optimization strategies that can drive product innovation and enhance market development.

Perceived Value Theory

Perceived value is a fundamental concept in consumer behavior research, representing consumers' overall assessment of a product based on its attributes and ability to fulfill their needs (Sheth *et al.* 1991). Sweeney and Soutar (2001) identified three core dimensions of perceived value—functional, emotional, and social—which have been widely applied across various consumer studies, including those in tourism, hospitality, and luxury brands (Chi *et al.* 2021; El-Adly *et al.* 2024). As sustainability gains importance in consumer decision-making, scholars have expanded this framework by incorporating green value, recognizing its influence on purchase intentions and brand loyalty (Yu and Lee 2019).

Green value reflects consumers' evaluation of a product's environmental and sustainability benefits, with studies confirming its role in fostering positive emotions, self-identity, and perceived satisfaction (Zhuang *et al.* 2021). Despite its broad application in industries, such as hospitality, luxury goods, and tourism, research on perceived green value in CCBWFA remains limited. The CCBWFA integrates traditional crafts, sustainability, and modern aesthetics, yet the manner in which consumers perceive their value and how such perceptions influence purchasing decisions remain under-explored.

Sustainable fashion studies highlight the significance of green, emotional, and aesthetic values in shaping consumer attitudes, with Gen Z consumers particularly associating green perceived value with increased purchase intention (Riva *et al.* 2022). Additionally, sustainable practices, such as circularity, cradle-to-cradle design, and eco-design, have been identified as essential for reducing environmental impact and promoting responsible consumption (Sharma 2024). However, existing studies primarily focus on mainstream sustainable fashion and museum cultural products, neglecting the unique attributes of CCBWFA, which blend intangible cultural heritage and eco-friendly materials.

METHOD

Grounded Theory (GT) is a systematic and rigorous qualitative research methodology first introduced by Glaser and Strauss in the 1960s, originally within the field of sociology, to develop theoretical frameworks grounded in empirical data (Glaser and Strauss 1967). While its early applications focused on social processes and interactions, GT has since been widely adopted across various disciplines. In 1982, Professor Janesick of the State University of New York was among the pioneers in introducing GT into design research, facilitating its methodological integration into the creative arts and design-related fields (Janesick 1982). Over time, GT has gained traction in areas such as education, healthcare, marketing, and increasingly, fashion and cultural studies, especially where exploratory, theory-building approaches are needed to understand complex user behaviors and value perceptions. GT systematically applies inductive and deductive logic through three coding stages—open coding, axial coding, and selective coding—to extract core concepts, identify relationships, and build theoretical frameworks (Strauss and Corbin 1994). Compared to quantitative methods, GT reduces common methodological biases and is particularly effective in uncovering the underlying psychological mechanisms of consumers (Blumenthal and Jensen 2019; Chopra 2019).

This study employed GT to explore Chinese consumers' perceived value of CCBWFA. Data collection integrates online reviews (secondary data) and semi-structured interviews (primary data), therefore ensuring a comprehensive understanding of consumer

experiences. Following the GT procedure, open coding was first conducted to identify initial concepts, axial coding to explore relationships, and selective coding to refine the core categories, ultimately constructing a perceived value framework for CCBWFA.

Data Collection

Online reviews

Online review data from Taobao, Xiaohongshu (Little Red Book), and Douyin (Chinese TikTok) was collected to analyze consumer opinions, preferences, and feedback on products or services.

Taobao's content is used for collecting user-generated product reviews and ratings from product pages. This data helps to understand customer satisfaction, identify common issues or frequently praised features, and track product popularity trends.

Xiaohongshu's content is used for gathering user posts, comments, and lifestyle-sharing content related to product experiences. It provides in-depth, experiential insights into products or brands, especially from influencers and younger consumers.

Douyin's content is used for analyzing video reviews, user comments, and product-related hashtags. This helps to evaluate both visual and verbal feedback, measure consumer engagement, and identify viral marketing trends.

The software and tools used in this study included the Octoparse web scraping software for collecting valid review data, and NVivo 15.0 for conducting qualitative analysis. This sales volume and detailed consumer reviews (such as “Xiaokuan Bamboo Worker” and “Zhijiang”) were chosen to ensure data representation (as shown in Table 1).

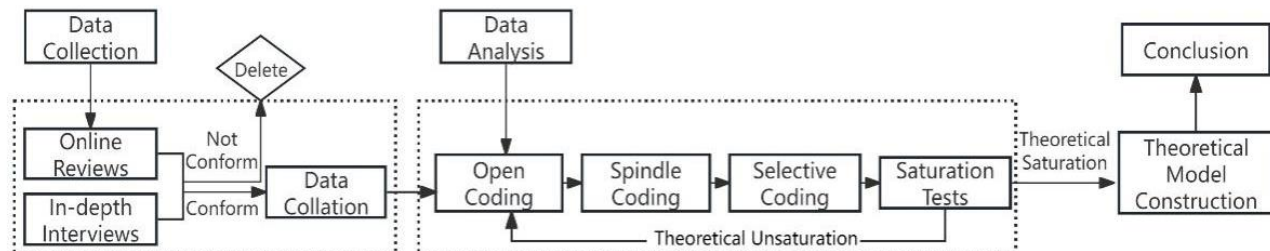


Fig. 1. Basic flowchart of the method

Table 1. Current Status of Bamboo-Woven Cultural and Creative Clothing on E-commerce Platforms

Product Category	Bamboo-woven Brooch	Bamboo-woven Earrings	Bamboo-woven Bag	
Store Name	Xiaokuan Bamboo Worker Taobao.com	Xiaokuan Bamboo Worker Little Red Book	Deerejack Tmall	Zhijiang Taobao.com
Pictures				
Price (USD)	7.9 to 32	10 to 45	40	16 to 60

A filtering process was used to improve data quality. (1) Exclude unrelated reviews – common comments, such as “Good” or “Nice,” have been removed; (2) Text refinement – Emojis and redundant words have been eliminated. This retained only those ratings that provided purchase experience, product features, or suggestions for improvement. (3) Sample size – After filtering, a total of 223 valid reviews were collected to cover functional, emotional and social values, providing key insights into consumer perception.

Table 2. Example of Collected Comment Data

Labelled	User IDs	Product Name	Comments	Comment Time
R1	154006361	Bamboo Brooch	We can't help but comment on the unexpected sophistication. The sophistication, design, and unique colour scheme give Bamboo's work a unique atmosphere. Support the present, look to the future, and look forward to the excitement.	2024-6-11
R2	u**n	Bamboo Braided Klein Blue Earrings	It is so exquisite! I think it's a perfect blend of artisan spirit and new Chinese style! I hope to see more styles in the future.	2024-7-29
R3	二**3	Cheongsam Hanfu Hair Plate Hairpin	Processing details: very good, she liked it. Material quality: very good. Product quality: very good, Wearing comfort: comfortable and beautiful. Matching Suggestions: antique style dress.	2024-8-15

Note: Online reviews were labelled as R1, R2, ... for general comments.

Semi-structured interviews

Semi-structured interviews were conducted as a supplemental data source. Participants were recruited from e-commerce platforms and social media (e.g., Xiaohongshu), based on the following criteria: (1) Consumers who purchased accessories woven with bamboo but did not perform detailed reviews; (2) Xiaohongshu buyers or those who shared product-related content in the Product Discussion Section. Participants were recruited by the authors through direct outreach, either *via* private messages on Xiaohongshu or by responding to their reviews on the Taobao platform. In qualitative research, the distribution of data saturation is often used as criterion for determining sample size.

Table 3. Participant Information

Participant ID	Gender	Age	Education Level	Occupation
P1	Male	34	Master's	Civil Servant
P2	Female	27	Master's	Artists
P3	Male	36	Bachelor's	Business Owner
P4	Male	33	Bachelor's	Civil Servant
P5	Female	36	Bachelor's	Corporate Employee
P6	Female	37	Master's	Teacher
P7	Female	26	Master's	Teacher
P8	Female	28	Doctoral	Student
P9	Female	27	Bachelor's	Teacher

P10	Female	30	Master's	Teacher
P11	Female	27	Bachelor's	Designer
P12	Female	26	Bachelor's	Teacher

A total of 20 interviews were planned, but the authors reached the theoretical saturation at ten. The final sample size was set at 12; this is because 10 to 12 were confirmed to be saturated. All interviews were recorded with the consent of participants, transcribed into texts and later checked by participants to ensure accuracy of the data. Demographic details of the participants are shown in Table 3.

Data Analysis

Open coding

Open coding is the first step in GT analysis, where initial concepts and categories are extracted from the raw data. Researchers analyze the data word by word and phrase by phrase to ensure objectivity and avoid subjective assumptions. This study analyzed 223 online reviews, and 230 key statements from interview transcripts were analyzed. Each text section was systematically coded and recurring concepts were grouped into consistent categories. A total of 453 initial codes were extracted and overlapping and semantically similar codes were grouped into 45 initial categories.

Spindle coding

Spindle coding involves refining the initial open coding categories by examining relationships between categories and identifying overarching themes. The initial 45 categories were grouped into eight mid-level themes: Aesthetic Value, Psychological Value, Functional Value, Craftsmanship Value, Innovation Value, Cultural Value, Service Value, and Sustainability Value. These mid-level themes represent intermediate factors influencing consumer demand for CCBWFA (See Table 4).

Table 4. Open and Spindle Coding (Integrated Results of Online Reviews and Interviews)

Category	Initial Concepts	Representative Phrases
A1 Aesthetic Value	Shape (a1), Color (a2), Pattern (a3), Texture (a4), Grain (a5), Nature Elements (a6), Luster (a7), Aesthetic Design (a8)	R41: I tried them on as soon as I got them, and it was hard to believe they were made from real bamboo. They retain the natural pattern of the bamboo, featuring clean, shiny stripes. They are a true gift from nature, with the artisan's careful craftsmanship shining through. Thank you for your heartfelt work (Online Reviews).
		P6: The design is extremely intricate, unique, and elegant. The green hue is full of life and texture, exuding a gentle yet sophisticated charm. (Interview)
A2 Usability Value	Portability (a9), Comfort (a10), Durability (a11), Practicality (a12), Suitability (a13), Locality (a14)	R20: Beautiful to look at, incredibly light, stretchy and comfortable. Perfect for summer outings and photo shoots, extremely durable, stylish, and with excellent sun protection. Fine workmanship and very practical. (Online Reviews).
		P5: Perfect for personal use or as a thoughtful gift as an expression of our intangible cultural heritage.

A3 Craftsmanship Value	Fine Workmanship (a15), Exquisite Techniques (a16), Materials (a17), Ingenious Design (a18), Quality (a19)	R11: The craftsmanship of the woven bamboo earrings is exceptional. It is an entirely handmade piece, reflecting remarkable effort and dedication. The sophisticated design and unique colour combinations bring the bamboo product to life. (Online Reviews)
		P4: This woven bamboo handbag is truly a work of art. The exquisite piece of craftsmanship is a clear blend of tradition craftsmanship and contemporary Chinese aesthetics, clearly demonstrating the care and skill that went into its creation. (Interview)
A4 Innovation Value	Uniqueness (a20), Novelty (a21), Personalized Customization (a22), Cross-disciplinary Integration (a23), Scenario-based Design (a24), Storytelling Expression (a25), Modularization (a26)	R3: I salute Xiaokuan Bamboo Crafts for their continuous innovation and new product launches, as well as their commitment to promoting and preserving the art of bamboo weaving. (Online Reviews)
		P7: I prefer unique and personalized customization, such as designing small accessories, with cat patterns. In terms of materials, I really like the combination of bamboo weaving and beads. It would be even better if the product could be assembled by myself. It would be amazing if I could see the history of bamboo-woven technology, the production process, and the artisans' story when I scan the product. (Interview)
A5 Cultural Value	Intangible Cultural Heritage Inheritance (a27), Cultural Identity (a28), Social Interaction (a29), Cultural Transmission (a30)	R93: Thank you, Xiaokuan. Using these handicrafts is the best way to preserve the craftsmanship of Chinese artisans. It was moving to see the works of ancient Chinese artisans abroad. We are so grateful to the owner for preserving the tradition with her timeless creations. Our foreign friends really love it. It is meaningful to support intangible cultural heritage and skilled craftsmen. (Online Reviews)
A6 Service Value	After-Sales (a31), Brand Trust (a32), Packaging (a33), Cost Performance (a34)	R118: My child accidentally broke them shortly after they arrived and Xiaokuan fixed them completely without charging me. Great customer service. Thank you! I gave a set to a friend, and now I've bought a set for myself. The craftsmanship is meticulous, the packaging is excellent, and the price is very reasonable (Online Reviews).
A7 Sustainability Value	Eco-friendly Materials (a35), Green Consumption (a36), Social Responsibility (a37), Consumer Behavior (a38), Sustainable Education (a39)	P6: "When I choose clothing, I opt for products made from natural materials, which are good for my health, but also promote an eco-friendly lifestyle," which fits perfectly with the current Sustainable Development Goals. "As a teacher, I aspire to set an example for my students through my consumption choices. By purchasing bamboo-woven products, I can actively support environmental protection and make my actions more persuasive when educating children about sustainability." (Interview)

A8 Psychological Value	Anticipation (a40), Surprise (a41), Delight (a42), Sense of Ritual (a43), Warmth (a44), Security (a45)	R93: My family was very happy and surprised when they received it. They mentioned they have been following the store for a long time. With extraordinary determination, XiaoKuan overcame numerous obstacles. Is to create the most perfect piece with his disabled hands. It will be worn for the engagement ceremony, but it will go perfectly with both modern Chinese style outfits and everyday wear (Online Reviews).
		P11: I appreciate the use of natural materials and handmade techniques. It embodies a lifestyle in harmony with nature and offers more warmth and value compared to fast fashion (Interview).

Note: Representative phrases were selected from both online reviews and interviews, as indicated by their respective codes: 223 online reviews (R1 – R223) and 230 key interview statements (P1 – P230).

Selective coding

Selective coding further refines the results of axial coding by integrating categories and identifying a central storyline that connects the data into a coherent theoretical framework. Through selective coding, this study refined and integrated the axial coding results, identifying the core categories and their interrelationships to construct a systematic model for analysing consumer perceived value of CCBWFA.

Table 5. Selective Coding

Initial Concepts	Category	Main Category (%)
Shape (a1), Color (a2), Pattern (a3), Texture (a4), Grain (a5), Nature (a6), Luster (a7), Aesthetic Design (a8)	Aesthetic Value (281)	Emotional Needs (45.32%)
Uniqueness (a20), Novelty (a21), Personalized Customization (a22), Cross-disciplinary Integration (a23), Scenario-based Design (a24), Storytelling Expression (a25), Modularization (a26)	Innovation Value (175)	
Anticipation (a40), Surprise (a41), Delight (a42), Sense of Ritual (a43), Warmth (a44), Security (a45)	Psychological Value (45)	
Portability (a9), Comfort (a10), Durability (a11), Practicality (a12), Suitability (a13), Locality (a14)	Usability Value (202)	Functional Needs (33.84%)
Fine Workmanship (a15), Exquisite Techniques (a16), Materials (a17), Ingenious Design (a18), Quality (a19)	Craftsmanship Value (172)	
Intangible Cultural Heritage Inheritance (a27), Cultural Identity (a28), Social Interaction (a29), Cultural Transmission (a30)	Cultural Value (93)	Social Needs (16.56%)
Service Experience (a31), Brand Trust (a32), Packaging (a33), Cost Performance (a34)	Service Value (90)	
Eco-friendly Materials (a35), Green Consumption (a36), Social Responsibility (a37), Consumer Behavior (a38), Sustainable Education (a39)	Sustainability Value (47)	Green Needs (4.25%)

Based on the eight mid-level themes identified during axial coding, four core perceived value dimensions were synthesized: Functional value, Emotional value, Social value, and Green value. These four dimensions collectively reveal the multifaceted factors influencing consumer perceptions of CCBWFA, encompassing both traditional craft appreciation and modern sustainability concerns (see Table 5). Ultimately, a conceptual model was developed based on the results of selective coding, as illustrated in Fig. 3.

These dimensions interact to shape consumers' comprehensive perception of CCBWFA, offering a theoretical framework for understanding how traditional bamboo weaving techniques are integrated into modern fashion through the lens of perceived value, thereby supporting innovative design and sustainable market development.

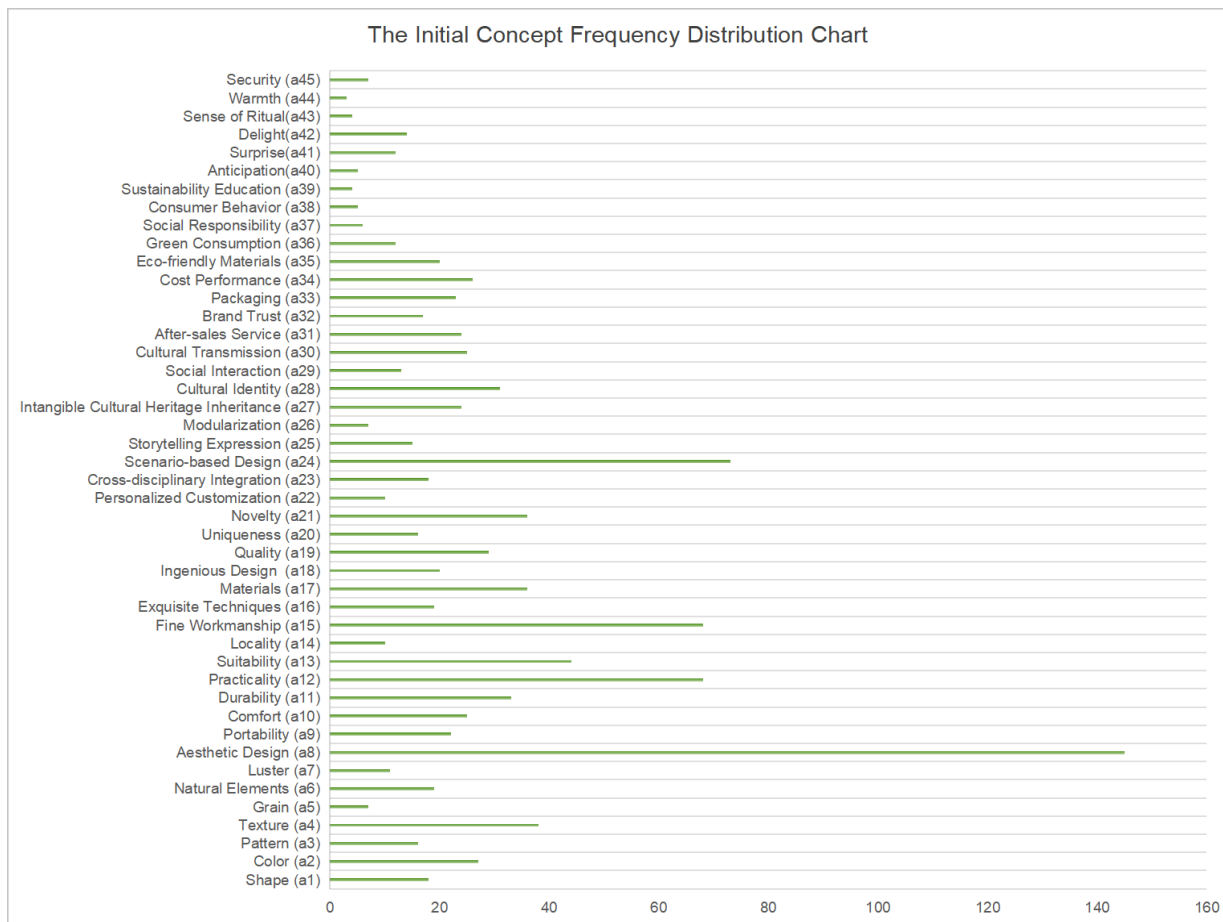


Fig. 2. Frequency map of the 45 initial conceptual codes

Saturation test

Theoretical saturation was confirmed as no new categories emerged in the final three interviews (cases 10 to 12), demonstrating stability and completeness in the coding framework. To further validate saturation, an additional set of 50 consumer reviews was analyzed. The results showed that no new categories appeared, and the core categories remained stable, reinforcing the robustness of the theoretical model. This confirms that the constructed consumer demand model effectively captures the structure of consumer perceptions and needs for CCBWFA without significant omissions.

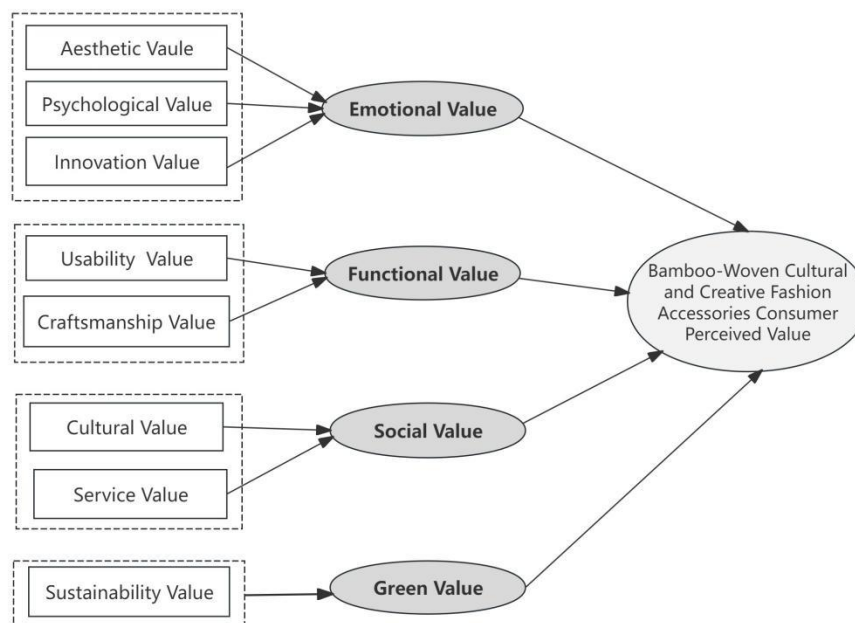


Fig. 3. Grounded theory-based conceptual model of consumer perceived value for CCBWFA

RESULTS AND DISCUSSION

Perceived Value Theory (PVT) is a multidimensional framework originally proposed by Sheth, Newman, and Gross (1991), which identifies five key dimensions of consumer value: (1) functional value (the utility derived from the product's practical performance), (2) social value (the utility derived from association with social groups), (3) emotional value (the utility derived from feelings or affective states generated by the product), (4) conditional value (the utility derived from specific situations or contexts), and (5) epistemic value (the utility derived from curiosity, novelty, or knowledge-seeking). This framework has been widely used to analyze consumer purchase intentions, including those related to environmentally friendly or culturally meaningful products. This study validates PVT in the context of sustainable and cultural fashion consumption, confirming that emotional value, functional value, social value, and green value influence consumer purchasing decisions for CCBWFA (Sweeney and Soutar 2001; Chi *et al* 2021; Yu and Lee 2019; Zhuang *et al.* 2021). Notably, innovation value emerged as a critical factor within emotional value, further strengthening brand attachment and market differentiation. The findings provide both theoretical and practical implications for sustainable fashion and ICH product marketing.

Emotional Value

Emotional value was the dominant factor influencing consumer purchasing decisions for CCBWFA, accounting for 45.32% of total coded data. This finding aligns with previous research on experiential consumption, confirming that emotional engagement enhances brand loyalty and repeat purchase intentions (Mostafa and Kasamani 2021). Amin and Tarun (2020) found that emotional value is one of the most significant drivers of green purchase intentions, surpassing both functional and social values in

influencing consumer behavior. Similarly, Yu *et al.* (2024) reported that among various preference factors for wicker products among young consumers, “emotional need” received the highest weighting (49.3%), underscoring its central role. These findings collectively reinforce the well-established notion that emotional value plays a dominant role in the consumption of sustainable and fashion-related products, particularly among younger consumers who are drawn to aesthetic appeal, psychological resonance, and innovative design.

Aesthetic value

Aesthetic value emerged as the most prominent subdimension, constituting 31.01% of emotional value codes. Consumers prioritize visual appeal, material texture, and color harmony, which strongly influence their overall product experience (Huang *et al.* 2023). This confirms that design aesthetics play a central role in sustainable fashion adoption, as products must balance eco-consciousness with visual desirability to appeal to consumers (Sarokin and Bocken 2024).

Furthermore, consumers prefer natural, elegant, and harmonious designs, favoring subtle yet sophisticated aesthetics over excessive embellishment. This aligns with slow fashion principles, where timeless design enhances product longevity (Fletcher 2016). Additionally, research highlights the influence of color psychology in consumer preferences, where natural hues associated with bamboo’s organic texture evoke a sense of sustainability and authenticity (Akinyemi *et al.* 2024).

Psychological value

Psychological value encompasses anticipation, emotional pleasure, and cultural identity, reinforcing CCBWFA as more than just fashion accessories but symbols of tradition and sustainability (Yu *et al.* 2024). Consumers derive a sense of exclusivity and personal attachment through artisanal craftsmanship, supporting previous research that luxury and cultural products generate emotional resonance through storytelling and craftsmanship narratives (Rachbini *et al.* 2023).

Innovation value

Innovation value emerged as a key determinant of emotional engagement, demonstrating that consumers associate design novelty, modular functionality, and customization options with greater product desirability (Remmen *et al.* 2025). Unlike traditional perspectives where innovation primarily enhances functionality, this study found that innovation fosters emotional attachment by enabling personalization, adaptability, and cultural storytelling (Rachman *et al.* 2024).

Scenario-based design enables bamboo-woven accessories to transition across different fashion styles and social settings (Spagnoli and Iannilli 2023). Modular design allows customization, reducing waste while enhancing product versatility (Casciani 2023). Storytelling branding enhances consumer-brand connections, reinforcing brand uniqueness in sustainable fashion (Rachbini *et al.* 2023).

Functional Value

Functional value, accounting for 33.84% of total codes, highlights craftsmanship excellence, durability, and practical usability as key drivers of consumer satisfaction (Sweeney *et al.* 2001; Liu *et al.* 2024). Two main subdimensions were identified: craftsmanship value and usability value.

Craftsmanship value

Craftsmanship was the most influential functional attribute, constituting 17.12% of functional value codes. Consumers highly value meticulous bamboo weaving techniques, linking artisanal quality to luxury perception and product prestige (Kapferer and Bastien 2012). Additionally, craftsmanship bridges emotional and functional value, as consumers perceive handwoven details as both an aesthetic feature and a mark of authenticity (Liu *et al.* 2024).

Usability value

Usability accounted for 15.9% of functional value codes, with consumers emphasizing portability, versatility, and comfort as critical purchase considerations. Findings suggest that lightweight yet durable bamboo weaving materials enhance usability in daily wear, aligning with previous research on functional fashion adoption.

Social Value

Social value, representing 21.65% of total codes, reflects consumers' desire to connect with cultural heritage and build social identity through CCBWFA (Sweeney and Soutar 2001). Two core subdimensions were identified: cultural value and service value.

Cultural value

Consumers perceive bamboo-woven accessories as carriers of Chinese cultural heritage, with symbolic consumption theory supporting the idea that consumers seek cultural identity through tangible artifacts (Liu and Zhao 2024). Integrating cultural narratives into product design strengthens social recognition and cultural sustainability, reinforcing bamboo weaving's role in ICH preservation (Brown and Vacca 2022).

Service value

Service quality notably influences online purchase decisions, particularly regarding brand credibility, ethical sourcing, and transparency in the supply chain (Asawawibul *et al.* 2025). Consumers expect seamless omnichannel experiences, personalized customer support, and sustainability commitments when purchasing CCBWFA.

Green Value

Green value (GV) accounted for 4.25% of total codes, indicating that consumers prioritized emotional and cultural attributes. This supports Sheth *et al.*'s (1991) view that consumption values are context-dependent and vary in relative importance across different situations. The relatively low emphasis on green values identified in this study may be attributed to the inherent nature of CCBWFA as items that primarily serve aesthetic and symbolic functions. Consumers of such products are likely to prioritize emotional and cultural dimensions, such as artistic design, craftsmanship, heritage value, and personal expression, over purely environmental considerations. This aligns with previous findings suggesting that cultural and symbolic product attributes can outweigh ecological concerns in consumer decision-making, particularly in the context of fashion and lifestyle goods (Zhang *et al.* 2025). It is plausible that individuals whose primary motivation is environmental sustainability may instead focus their consumption on products with explicit ecological utility, such as reusable, biodegradable, or low-impact functional items, rather than those that express cultural or emotional significance. This divergence in consumer attention may help account for the patterns observed in our data.

Research shows that when consumers recognize a product's environmental attributes and added value, it triggers positive emotional responses, such as satisfaction and happiness, thereby enhancing their overall emotional experience with the product. Additionally, perceived green value fosters consumer self-identity, as they view purchasing green CCBWFA as an environmentally responsible act, generating positive emotional experiences and further increasing perceived pleasure (Yu *et al.* 2024).

Sustainable value

The sustainable value of CCBWFA includes eco-friendly materials, green consumption, social responsibility, and sustainability education. Eco-friendly materials are widely recognized, with bamboo praised for its renewability and biodegradability as a sustainable alternative to plastic and metal. Green consumption reflects consumers' preference for eco-conscious brands and willingness to pay a premium for sustainable products, aligning with circular fashion principles (Chen *et al.* 2012). Additionally, social responsibility influences eco-friendly purchasing (Biswas and Roy 2015), with consumers perceiving CCBWFA as a means to support both environmental protection and cultural heritage.

The results of this study confirm the applicability of PVT's multidimensional structure to the context of ICH fashion consumption, using CCBWFA as a representative case. Emotional, functional, social, and green values collectively shape consumer purchase decisions, with emotional value emerging as the most influential dimension. This reflects consumers' strong focus on aesthetic experience, psychological connection, and design innovation. Functional value centers on craft quality and practical usability, while social and green values capture emotional resonance with cultural identity and environmental responsibility. These findings contribute to both the theoretical extension of PVT into sustainable cultural fashion and its practical application in understanding consumer motivation for ICH-related products.

In sum, this study demonstrates the relevance of Perceived Value Theory in the domain of sustainable cultural fashion, offering nuanced insights into how different value dimensions drive consumer engagement with CCBWFA. These findings have implications for designers, marketers, and policymakers aiming to promote ICH through sustainable fashion products.

CONCLUSIONS, IMPLICATIONS, AND LIMITATIONS

This study, based on perceived value theory (PVT), has explored Chinese consumers' perceptions of cultural aspects and creative bamboo-woven fashion accessories (CCBWFA), identifying four core dimensions: emotional, functional, social, and green values. These findings confirm the applicability of PVT to intangible cultural heritage (ICH) fashion and highlight consumers' expectations for aesthetics, traditional hand-made craft techniques, cultural significance, and sustainability.

Key findings reveal that innovation is the most emphasized factor within emotional value, directly influencing brand appeal and purchase intention. Craftsmanship is central to functional value, surpassing practicality by integrating artistry and cultural depth. Social value stems from consumers' desire to connect with ICH and enjoy high-quality service experiences. Green value reflects the recognition of bamboo's eco-friendliness and its alignment with sustainable fashion trends. Implications for marketing and branding suggest

that storytelling in brand communication can enhance emotional resonance by showcasing bamboo weaving craftsmanship and eco-friendly materials. Digital engagement *via* social media and e-commerce is essential for raising awareness and fostering consumer interaction. Additionally, customization, co-creation, and premium after-sales services can strengthen consumer loyalty. Educational initiatives and circular fashion principles should be integrated into business models to promote sustainability.

Limitations include: (1) A sample primarily composed of culturally aware consumers aged 26 to 37, necessitating broader demographic studies. (2) Limited market awareness and online reviews, requiring longitudinal research to track evolving consumer perceptions. (3) Lack of quantitative analysis, suggesting future studies should apply structural equation modeling to assess the impact of value dimensions on purchase intention. (4) Cross-cultural research is needed to compare international consumer perceptions of CCBWFA and provide a global perspective on sustainable and cultural fashion.

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