The Impact of Product Perceived Value on Green Furniture Purchase Intention: The Mediating Role of Customer Value

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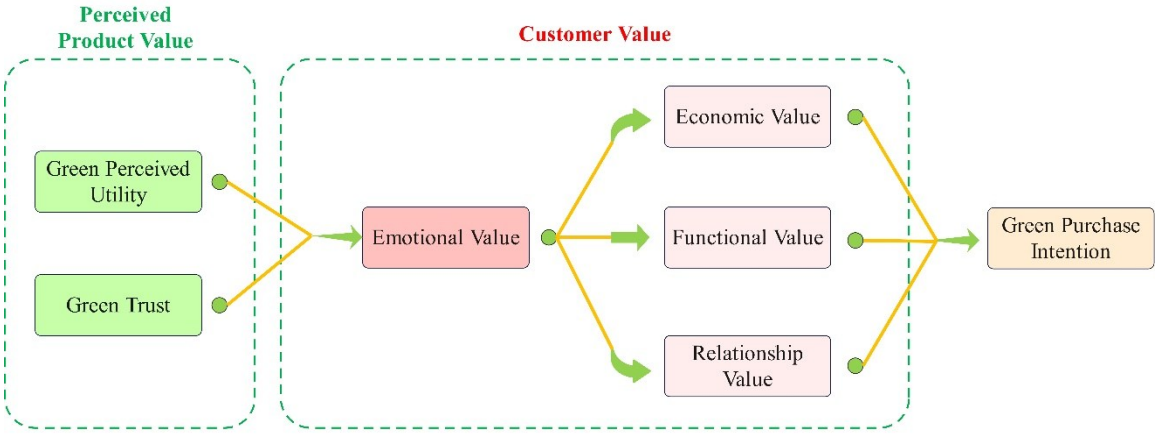
GRAPHICAL ABSTRACT



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Although consumer interest in green furniture is growing, existing research has seldom examined the underlying psychological mechanisms driving such behavior. To address this gap, data from a survey of 915 Mainland Chinese consumers were analyzed using covariance-based structural equation modeling (CB-SEM) to assess how multidimensional customer value—encompassing economic, functional, relational, and emotional dimensions—mediates the effect of perceived green value on purchase intention. The results reveal that emotional value is the strongest mediating pathway linking perceived green value to purchase intention. It also enhances consumers' perceptions of economic, functional, and relational value. This underscores the central role of emotional engagement in motivating green furniture purchases. Theoretically, this study enriches customer value theory by demonstrating how emotional value bridges product perceptions and purchase intention in the durable green consumption context. Practically, the findings suggest that green furniture firms can strengthen purchase intention by embedding emotional resonance into product design and marketing, alongside communicating economic, functional, and relational benefits.

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Keywords: Green furniture; Customer perceived value; Product perceived value; Purchase intention

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INTRODUCTION

Against the backdrop of rising global environmental awareness, the furniture industry has become a significant source of environmental pressure due to its high timber consumption, volatile organic compound emissions, and end-of-life disposal challenges (Zhang *et al.* 2023; Yang and Vezzoli 2024). Consequently, green furniture has attracted widespread attention worldwide and is experiencing robust market growth (Adiguzel *et al*. 2025). Green furniture is defined by verifiable reductions in environmental impact and protections for human health across its entire lifecycle, rather than by manufacturer claims or specific design processes (Zhu *et al.* 2023; Xie *et al.* 2024). This outcome-based standard ties certification to measurable benefits, strengthening consumer trust and avoiding perceptions of the products as merely expensive or bland (Xu *et al.* 2020b). Numerous studies have confirmed that conventional furniture exerts a substantial negative impact on the environment (Nam *et al*. 2024; Bubinek *et al.* 2025). However, despite these concerns, consumer acceptance of green furniture remains low, with inadequate value perceptions emerging as a primary barrier. Therefore, identifying the key factors that drive green furniture consumption behavior is of pressing practical significance.

Most existing studies on green furniture purchasing behavior focus on external factors such as demographics (Shahsavar *et al*. 2020), materials (Luo *et al.* 2023; Wang *et al.* 2022), design (Wang *et al.* 2024; Wang *et al.* 2024a), or production process (Luo and Xu 2023; Xu *et al.* 2023). However, there is a lack of research at the micro-level, particularly regarding the internal psychological mechanisms driving green purchase intention. To better understand how consumers evaluate the value of green products, it is essential to distinguish between two interrelated but distinct concepts: product perceived value and customer value. Product perceived value serves as the necessary cognitive foundation for customer value formation. It reflects consumers' initial assessments of a product's core environmental attributes and trustworthiness, essentially representing the product-centered environmental value proposition (Hartmann *et al*. 2005; Sánchez *et al*. 2006). Only when consumers form a basic understanding of a product's environmental value can they further engage in higher-level evaluations of customer value. Customer value, by contrast, involves a comprehensive assessment of the perceived benefits and sacrifices associated with a product, driven by individual needs and goals (Sheth *et al*. 1991; Biswas and Roy 2015). As such, product perceived value is a critical precondition within the customer value framework.

However, many studies on green purchase intention treat perceived value as a unidimensional construct, failing to account for the differential roles of its various components (Dangelico *et al*. 2024; Shehawy and Khan 2024). Emotional value—defined as the emotional response associated with specific behaviors—plays a pivotal role in sustainable consumption contexts (ElHaffar *et al.* 2020; Wang *et al*. 2022). A lack of emotional resonance often leads consumers to favor traditional products over green alternatives. Emotional value may compensate for potential weaknesses in economic, functional, and relational value dimensions. Specifically, by enhancing emotional engagement, product perceived value can be more effectively transformed into green purchase decisions.

This study centers on the psychological mechanisms underlying consumers' green furniture purchase decisions. Specifically, it investigates how product perceived value influences green purchase intention through customer perceived value, aiming to clarify the internal decision-making pathway and address the disconnect often observed between consumers' cognition, attitude, and behavior toward green products.

While customer value theory has been widely applied to explain sustainable consumption behaviors (Ng *et al*. 2025), empirical research extending this framework to durable goods such as green furniture remains scarce—particularly regarding the role of emotional value in shaping purchase decisions. This study aimed to advance previous green purchase intention models by proposing a novel chain-mediation framework that delineates the cognitive-emotional-rational pathway through which product perceptions translate into purchase decisions. Specifically, the proposed model advances the field in three key aspects: (1) by integrating both product-centric and customer-centric constructs, it provides a more holistic view of the evaluation process; (2) it identifies emotional value as the core mediator that activates and enhances other value dimensions (economic, functional, relational), a mechanism that has been underexplored in the context of green products; and (3) unlike most studies that treat perceived value as a unidimensional construct, there is an empirical validation of a chain-mediation pathway that explains how product-level perceptions cascade through emotional and utilitarian evaluations to ultimately drive purchase decisions. Thus, this research not only extends customer value

theory into the domain of durable green goods but also offers a more nuanced and actionable model for understanding and predicting green consumption behavior. The model is empirically tested using CB-SEM analysis based on 915 valid survey responses. Results reveal that green perceived utility and green trust significantly enhance green purchase intention through a chain-mediated pathway centered on emotional value. Emotional value plays a dual role: it is both a direct independent driver of green purchasing intention (parallel path) and a catalyst for strengthening other value dimensions (tandem path). This study delivers a critical theoretical advancement by offering a theoretically meaningful supplement to research practices in the domain of green furniture consumption.

FACTORS RELATED TO PRODUCT PERCEIVED VALUE

Green Perceived Utility

Green perceived utility refers to consumers' appraisal of the positive environmental impacts generated by a product, which in turn elevates their intention to purchase green items (Biswas and Roy 2015). Studies have demonstrated that when consumers recognize features such as energy savings, carbon reduction, or the use of eco-friendly materials, their willingness to buy increases significantly (Luo *et al*. 2020; Fraccascia *et al*. 2023). As furniture is a durable good used over a long period, purchase decisions hinge more on in-depth evaluations of actual utility and brand credibility than impulsive considerations (Zanchini *et al*. 2022; Liu and Liu 2023). Consequently, green perceived utility effectively captures consumers' value judgments regarding a green furniture's environmental performance and stands as a core dimension of product perceived value.

Green Trust

Green trust reflects consumers' confidence in a brand's environmental commitments and the authenticity of its green claims (Chen 2013). Trust helps lower perceived risks when purchasing higher-priced green products and encourages consumers to accept favorable motivations to act sustainably (Foroudi *et al*. 2020). Empirical evidence shows that green trust significantly reduces risk perceptions (Shahid *et al*. 2024; Xiang and Liu 2024; Fu *et al*. 2025)—especially for eco-products with premium pricing or complex production processes—and robustly predicts green purchasing behavior (Guan *et al*. 2024; Rizomyliotis 2024). Thus, green trust is another essential component of product perceived value.

Customer Value Theory

Customer value theory posits that consumers' subjective trade-off between what they give and what they gain is the fundamental driver of their behavior (Ng *et al*. 2025). Perceived value is a critical determinant of customer attitudes (Zhang and Zhang 2022), has been widely applied to explain various behaviors including purchase decisions (Su *et al*. 2019), co-creation in AI contexts (Lee *et al*. 2024) and trust formation (Lee *et al*. 2020). Although its mediating role in sustainable consumption has been acknowledged (Ng *et al*. 2025), its application in the green furniture domain remains underdeveloped.

Emotional Value

Emotional value relates to the positive feelings experienced when using a product or service (Kim *et al*. 2011). Research indicates that the pleasure, arousal, and dominance

consumers feel can greatly enhance the effect of green furniture elements on purchase intention (Gao and Wu 2025). Green furniture consumption often evokes environmental identity and family interaction scenarios that trigger positive emotions (Colombo *et al*. 2015; Ji *et al*. 2025). Moreover, media exposure and social discussions can further reinforce these emotional experiences, influencing judgments of other value dimensions (Yu *et al*. 2024b). Thus, emotional value not only has standalone explanatory power, but it also serves as a prerequisite for eliciting other values, making it a theoretically and practically sound mediator in the decision process.

Economic Value

Economic value is defined as the utility derived from perceived reductions in short- and long-term costs (Sweeney and Soutar 2001). Green products frequently face purchase barriers due to premium pricing, particularly among budget-conscious young consumers. (Hakala *et al*. 2015). Customers who hold positive perceptions of a green product's economic value are more inclined to learn about its benefits and make a purchase (Zhang *et al*. 2024). Given green furniture's life-cycle advantages in energy savings and durability, economic value is a key factor in explaining purchase intention.

Functional Value

Functional value encompasses consumers' overall assessment of a product's physical utility and performance attributes (Chwialkowska *et al*. 2024). In the field of green furniture, functional evaluation is not limited to basic dimensions such as reliability and durability, but also includes the sustainability of materials (Fan *et al*. 2024) and clean production processes (Bartoszuk and Kowaluk 2024; Pan *et al*. 2024) , as well as the actual user experience of the furniture (Zhao and Xu 2023). Including functional value in the model provides a comprehensive reflection of consumers' perceptions of how green furniture balances performance with sustainability.

Relational Value

Relational value arises from the interactive experiences between consumers and brands, communities, or other customers (Ki and Kim 2019). When consumers integrate this value with social interactions at home or in home-office settings, it continues to grow (Yu and Wu 2024). Studies demonstrate that social circles significantly influence green purchasing decisions by shaping eco-friendly home image (Xu *et al*. 2020b; Yu *et al*. 2024a). As such, relational value effectively captures the social decision-making factors beyond individual motives, adding both theoretical breadth and empirical foundation to the model.

Mediating Role of Emotional Value

Emotional value serves as a mediating variable that positively influences consumers' green purchasing behavior (Wang *et al*. 2022; Ng *et al*. 2025). High emotional value triggers stronger green purchase tendencies (Ng and Cheung 2022); when consumers perceive strong emotional value in green furniture, they not only directly form purchase intentions but also become more satisfied with other values (economic, functional, relational), leading to actual green purchases. Accordingly, we posit that emotional value serves not only as an independent predictor of green purchase intention but also as a pivotal mediator that channels the effects of product perceived value into other value dimensions. Based on this reasoning, it is explicitly hypothesized here that emotional value both directly

influences purchase intention and indirectly strengthens other forms of perceived value, which in turn shape consumers' final decision-making.

Green Purchase Intention

Green purchase intention refers to an individual's enduring cognitive evaluations, emotional resonance, and behavioral inclinations toward green products (Yadav and Pathak 2016). As a durable consumer good, green furniture purchase decisions rest not only on rational assessments of product and brand attributes but also on emotional identification and value resonance (Xu *et al*. 2020a). A positive attitude toward green furniture is thus the most critical determinant of green purchase intention. Building a comprehensive chain of perceived value is essential for deeply understanding how these intentions are formed.

CONCEPTUAL FRAMEWORK

Over the years, emotional value has often been invoked to explain behavioural attitudes (Tong *et al*. 2022; Oliveira *et al*. 2023), yet it has not been the focus of in-depth discussion (Grønhøj and Thøgersen 2017). In this study, green perceived utility and green trust were positioned as the core dimensions of product perceived value. The goal was, *via* the multidimensional structure of customer perceived value, to uncover the pathway by which green furniture purchase intentions are formed. Specifically, as consumers experience increasing green perceived utility and trust in a piece of furniture, their overall perceived value is cultivated, which in turn elicits emotional, economic, functional, and relational value. Once a sufficient chain of perceived-value creation has been established, consumers are more likely to adopt a green purchase attitude. Drawing on prior literature linking perceived value to green purchase intention, a conceptual model (Fig. 1) is proposed with the following hypotheses:

H1. Green perceived utility positively influences (a) emotional value, (b) economic value, (c) functional value, and (d) relational value.

H2. Green trust positively influences (a) emotional value, (b) economic value, (c) functional value, and (d) relational value.

H3. Emotional value positively influences (a) economic value, (b) functional value, and (c) relational value.

H4. (a) Economic value, (b) functional value, and (c) relational value each positively influence green purchase attitude.

H5. Emotional value mediates the relationship between (a) green perceived utility and green purchase intention and (b) green trust and green purchase intention.

H6. Emotional value and (a) economic value, (b) functional value, and (c) relational value together regulate the chain between green perceived utility and green purchase intention.

H7. Emotional value and (a) economic value, (b) functional value, and (c) relational value together regulate the chain between green trust and green purchase intentions.

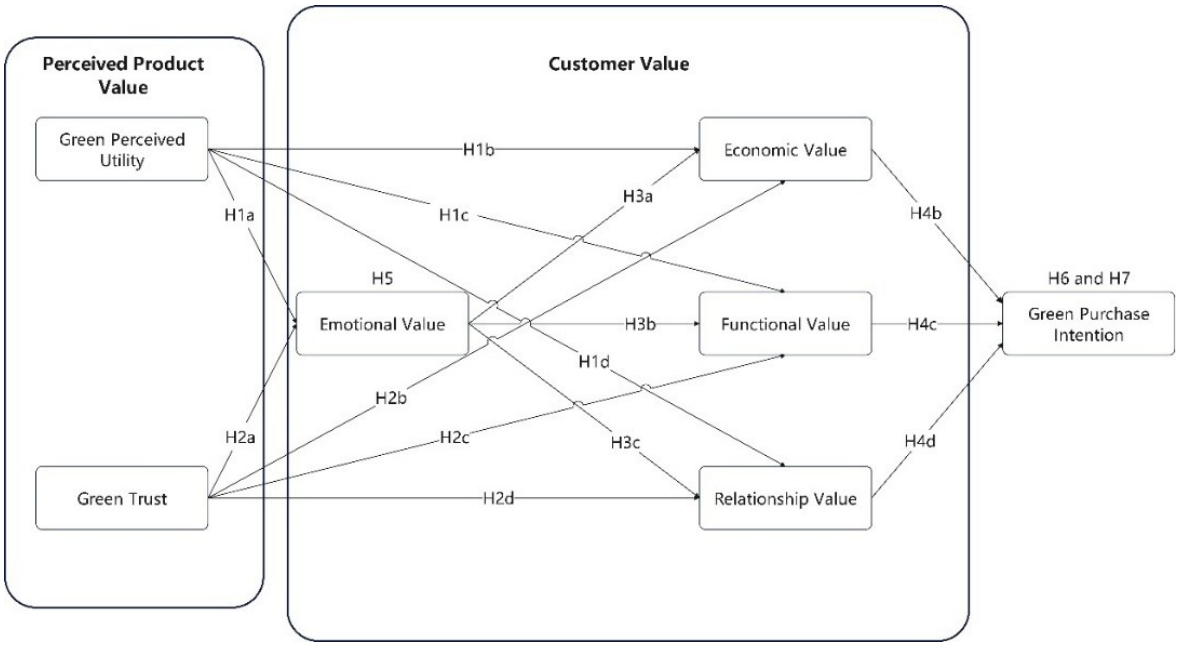

Fig. 1. Theoretical framework

EXPERIMENTAL

Data Collection

Data were collected through Sojump (www.sojump.com), a professional Chinese online survey platform that maintains a large nationwide panel of registered users. The platform recruited potential participants by sending out survey invitations—*via* email and internal messaging systems—to a random sample. Stratified by age, gender, and geographic region, this sample was designed to approximate the distribution of the national population. Judgemental sampling was employed to obtain a valid sample and reduce non-response bias (Rowley 2014), ensuring that participants could meaningfully evaluate product perceived value, emotional value, and purchase intention—consistent with methodological practices in sustainability research (Ghaffar *et al.* 2023; Lavuri *et al.* 2023).

Table 1. Distribution of the Respondents (N = 915)

Variables	Options	Frequency	Ratio (%)
Gender	Male	447	48.85%
	Female	468	51.15%
Age	18-24	78	8.52%
	25-34	204	22.30%
	35-44	344	37.60%
	45-54	195	23.31%
	> 55	94	10.27%
Educational Level	Junior high school degree and below	76	8.31%
	High school degree	153	16.72%
	Associate degree	305	33.33%
	Bachelor's degree	330	36.07%
	Master's degree or high	51	5.57%

Before entering the main questionnaire, a mandatory pre-screening question was conducted to confirm whether the respondents had purchased or used at least one piece of green furniture. Only participants who passed this screening were allowed to proceed with the survey, thus ensuring the relevance and validity of the sample. Therefore, individuals who did not meet these criteria were excluded from the study. Because all questions were mandatory, there were no missing values in the dataset, and a total of 948 respondents participated in the survey, excluding 33 invalid questionnaires. Table 1 shows the descriptive statistics of the respondents.

Measurements

All constructs were adapted from established scales in the literature and contextualised for this study. To ensure conceptual accuracy and appropriateness in the Chinese context, a forward-backward translation procedure was employed (Beaton *et al.* 2000), as the original scales were in English. Two language instructors were consulted to verify that each item accurately reflected its intended construct. Prior to full-scale administration, a pilot test with 10 individuals who had purchased green furniture in the previous three months was conducted; exploratory factor analysis revealed Cronbach's $\alpha > 0.70$ for all constructs, confirming reliability (Hair *et al.* 2020).

The final questionnaire was administered in Mandarin Chinese and comprised two sections: (1) demographic information (gender, age, education, income); and (2) measurement items for product perceived value (green perceived utility, green trust), customer perceived value (emotional, economic, functional, relational), and green purchase attitude. All items were rated on a 7-point Likert scale (1 = "strongly disagree" to 7 = "strongly agree").

Specifically, the topic of measuring consumers' willingness to buy was adapted from the study conducted by Amin and Tarun (2020). For product perceived value, the topic of green perceived utility was adapted from previous studies (Chang 2011; Dangelico *et al.* 2024), and the topic of green trust was adapted as well (Chen 2013; Chen and Chang 2013). For the topic of customer perceived value, both adapted from Carlson *et al.* 2019 and Ng *et al*. (2025) conducted a study that included 4 measurement dimensions with a total of 12 measurement items.

Analytical Techniques

First, the results were analyzed descriptively. Then, a two-step approach was applied using AMOS 29.0. Confirmatory factor analysis (CFA) was performed to assess and validate the measurement model; hypothesis testing was performed using structural equation modelling (SEM).

Given the sensitivity of the χ^2 statistic to large sample sizes, model fit was evaluated using multiple indices (Hu and Bentler 1998; Tabachnick and Fidell 2007): $\chi 2/df$ ratio, goodness of fit index (GFI), adjusted goodness of fit index (AGFI), normal fit index (NFI), incremental fit index (IFI), comparative fit index (CFI), Tucker-Lewis Index (TLI), and root mean square error of approximation (RMSEA).

Common Method Bias (CMB)

In the a priori approach, the measurement items were refined after pre-testing, using a variety of scale formats, and the items in the questionnaire were randomised to avoid bias in the respondents' response array. The privacy of the respondents was ensured. During data collection, it was emphasised that there were no right/wrong answers. In the post hoc

methodology, Harman's one-way test was used. This test showed that 34.65% of the total variance (less than the 40% threshold) was explained by a single factor, confirming the absence of CMB (Podsakoff *et al*. 2003).

Measurement Model: Reliability and Validity Assessment

The measurement model was evaluated *via* confirmatory factor analysis (CFA). The model comprised seven latent constructs: Green Perceived Utility, Green Trust, Emotional Value, Economic Value, Functional Value, Relational Value, and Green Purchase Intention. Fit indices indicated excellent model fit (Anderson and Gerbing 1988); the specific values and recommended thresholds are presented in Table 2.

Table 2. Model Fitting Index

Indicators	$\chi 2/df$	GFI	AGFI	NFI	IFI	CFI	TLI	RMSEA
Results	1.206	0.976	0.969	0.984	0.997	0.997	0.997	0.015
Standards	<3	>0.9	>0.9	>0.9	>0.9	>0.9	>0.9	<0.1
Situation	Fit	Fit	Fit	Fit	Fit	Fit	Fit	Fit

Average Variance Extracted (AVE) (suggested threshold 0.5), Composite Reliability (CR) (suggested threshold 0.7), and Cronbach's Alpha (suggested threshold 0.7) were used to check the reliability. All factor loadings exceeded the value of 0.50; the Cronbach's alpha coefficients for each factor exceeded 0.70, and CR and AVE were above the critical values of 0.70 and 0.50; therefore, all constructs reached the minimum thresholds for good convergent validity and reliability (Fornell and Larcker 1981; Biswas and Roy 2015), as shown in Table 3.

Table 3. Validity and Reliability of the Constructs

Construct	items	Factor loadings	CR	AVE	Cronbach's Alpha
Green Perceived Utility (GPU)	GPU1	0.896	0.916	0.785	0.916
	GPU2	0.879			
	GPU3	0.882			
Green Trust (GT)	GT1	0.87	0.908	0.767	0.908
	GT2	0.876			
	GT3	0.881			
Emotional Value (EmV)	EmV1	0.9	0.921	0.795	0.92
	EmV2	0.898			
	EmV3	0.876			
Economic Value (EcV)	EcV1	0.862	0.919	0.738	0.919
	EcV2	0.857			
	EcV3	0.857			
	EcV4	0.861			
Functional Value (FV)	FV1	0.865	0.907	0.765	0.907
	FV2	0.867			
	FV3	0.892			
Relationship Value (RV)	RV1	0.903	0.921	0.795	0.92
	RV2	0.884			
	RV3	0.887			
Green Purchase Intention (GPI)	GPI1	0.882	0.916	0.731	0.915
	GPI2	0.825			
	GPI3	0.863			
	GPI4	0.848			

To investigate the discriminant validity, the Fornell and Larcker (1981) discriminant criterion was used. Table 4 shows the correlation matrix and AVE for each construct. All constructs proved discriminant validity as the AVE was higher than the squared correlation coefficient between each construct and the others.

Table 4. Discriminant Validity: AVE Square Root Values

Construct	GPI	RV	FV	EcV	EmV	GT	GPU
Green Purchase Intention (GPI)	0.854						
Relationship Value (RV)	0.323	0.891					
Functional Value (FV)	0.299	0.204	0.875				
Economic Value (EcV)	0.378	0.333	0.205	0.859			
Emotional Value (EmV)	0.416	0.32	0.307	0.328	0.891		
Green Trust (GT)	0.393	0.336	0.274	0.367	0.358	0.876	
Green Perceived Utility (GPU)	0.47	0.317	0.307	0.391	0.402	0.35	0.886

Measurement Models: Hypothesis Testing

The structural model was assessed using SEM. Fit statistics again met or exceeded recommended criteria (Table 5). As shown in Table 6, Green Perceived Utility positively predicted Emotional Value ($\beta = 0.316$, $p < .001$),

Table 5. Discriminant Validity: AVE Square Root Values

Indicators	$\chi 2/df$	GFI	AGFI	NFI	IFI	CFI	TLI	RMSEA
Results	1.29	0.974	0.966	0.983	0.996	0.996	0.995	0.018
Standards	<3	>0.9	>0.9	>0.9	>0.9	>0.9	>0.9	<0.08
Situation	Fit	Fit	Fit	Fit	Fit	Fit	Fit	Fit

Table 6. Structural Equation Model Validation Results

Measurement Path	Regression Estimate(β)	Standard Error	P-value	Hypothesis	Supported
GPU→EmV	0.316	0.037	<.001	H1a	Yes
GPU→EcV	0.255	0.037	<.001	H1b	Yes
GPU→FV	0.184	0.036	<.001	H1c	Yes
GPU→RV	0.176	0.041	<.001	H1d	Yes
GT→EmV	0.248	0.038	<.001	H2a	Yes
GT→EcV	0.229	0.038	<.001	H2b	Yes
GT→FV	0.146	0.036	<.001	H2c	Yes
GT→RV	0.216	0.042	<.001	H2d	Yes
EmV→EcV	0.147	0.036	<.001	H3a	Yes
EmV→FV	0.181	0.035	<.001	H3b	Yes
EmV→RV	0.174	0.04	<.001	H3c	Yes
EmV→GPI	0.169	0.033	<.001	H4a	Yes
EcV→GPI	0.126	0.033	<.001	H4b	Yes
FV→GPI	0.088	0.034	0.009	H4c	Yes
RV→GPI	0.081	0.029	0.017	H4d	Yes

Economic Value ($\beta = 0.255$, $p < .001$), Functional Value ($\beta = 0.184$, $p < .001$), and Relational Value ($\beta = 0.176$, $p < .001$), supporting H1a–d. Green Trust likewise had significant positive effects on Emotional Value ($\beta = 0.248$, $p < .001$), Economic Value ($\beta = 0.229$, $p < .001$), Functional Value ($\beta = 0.146$, $p < .001$), and Relational Value ($\beta = 0.216$,

p < .001), supporting H2a–d. Emotional Value significantly predicted Economic Value (β = 0.147, p < .001), Functional Value (β = 0.181, p < .001), and Relational Value (β = 0.174, p < .001), supporting H3a–c. Finally, Emotional Value (β = 0.169, p < .001), Economic Value (β = 0.126, p < .001), Functional Value (β = 0.088, p = .009), and Relational Value (β = 0.081, p = .017) each significantly predicted Green Purchase Intention, supporting H4a–d.

Mediation Analysis

To analyse the mediating role of perceived value, this study followed the recommended procedure. It is worth noting that emotional value is important as a mediator. Emotional value was found to be a significant partial mediator between Green Perceived Utility and Green Purchase Intention (β = 0.302, p < .001) and between Green Trust and Green Purchase Intention (β = 0.190, p < .001), supporting H5a and H5b.

The results of the bootstrap test using bias-corrected percentile bootstrap results were resampled 5,000 times to ensure the stability of the estimates and the accuracy of the confidence intervals. In bootstrap analyses, mediating effects are considered significant if the 95% confidence interval does not include 0 (Li and Qu 2025). Green perceived utility indirectly influences green purchase through the chain mediation of emotional value and economic value (β = 0.254, 95% CI = [0.169, 0.339]), functional value (β = 0.248, 95% CI = [0.163, 0.335]), and relationship value (β = 0.253, 95% CI = [0.168, 0.339]). These findings support H6a, H6b, and H6c. Green trust indirectly affects green purchasing through the chain mediating effects of emotional value and economic value (β=0.153, 95% CI=[0.078, 0.233]), functional value (β=0.152, 95% CI=[0.078, 0.232]), and relational value (β=0.152, 95% CI=[0.077, 0.231]) of the Chain mediation, which indirectly affects green purchase intention, thereby supporting H7a, H7b, and H7c. Table 7 summarises the mediation analyses, while the PLS results of the structural model are shown in Fig. 2.

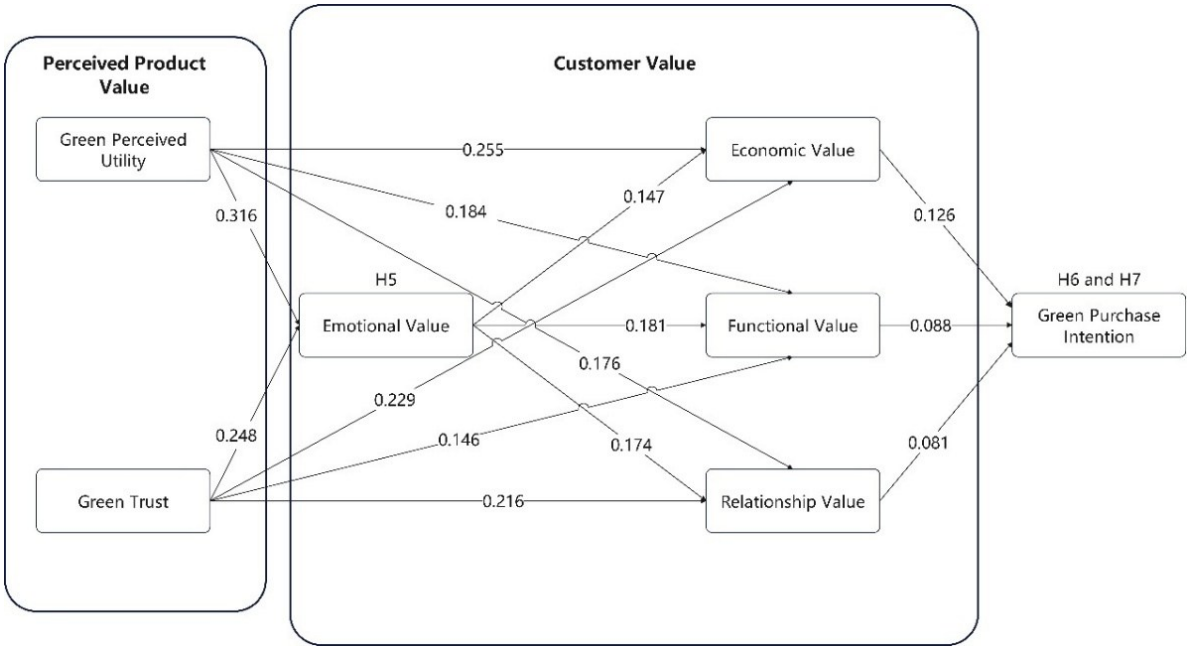

Fig. 2. Result of structural modeling analysis

Table 7. Mediation Effect Analysis Results

Measurement Path	Estimate (β)	Lower	Upper	P-value	Hypothesis	Supported
GPU→EmV→GPI	0.302	0.221	0.385	<.001	H5a	Yes
GT→EmV→GPI	0.19	0.115	0.268	<.001	H5b	Yes
GPU→EmV→EcV→GPI	0.254	0.169	0.339	<.001	H6a	Yes
GPU→EmV→FV→GPI	0.248	0.163	0.335	<.001	H6b	Yes
GPU→EmV→RV→GPI	0.253	0.168	0.339	<.001	H6c	Yes
GT→EmV→EcV→GPI	0.153	0.078	0.233	<.001	H7a	Yes
GT→EmV→FV→GPI	0.152	0.078	0.232	<.001	H7b	Yes
GT→EmV→RV→GPI	0.152	0.077	0.231	<.001	H7c	Yes

DISCUSSION

Conceptual Findings

This study deepens the understanding of how consumers form green purchase intentions in the context of green furniture. Drawing on customer value theory, the findings of this work support the view that consumers' purchase intentions are not only influenced by rational evaluations, but also by a range of emotional and multidimensional value evaluations. This is consistent with previous research on customer value theory on consumption (Ng *et al*. 2025).

Although this study focuses on the Chinese market, its findings align with broader global patterns. Comparative evidence shows that value drivers of green purchasing differ across regions: European consumers emphasize social image and recognition, while non-European groups value novelty, curiosity, and trust (Nekmahmud *et al.* 2022). In Latin America, attitudes, subjective norms, and perceived behavioral control significantly predict willingness to pay for green products (García-Salirrosas *et al.* 2024). Within Asia, a study comparing South Korea and China found that collectivism in China positively affects green purchase intention and strengthens the role of environmental collective efficacy (Lee 2017). These patterns are consistent with recent findings that cultural norms shape sustainable consumption (Randall *et al.* 2024), willingness to pay varies across markets (Khan *et al*. 2024), and moral emotions such as anticipated pride act as universal motivators (Chae *et al.* 2024). Given China's collectivist orientation, consumers may be particularly sensitive to emotional cues embedded in green products—such as environmental symbolism, family well-being, and community identity—making emotional value a more decisive mediator than in individualistic contexts. Overall, while the psychological mechanisms of green purchasing are universal, their expressions differ across cultures, underscoring the need to interpret Chinese consumers' behavior within a global perspective.

An important finding of this study is the central mediating role of emotional value in the green furniture consumption decision process. Emotional value is both an independent and interdependent concept that links consumers' initial perception of value with more tangeable evaluations (*e.g.*, economic, functional, and relational considerations). This hierarchical value construction process is consistent with previous research findings that emotional engagement can amplify perceived product utility and elicit stronger consumer responses in sustainability-related decisions (Wang and Wu 2016; Lavuri *et al*. 2023). The progression from emotional resonance to rational evaluation reflects a "dual

process" path, in which emotional cues activate deeper value interpretations, ultimately facilitating a transition from attitude to intention (Liang *et al*. 2019).

The findings confirm that multidimensional customer value—comprising emotional, economic, functional, and relational dimensions—offers a comprehensive framework for understanding green furniture purchase behavior. This aligns with the theoretical premise that sustainable consumption is not driven by a single motive, but rather by a constellation of factors, including emotional experience, cost–benefit evaluation, performance appraisal, and social value reinforcement. Specifically, in terms of economic value, green furniture is usually more expensive, and consumers tend to focus more on long-term returns when forming purchase intentions (Hsu *et al*. 2017). In terms of functional value, consumer evaluation extends beyond basic utility to include enhanced criteria such as the safety of eco-friendly materials and the sustainability of production processes, reflecting a broader set of performance expectations for green products (Cheung and To 2019). Engagement with eco-brand communities, peer recognition, and symbolic identity expression all contribute to reinforcing environmentally friendly choices. This finding is consistent with prior research linking social connectedness, symbolic consumption, and pro-environmental behavior (Fang 2024; Wu and Long 2024).

From a theoretical perspective, previous studies have paid less attention to how emotional value interacts with other value dimensions in the context of green furniture purchases (Yu *et al*. 2024b). This study extends the application of customer value theory and demonstrates its explanatory power in the field of durable green products. By elucidating the order and structure of these interactions, the present model provides a replicable framework for analyzing complex consumer behavior in similar high-involvement sustainable consumption contexts.

Practical Implications

This study has many practical implications and provides a scientific basis and application reference for furniture industry practitioners, marketers, and policy makers. First, the results show that green perceived utility and green trust significantly enhance consumers' green purchasing intention through emotional value and multidimensional customer value. This finding provides guidance for green furniture companies in product development, brand communication, and marketing strategy formulation, enabling them to more specifically stimulate consumers' emotional resonance and value identification. Secondly, the study further reveals the dynamic role of consumers' cognition, emotion, and rational value evaluation of green furniture in purchasing decisions, providing a path for companies to integrate multidimensional value propositions in practice. Specifically, the practical implications of this study include the following:

Product value delivery and emotional resonance: Firms can highlight the environmental characteristics of furniture (such as low-carbon materials and recyclability) in product promotion, thereby enhancing consumers' emotional resonance and trust through storytelling and the creation of a green brand image.

Multi-dimensional value experience: In brand communication and sales processes, companies may emphasize the comprehensive advantages of green furniture in terms of economic value (long-term energy savings, durability), functional value (quality, comfort), and relational value (community identity, symbolic meaning). This approach enables consumers to form a more complete understanding at both rational and emotional levels.

Interactive marketing and community building: Social media, short video platforms, and offline experience stores can be used to foster a green consumption community, thereby strengthening consumers' sense of relational value and brand belonging.

Price and value communication: Pricing tools such as installment payments, green subsidies, and coupons can help reduce the purchase threshold. At the same time, the long-term economic benefits of green furniture may be conveyed through visualization tools (*e.g*., comparative tables of energy-saving returns), thereby improving consumers' perception of cost-effectiveness.

Finally, the results of this study not only provide a practical reference for the green furniture industry, but they also provide important inspiration for other durable goods industries in improving the acceptance of green products, optimizing emotions and multi-dimensional value delivery. Other researchers can refer to the methodological framework of this study to further explore the psychological mechanism of green consumption under different product categories or cultural backgrounds.

Limitations and Future Research Directions

The research sample is limited to mainland China. Differences in cultural values may affect the formation mechanism of green trust and emotional value. Future research can test whether the mediating role of emotional value is equally significant when comparing societies with different cultural backgrounds, thereby improving the universality of the model. Furthermore, research could also focus on well-defined consumer groups within specific national or regional markets. Such an approach would maintain the advantages of using a single language and cultural context while providing deeper insights into market-specific drivers of green furniture purchase, thereby usefully complementing broader cross-cultural studies.

Secondly, this study failed to capture the dynamic process of consumers' green cognition and behavior changing over time. Subsequent studies can use longitudinal tracking or experimental methods to further verify the causal stability of the chain mediation path. Furthermore, future research could also expand the scope of green consumption research beyond the purchase phase to the post-purchase phase. Longitudinal research examining such behavioral patterns would provide deeper insights into the lifecycle impacts of green purchasing decisions and clarify whether initial green aspirations translate into sustained environmental benefits.

In addition, although this study covers the four dimensions of perceived value, it has not yet included potential variables such as environmental responsibility and social norms. These factors may play an important role in green consumption. It is recommended to further enrich the model structure in the future. Finally, the study mainly relies on self-report data, which has the risk of social desirability bias. In the future, it can be combined with behavioral data methods such as eye tracking and virtual reality experience to improve the ecological validity and application reference value of the research conclusions.

CONCLUSIONS

1. Based on the customer value theory, this study constructed a chain mediation model of "product perceived value-emotional value-multidimensional customer value-green purchase intention," and it used the covariance-based structural equation modeling

(CB-SEM) method to conduct an empirical test on 915 sample data.

2. The study found that both green perceived utility and green trust significantly and positively affect emotional value, economic value, functional value, and relationship value. Emotional value not only directly enhances green purchase intention, but it also forms a chain mediation effect by enhancing economic value, functional value and relationship value, significantly promoting consumers' green purchase decisions.
3. This study systematically expounded the bridge role of emotional value in the cognition-attitude-behavior transformation path in the context of green furniture durables for the first time, verifying that emotional value has both direct influence and plays an important indirect mediation role in multidimensional customer value. This finding enriches the perspective of green consumption research and provides new evidence for explaining green purchase intention in the field of high-involvement durables.
4. The limitations of this study include the following: The sample was limited to mainland China, which may be affected by differences in cultural values; the cross-sectional data design cannot capture the dynamic process of consumers' green purchasing intentions changing over time; and potential variables such as environmental responsibility and social norms are not included. Future research can further verify the applicability and stability of the model through cross-cultural sample comparison, longitudinal tracking, and experimental methods.
5. The results of this study can provide practical guidance for green furniture companies in product design, marketing communication, brand management, *etc.*, and also provide reference for the government to formulate green consumption incentive policies, which will help promote the acceptance of the green furniture market and the sustainable development of the industry.

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Institutional Review Board Statement

The study was conducted in accordance with the ethical standards of the Declaration of Helsinki and was reviewed and approved by the Institutional Review Board of the authors' institution (protocol code 2025013, approved on 12 January 2025). The Board found the experimental design and protocol to be scientifically sound, fair, and impartial; determined that the recruitment of subjects was based on voluntary informed consent with full protection of participants' rights, interests, and privacy; confirmed that the study posed no harm or risk to participants; and verified that there were no conflicts of interest or violations of moral, ethical, or legal standards. The Institutional Review Board

agreed that the project was proceeding as planned.

Data Availability

The datasets used and analyzed in this study are available from the corresponding author upon reasonable request.

Conflicts of Interest

The authors declare no conflict of interest.

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