Sustainable Decoratives: Transforming Recycled Materials into Eco-Luxury Home Accessories – A Perception Analysis

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1.   Abstract:

This study explores the key factors influencing consumer psychology in purchasing sustainable home decor, focusing on six independent variables: Sustainability Awareness (SA), Design & Brand Appeal (DBA), Price Sensitivity (PS), Social Influence (SI), Product Accessibility (PA), and Competitive Landscape (CL). A structured questionnaire was distributed to 121 respondents, and statistical analysis, including correlation and regression models, was conducted using SPSS. The results indicate that Product Accessibility ($p = 0.003$) and Competitive Landscape ($p = 0.004$) significantly impact consumer psychology, while SA ($p = 0.204$), DBA ($p = 0.644$), PS ($p = 0.224$), and SI ($p = 0.706$) do not have a statistically significant influence. This suggests that consumers are more likely to purchase sustainable home decor when it is easily accessible and competitively positioned, whereas awareness, branding, pricing, and social influence play secondary roles. The study highlights the importance of making eco-friendly products more available and strategically priced to drive consumer adoption. Additionally, businesses should focus on differentiation and market competition rather than relying solely on awareness campaigns or influencer endorsements. These findings offer valuable insights for businesses, policymakers, and sustainability advocates aiming to enhance the adoption of recycled and sustainable home decor products in a competitive market.

Keywords:

Sustainable Home Decor, Consumer Psychology, Product Accessibility, Competitive Landscape and Sustainability Awareness

2.   Introduction:

Plastic pollution has emerged as one of the most pressing environmental issues of the 21st century, with global plastic production exceeding 400 million tons annually (Pandey, 2013; Veena Sahajwalla, 2018). A significant portion of this plastic waste remains improperly disposed of, leading to severe environmental and health hazards (Khwunsuwan, 2021; Isabel Miguel, 2023).Despite ongoing global efforts to reduce plastic consumption, recycling remains a major challenge, with many nations struggling to integrate effective waste management solutions into their economies (Glaser, 2017; Goodship, 2007).

The Indian economy, characterized by rapid urbanization and industrial growth, has seen an exponential increase in plastic waste generation, necessitating urgent action to promote sustainable recycling practices (Tulashie et al., 2022; Supardi, 2023). While existing research has explored plastic waste management, there is a significant gap in understanding the intersection of plastic recycling, sustainability awareness, and consumer behavior in industries such as home decor (Glaser, 2017; Sidian et al., 2024).

The concept of sustainable decorative products has gained traction as industries explore innovative ways to repurpose plastic waste into high-value consumer goods (Chen et al., 2023). Studies have shown that aesthetic integration of recycled plastics into interior design not only addresses the plastic waste problem but also promotes eco-conscious consumerism (Sidian et al., 2024; Kibria et al., 2023). However, the successful adoption of sustainable decorative products depends on multiple factors, including consumer awareness, price sensitivity, brand perception, and accessibility, all of which require thorough market research (Supardi, 2023; Glaser, 2017; Tulashie et al., 2022).

Despite advancements in plastic waste conversion technologies, limited research exists on how consumer psychology interacts with these variables in the home decor industry (Tulashie et al., 2022; Situmorang et al., 2020; Siddiqui and Pandey, 2013). This research aims to bridge this gap by analyzing the interplay between key independent variables— Sustainability Awareness, Design & Brand Appeal, Price Sensitivity, Social Influence, Product Accessibility, and Competitive Landscape—and their impact on Consumer Psychology (Getora et al.; Recyclebot, 2020; Alaghemandi, 2023). The study further seeks to evaluate how businesses can strategically position sustainable home decor products in the market to maximize consumer adoption and profitability (Alaghemandi, 2023; Parveen and Azam, 2020).

Given the increasing importance of sustainability in modern economies, this research will provide valuable insights for policymakers, businesses, and environmental advocates by identifying consumer behavior trends and barriers to adopting recycled plastic-based home decor (Tulashie et al., 2022; Chen et al., 2023). While past research has focused on the technical advancements in plastic recycling, such as pyrolysis-based fuel production and robotic sorting mechanisms, there remains a gap in understanding the commercial viability of recycled plastic-based decor items and their potential to disrupt the traditional home decor market (Getora et al.; Recyclebot, 2020; Parveen and Azam, 2020). By integrating insights from consumer psychology and sustainable business practices, this study will help formulate a strategic framework for launching and scaling sustainable decorative products in India's growing eco-conscious market (Kibria et al., 2023; Tulashie et al., 2022; Situmorang et al., 2020).

3.   Literature Review:

Plastic recycling has come a long way in recent years, helping reduce waste and create new materials for different industries. Research shows that simply recycling plastic is not enough—we also need to find ways to reuse and repurpose it to create useful products (Goodship, 2007; Sahajwalla & Gaikwad, 2018; Glaser, 2017). One way to do this is by using recycled plastic in home decor, which not only helps the environment but also adds value to materials that would otherwise be wasted (Santos et al., 2005; Tulashie et al., 2022; Wattanakit & Khwunsuwan, 2023). However, turning waste into decorative items comes with challenges, such as high production costs, low consumer awareness, and limited competition in the market (Alaghemandi, 2023; Getora et al., 2023; Situmorang et al., 2020).

The integration of sustainability within holiday-themed decorations is another area of growing interest. Smith (2020) highlights that traditional Christmas decorations contribute significantly to environmental waste due to plastic ornaments, tinsel, and non-energy-efficient lighting. To counter this, sustainable alternatives such as wooden, fabric, and recycled paper decorations are being promoted as biodegradable options that reduce landfill accumulation (Davis, 2019; Brown, 2020). Additionally, energy-efficient LED lights consume less electricity and last longer, making them a more sustainable

choice for festive lighting (Lee, 2020). DIY and upcycling approach further enhance the sustainability of holiday decor by encouraging reuse and creativity (Smith, 2020).

Many people today are becoming more aware of the importance of sustainability and want to make environmentally friendly choices (Sidian et al., 2024; Heidbreder et al., 2019; Rezkiyanti et al., 2023). However, knowing about sustainability does not always lead to action. One major issue is pricing—people often assume that eco-friendly products are too expensive, making them hesitate to buy (Chen et al., 2021; Niyitanga et al., 2021; Ridwan et al., 2023; Siddiqui and Pandey, 2013). Another problem is that sustainable decor must be visually appealing for consumers to choose it over traditional options (Tulashie et al., 2022; Marsahala et al., 2023; Akbar et al., 2023).

The impact of interior design decisions on sustainability is also crucial. Johnson (2019) emphasizes that materials used in textiles, furniture, and color schemes influence environmental sustainability. Natural fibers like hemp, linen, and organic cotton have a lower environmental footprint compared to synthetic fabrics that shed microplastics (Hayles, 2015; Dräxlmaier Group, 2024). Furthermore, the use of reclaimed wood and recycled furniture not only prevents waste accumulation but also reduces the exploitation of natural resources (Johnson, 2019). Johnson also highlights how low-VOC paints contribute to better indoor air quality, while optimal window placement and purposeful color selections reduce the need for artificial lighting (Johnson, 2019). Furthermore, research into reconstituted decorative lumber (RDL) highlights its efficiency in reducing natural lumber usage by up to 95%, emphasizing its thermal insulation properties and sustainable sourcing as key advantages in sustainable interior design (Zhou et al., 2022; Rashdan & Ashour, 2024). Moreover, recycled palm waste is gaining attention as an alternative material for decorative applications, particularly in tourist destinations, as it supports sustainability and environmental preservation (Al-Saud et al., 2024; Chou, 2021).

The role of social influence in consumer choices is also very strong. People are more likely to buy eco-friendly products when they see that friends, influencers, or celebrities are using them (Situmorang et al., 2020; Miguel et al., 2023; Khan et al., 2018; Hall, 2019). However, the biggest challenge is availability of sustainable decor is still not widely available in regular home decor stores, which makes it harder for consumers to switch (Wattanakit & Khwunsuwan, 2023; Mehtaa et al., 2020). Many businesses are now trying to solve this by selling through online platforms, working with retailers, and offering customized designs to attract more buyers (Recyclebot, 2020; Getora et al., 2023). Additionally, eco-friendly 3D printing filaments made from recycled solid waste are being explored for use in furniture and interior design, offering sustainable solutions (Elessawy, 2024).

Sustainable event decorations are another emerging trend. The rising demand for sustainable event decor, given that single-use decorations contribute significantly to environmental waste. Renting decorations instead of purchasing disposable ones, using biodegradable materials, and sourcing decor locally help reduce the carbon footprint (Taylor, 2019). Energy-efficient lighting, such as LED and solar-powered options, is also gaining popularity in event setups. Additionally, digital projection mapping presents a new approach to sustainable event design by replacing physical decorations with visually engaging digital alternatives.

A business that converts plastic waste into decorative products can help solve two problems at once, reducing waste and creating new business opportunities. Research shows that advanced recycling methods like mechanical processing and pyrolysis can turn plastic into durable and beautiful home decor products (Chen et al., 2021; Alaghemandi, 2023; Sahajwalla & Gaikwad, 2018; Zhang & Shen, 2023). With more government policies supporting the circular economy, businesses that focus on recycled home decor can benefit from tax incentives and grants (Miguel et al., 2023; Evode et al., 2021. The growing adoption of sustainable home decor, driven by heightened consumer awareness and environmentally responsible choices, reflects a major shift in industry trends toward sustainability-focused products and solutions (Journal of Cleaner Production, 2023). Additionally, transforming multi-layered plastic waste into functional art offers a creative and sustainable approach to plastic recycling (Pateli, 2024).

By using innovative production methods, effective marketing, and strong partnerships, businesses in this industry can turn recycled plastic into a profitable and impactful venture (Kibria et al., 2023; Chow et al., 2017). Furthermore, incorporating

structured knowledge systems such as ontological frameworks in biomimetics can enhance sustainable design processes. Yargan & Jansen (2025) emphasize the role of standardized terminologies and taxonomies in promoting biologically inspired design, making sustainability-oriented innovations more accessible to designers and engineers (Chou, 2021). Lastly, the application of eco-design tools in product development is critical to ensuring long-term sustainability in design practices (Journal of Engineering Design, 2023).

In conclusion, while plastic recycling technologies continue to advance, the market success of sustainable home decor products depends on consumer psychology, accessibility, and competitive pricing. Businesses must focus on affordability, strategic branding, and technology-driven production to achieve higher adoption rates and long-term sustainability (Marsahala et al., 2023; Rezkiyanti et al., 2023; Miguel et al., 2023). By bridging the gap between recycling innovation and consumer demand, this research provides a strategic guide for launching and growing a successful recycled home decor business.

4. Research Methodology:

4.1. Research Design:

This study used a quantitative research methodology to examine how independent factors affect consumer psychology about sustainable home decor. Data were gathered using a systematic questionnaire, and secondary research from scholarly and industrial papers was used as support.

4.2. Data Collection Method:

4.2.1. Primary Data:

A systematic questionnaire with a Likert scale style is used to collect primary data. Sustainability Awareness, Design & Brand Appeal, Price Sensitivity, Social Influence, Product Accessibility, and Competitive Landscape are the six independent factors that are measured, along with their impact on consumer psychology. Google Forms and in-person surveys are used to get responses from people who are interested in eco-friendly home decor.

4.2.2. Secondary Data:

To give context and pinpoint research gaps, secondary data is gathered from market reports, scholarly publications, and sustainability studies. Google Scholar, industry whitepapers, and government publications about eco-friendly products and consumer behavior are some examples of sources.

4.3. Data Analysis:

Data is analyzed using SPSS software through:

- **Descriptive Analysis** – Summarizing demographic data.
- **Correlation Analysis** – Identifying relationships between variables.
- **Regression Analysis** – Predicting consumer psychology based on independent factors.
- **Hypothesis Testing** – Using T-tests, ANOVA, and Chi-Square tests to validate findings.

4.4. Sampling Method:

To get a variety of responses, the study employs convenience sampling strategy. With an emphasis on customers interested in eco-friendly home decor, the sample size is chosen based on viability.

5.   Research Gap:

Although research has been done on individual factors, there aren't many extensive models that look at how these particular variables—Sustainability Awareness, Design & Brand Appeal, Price Sensitivity, Social Influence, Product Accessibility, and Competitive Landscape—interact with consumer psychology in the market for sustainable home decor. Closing this gap could help us understand how these elements work together to affect customer choices, which will help us develop ways to encourage sustainable consumption in the home decor industry.

6.   Research Question:

How do Sustainability Awareness, Design & Brand Appeal, Price Sensitivity, Social Influence, Product Accessibility, and Competitive Landscape interact to influence consumer psychology and decision-making in the sustainable home decor market?

7.   Research Objectives:

a)   To examine how factors like Sustainability Awareness, Design & Brand Appeal, Price Sensitivity, Social Influence, Product Accessibility, and Competitive Landscape shape consumer decisions in sustainable home decor.

b)   To provide justifications for the non-significant effects of sustainability awareness, design & brand appeal, price sensitivity, and social influence on consumer decisions, using statistical evidence.

c)   To propose strategies based on the factor model to enhance the appeal and accessibility of sustainable home decor products to diverse consumer segments.

8.   Hypothesis:

H_{01} (Sustainability Awareness): Sustainability awareness does not significantly impact consumer psychology in purchasing sustainable home decor.

H_{02} (Design & Brand Appeal): Design and brand appeal do not influence consumer psychology in purchasing sustainable home decor.

H_{03} (Price Sensitivity): Price sensitivity does not affect consumer psychology in purchasing sustainable home decor.

H_{04} (Social Influence): Social influence has no significant impact on consumer psychology in purchasing sustainable home decor.

H_{05} (Product Accessibility): Product accessibility does not affect consumer psychology in purchasing sustainable home decor.

H_{06} (Competitive Landscape): The competitive landscape does not influence consumer psychology in purchasing sustainable home decor.

9.   **Sustainability-Based Consumer Psychology Model (SBCPM):**
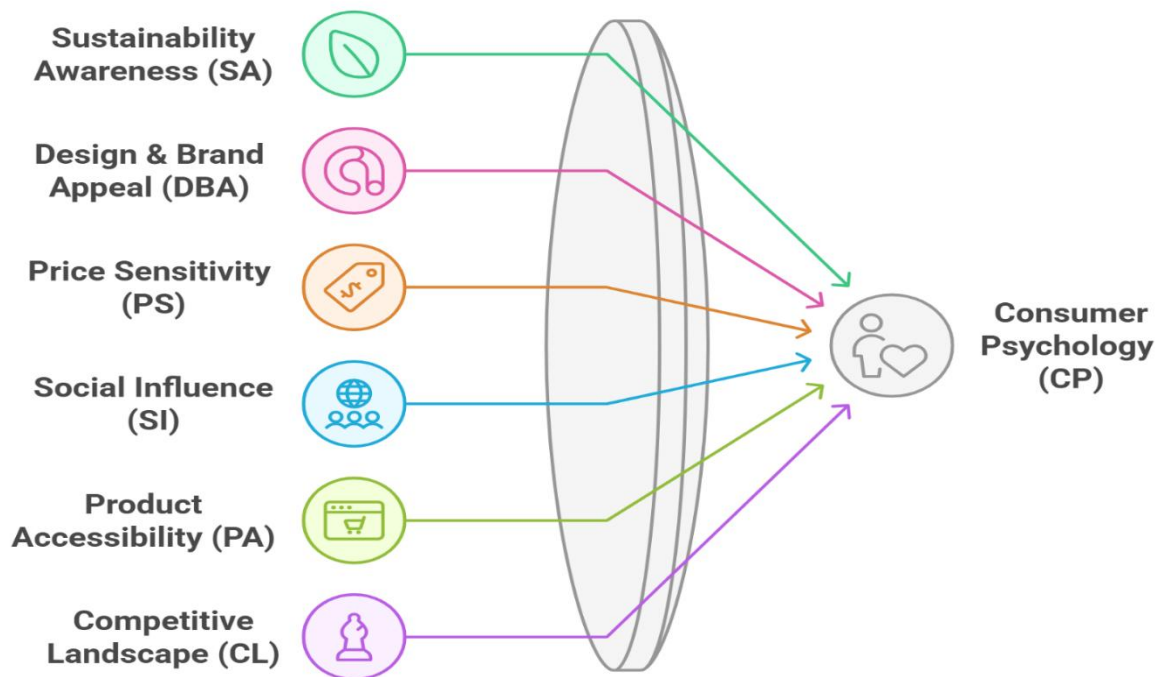
9.1.   Independent Variables:

a)   Sustainability Awareness:

Consumer understanding of environmental challenges and the advantages of sustainable products is referred to as sustainability awareness. Increased awareness encourages more people to decorate their homes with eco-friendly materials. Understanding whether knowledgeable consumers are more inclined to select recycled plastic decor over conventional solutions depends on this variable (Sidian et al., 2024; Rezkiyanti et al., 2023).

b)   Design & Brand Appeal:

Consumer preferences are influenced by design and brand appeal, which make sustainable products seem respectable and appealing. The adoption of eco-friendly items is hampered by consumers' frequent association of them with poor aesthetics. Tulashie et al. (2022) and Watanakit & Khwunsuwan (2023) investigate whether branded, well-designed sustainable home decor might influence consumer perceptions and increase demand.

c)   Price Sensitivity:

Price sensitivity measures how a product's price affects consumers' decisions to buy. Customers may be turned off by sustainable home decor, which is frequently more expensive due to production expenses. This variable evaluates if cost is a major obstacle and how companies might modify their pricing policies to increase the accessibility of environmentally friendly products (Chen et al., 2021; Niyitanga et al., 2021).

d)   Social Influence:

The study of social influence looks at how influencers, social media, and peer recommendations affect purchasing decisions. According to studies, if friends or celebrities support sustainable products, people are more likely to purchase them. This study examines the potential of marketing tactics and social validation to promote the use of recycled plastic home decor (Miguel et al., 2023; Khan et al., 2018).

e)   Product Accessibility:

Product accessibility describes how simple it is for customers to locate and buy eco-friendly home furnishings. Customers may choose traditional solutions if eco-friendly options are not offered by well-known retail establishments or internet marketplaces. According to Mehtaa et al. (2020), this study explores if increasing accessibility can boost the use of recycled plastic decor.

f)   Competitive Landscape:

The competitive landscape assesses both the state of the market and the rivalry from conventional decor brands. To draw in customers, sustainable home decor companies need to set themselves apart. This study examines how pricing, innovation, and customer decisions regarding the adoption of eco-friendly products are impacted by competition (Getora et al., 2023; Recyclebot, 2020).

7.2.   Dependent Variables:

a)   Consumer Psychology:

The term "consumer psychology" describes the mental processes—such as perception, motivation, and behavior—that affect purchasing decisions. Consumer perceptions of eco-friendly home decor are influenced by elements such as price sensitivity, social impact, and sustainability awareness. In order to promote sustainable products, businesses can use psychological triggers to influence consumers' decisions to buy (Heidbreder et al., 2019; Miguel et al., 2023). Understanding the elements influencing consumers' adoption of sustainable home decor requires an understanding of each variable. The results will assist companies and legislators in creating policies that effectively encourage environmentally conscious customer behaviour.

8.   Hypothesis Testing:

Variable		
Sustainability Awareness (SA)		

Variable		
Design & Brand Appeal (DBA)		
Price Sensitivity (PS)		
Social Influence (SI)		
Product Accessibility (PA)		

Variable		
Competitive Landscape (CL)		

Table 8.1

8.1.   Interpretation:

The p-values indicate that Product Accessibility (PA) with a p-value of 0.003 and Competitive Landscape (CL) with a p-value of 0.004 are statistically significant, leading to the rejection of the null hypothesis for these variables. This implies they have a meaningful impact on Consumer Psychology (CP). Conversely, Sustainability Awareness (SA) (p-value = 0.204), Design & Brand Appeal (DBA) (p-value = 0.644), Price Sensitivity (PS) (p-value = 0.224), and Social Influence (SI) (p-value = 0.706) do not significantly influence CP, as their p-values exceed 0.05, resulting in acceptance of the null hypothesis for these variables. Therefore, PA and CL are the key drivers of CP in this analysis.

9.   Data Analysis:

9.1.   Descriptive Statistics:

	Mean	Std. Deviation	N
CP	5.85	1.687	121
SA	5.60	1.671	121
DBA	5.80	1.558	121
PS	5.92	1.536	121

SI	5.41	1.641	121
PA	5.64	1.571	121
CL	5.91	1.483	121

Table 9.1

9.1.1.   Interpretation:

The descriptive statistics reveal the average (mean) and variability (standard deviation) of each variable in the study, based on a sample size of 121 respondents. Consumer Psychology (CP) has the highest mean score (5.85) with a standard deviation of 1.687, indicating moderate variability in responses. Sustainability Awareness (SA) has a mean of 5.60 and a standard deviation of 1.671, suggesting that respondents are fairly aware of sustainability issues. Design & Brand Appeal (DBA) has a mean of 5.80 and a standard deviation of 1.558, while Price Sensitivity (PS) has the highest mean (5.92) and lowest variability (1.536), indicating consistency in price-sensitive behavior. Social Influence (SI) has the lowest mean (5.41) and moderate variability (1.641), reflecting diverse opinions on social influence. Product Accessibility (PA) and Competitive Landscape (CL) have means of 5.64 and 5.91, respectively, with standard deviations indicating moderate variability.

9.2.   Correlations:

		CP	SA	DBA	PS	SI	PA	CL
Pearson Correlation	**CP**	1.000	.446	.401	.468	.260	.549	.488
	SA	.446	1.000	.535	.659	.250	.537	.338
	DBA	.401	.535	1.000	.550	.505	.430	.645
	PS	.468	.659	.550	1.000	.377	.571	.395
	SI	.260	.250	.505	.377	1.000	.243	.536
	PA	.549	.537	.430	.571	.243	1.000	.451
	CL	.488	.338	.645	.395	.536	.451	1.000
Sig. (1-tailed)	**CP**	.	.000	.000	.000	.002	.000	.000
	SA	.000	.	.000	.000	.003	.000	.000
	DBA	.000	.000	.	.000	.000	.000	.000
	PS	.000	.000	.000	.	.000	.000	.000
	SI	.002	.003	.000	.000	.	.004	.000
	PA	.000	.000	.000	.000	.004	.	.000
	CL	.000	.000	.000	.000	.000	.000	.
N	**CP**	121	121	121	121	121	121	121

SA	121	121	121	121	121	121	121
DBA	121	121	121	121	121	121	121
PS	121	121	121	121	121	121	121
SI	121	121	121	121	121	121	121
PA	121	121	121	121	121	121	121
CL	121	121	121	121	121	121	121

Table 9.2

9.2.1.   Interpretation:

Pearson correlation values measure the strength and direction of the relationships between variables. The strongest correlations with Consumer Psychology (CP) are observed for Product Accessibility (PA) at 0.549 and Competitive Landscape (CL) at 0.488, indicating strong positive associations. All variables show significant positive correlations ($p < 0.05$) with CP, suggesting that higher scores in SA, DBA, PS, SI, PA, and CL are associated with higher CP. Additionally, PA is strongly correlated with PS (0.571) and CL (0.451), indicating that these factors are closely related.

9.3.   Regression Analysis - Model Summary:

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.635[a]	.403	.372	1.337	.403	12.840	6	114	.000

Table 9.3

a. Predictors: (Constant), CL, SA, SI, PA, PS, DBA

9.3.1.   Interpretation:

The model summary shows an R-squared value of 0.403, meaning that approximately 40.3% of the variance in Consumer Psychology (CP) is explained by the independent variables SA, DBA, PS, SI, PA, and CL. The adjusted R-squared value (0.372) accounts for the number of predictors in the model. The standard error of the estimate (1.337) indicates the average distance that the observed values fall from the regression line. The model is statistically significant ($p = 0.000$), demonstrating that the independent variables collectively have a significant impact on CP.

9.4.   ANOVAª

Model		Sum of Squares	df	Mean Square	F	Sig.
1	**Regression**	137.646	6	22.941	12.840	.000[b]
	Residual	203.677	114	1.787		
	Total	341.322	120			

Table 9.4

a. Dependent Variable: CP

b. Predictors: (Constant), CL, SA, SI, PA, PS, DBA

9.4.1. Interpretation:

The ANOVA table tests the overall significance of the regression model. The regression sum of squares (137.646) represents the variability explained by the model, while the residual sum of squares (203.677) represents the unexplained variability. The F-statistic (12.840) with a significance level (p = 0.000) indicates that the model is statistically significant, meaning that the independent variables collectively predict CP better than a model with no predictors.

9.5. Coefficients:

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constan)	0.902	0.613		1.471	0.144	-0.313	2.116
	SA	0.134	0.105	0.132	1.278	0.204	-0.074	0.341
	DBA	-0.055	0.119	-0.051	-0.464	0.644	-0.292	0.181
	PS	0.145	0.118	0.132	1.223	0.224	-0.090	0.380
	SI	-0.035	0.093	-0.034	-0.378	0.706	-0.218	0.148
	PA	0.315	0.103	0.293	3.060	0.003	0.111	0.518
	CL	0.352	0.118	0.310	2.973	0.004	0.118	0.587

Correlations			Collinearity Statistics	
Zero-order	Partial	Part	Tolerance	VIF
0.446	0.119	0.092	0.487	2.054
0.401	-0.043	-0.034	0.430	2.324
0.468	0.114	0.088	0.450	2.224
0.260	-0.035	-0.027	0.646	1.549
0.549	0.275	0.221	0.571	1.751
0.488	0.268	0.215	0.482	2.074

Table 9.5

a. Dependent Variable: CP

Interpretation:

The coefficients table shows the impact of each independent variable on CP. Product Accessibility (PA) with a coefficient of 0.315 (p = 0.003) and Competitive Landscape (CL) with a coefficient of 0.352 (p = 0.004) are significant predictors of CP, indicating they positively influence CP. The other variables (SA, DBA, PS, SI) have p-values greater than 0.05, meaning their effects are not statistically significant. The collinearity statistics (tolerance and VIF) indicate no severe multicollinearity among variables.

9.6. Collinearity Diagnostics:

Model		Eigenvalue	Condition Index
1	1	6.775	1.000
	2	0.077	9.395
	3	0.042	12.762
	4	0.035	13.958
	5	0.032	14.475
	6	0.022	17.475
	7	0.017	19.717

Variance Proportions						
(Constant)	SA	DBA	PS	SI	PA	CL
0.00	0.00	0.00	0.00	0.00	0.00	0.00
0.00	0.13	0.01	0.03	0.31	0.07	0.03
0.17	0.23	0.04	0.03	0.12	0.29	0.06
0.22	0.00	0.29	0.05	0.24	0.00	0.20
0.56	0.02	0.03	0.01	0.23	0.43	0.00
0.00	0.58	0.09	0.70	0.08	0.02	0.02
0.05	0.04	0.55	0.18	0.03	0.19	0.69

Table 10.6

a. Dependent Variable: CP

9.6.1. Interpretation:

The collinearity diagnostics reveal the condition indexes and variance proportions for each predictor. The condition indexes (all below 20) indicate acceptable levels of collinearity. The variance proportions show how the variance of each predictor is distributed across different dimensions. There are no alarming signs of multicollinearity, as indicated by the VIF values (all below 10) and acceptable tolerance values.
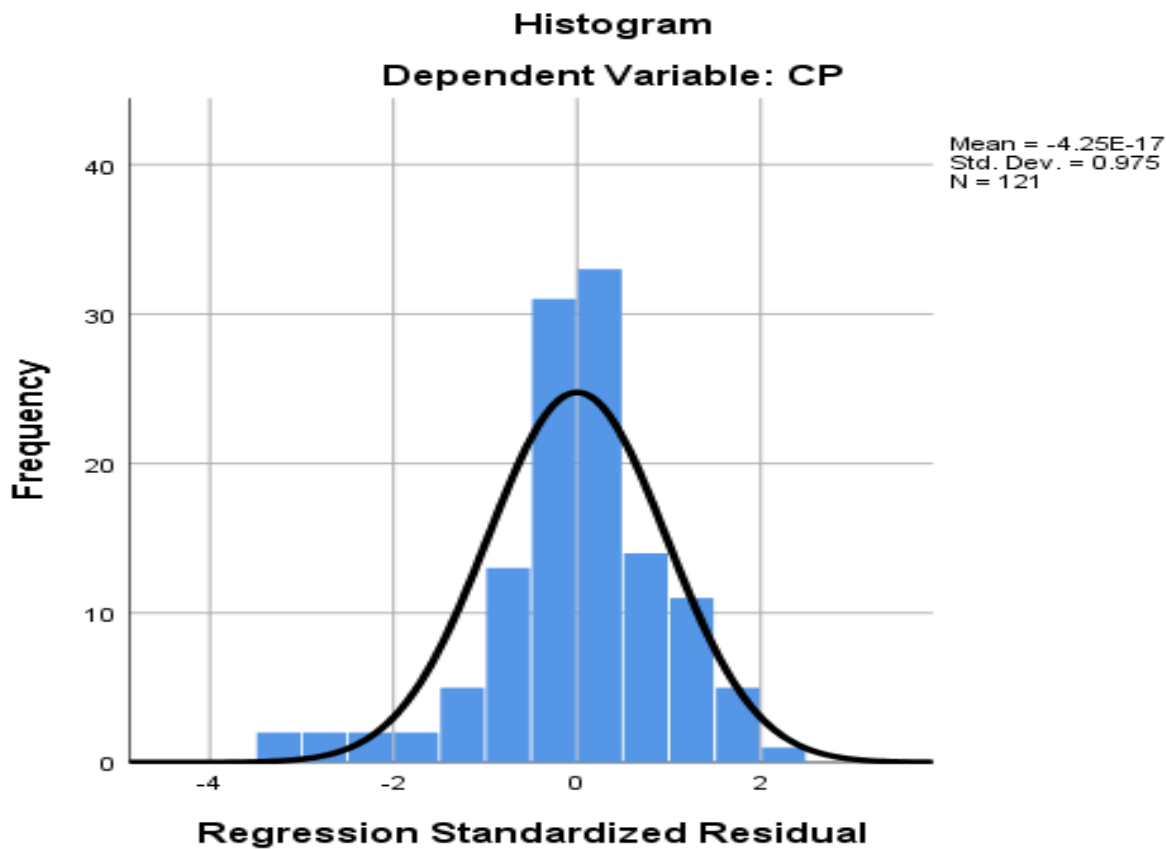
9.7.   Histogram:

Diagram 9.1

9.7.1.   Interpretation:

This histogram represents the distribution of regression standardized residuals for the dependent variable CP (Consumer Purchasing). The residuals exhibit an approximately normal distribution, as indicated by the bell-shaped curve overlaying the histogram. The mean residual value is nearly zero (-4.25E-17), and the standard deviation is 0.975, suggesting a well-centered distribution. Most residuals are clustered around zero, with very few extreme values beyond ±3, indicating minimal outliers. The sample size (N = 121) is sufficient for regression analysis. The normality of residuals supports the assumption of homoscedasticity and validates the reliability of regression results. There are no significant deviations from normality, suggesting a well-fitted regression model with minimal bias.

10.   Results and Discussion:

The findings of this study provide crucial insights into the factors influencing consumer psychology in purchasing sustainable home decor. The research aimed to analyze the impact of Sustainability Awareness (SA), Design & Brand Appeal (DBA), Price Sensitivity (PS), Social Influence (SI), Product Accessibility (PA), and Competitive Landscape (CL) on consumer decision-making. The results support the research objectives by identifying the key variables that significantly impact consumer psychology and highlighting areas where interventions can be made to improve sustainable consumption.

The hypothesis testing results indicate that among the six independent variables, only Product Accessibility (PA) and Competitive Landscape (CL) significantly impact consumer psychology in purchasing sustainable home decor. This

confirms the rejection of the null hypotheses H_{05} (PA) and H_{06} (CL), while H_{01} (SA), H_{02} (DBA), H_{03} (PS), and H_{04} (SI) were accepted due to their lack of statistical significance.

The results showcase that, to make sustainable home decor more appealing and accessible, businesses should expand availability through retail and online platforms while using competitive pricing to attract buyers. Since design and branding are less influential, the focus should be on durability, affordability, and convenience. Targeted marketing highlighting environmental benefits can also boost consumer interest, making eco-friendly decor a more attractive choice.

a) Significant Factors:

- **Product Accessibility (p = 0.003):** The results demonstrate that accessibility is a key determinant in sustainable product adoption. Consumers are more likely to purchase eco-friendly home decor when they have easy access to these products in retail stores and online platforms. Enhancing accessibility through expanded distribution networks can significantly improve sustainable product adoption.

- **Competitive Landscape (p = 0.004):** Market competition plays a significant role in consumer decision-making. Brands that offer well-priced, high-quality, and innovative sustainable decor gain a competitive advantage. This suggests that businesses must focus on differentiation strategies, ensuring their eco-friendly products are appealing, affordable, and accessible.

b) Non-Significant Factors:

- **Sustainability Awareness (p = 0.204):** The findings suggest that awareness alone is not enough to drive sustainable consumption. While consumers may support sustainability in principle, their purchasing decisions are influenced by practical factors such as accessibility and competition.

- **Design & Brand Appeal (p = 0.644):** Contrary to expectations, design and branding do not significantly impact consumer psychology. This indicates that while aesthetics and branding may contribute to perception, they do not directly influence purchasing behavior.

- **Price Sensitivity (p = 0.224):** Although pricing is often assumed to be a major barrier to sustainable consumption, the study reveals that consumers who are interested in eco-friendly home decor are willing to pay a premium, provided the products are easily accessible.

- **Social Influence (p = 0.706):** Peer recommendations and influencer endorsements did not show a strong correlation with consumer psychology. This suggests that personal preference and **product availability** play a larger role than social validation.

c) Correlations and Predictive Strength:

- Product Accessibility (PA) showed the highest correlation (0.549) with Consumer Psychology (CP), followed by Competitive Landscape (CL) at 0.488.

- The regression model explains 40.3% of the variance ($R^2 = 0.403$), suggesting that while the examined factors are important, additional variables could further explain consumer psychology in sustainable home decor.

11.   Justification:

a)   Sustainability Awareness (SA):

Consumers show a moderate level of eco-friendly awareness with an average score of 5.60; however, the p-value of 0.204 indicates that this awareness isn't statistically significant in driving sustainable decor purchases. In simple terms, knowing about sustainability doesn't strongly push consumers to buy eco-friendly home products.

b)   Design & Brand Appeal (DBA):

With an average score of 5.80, consumers appreciate attractive design and strong branding, yet a high p-value of 0.644 shows these factors don't significantly influence purchasing decisions for sustainable decor. Essentially, while good design and branding matter, they don't play a critical role in the final decision to buy eco-friendly home decor items.

c)   Price Sensitivity (PS):

Price sensitivity has an average of 5.92, suggesting that consumers are mindful of costs. However, the p-value of 0.224 reveals that price isn't a major barrier—buyers are willing to pay a premium for sustainable decor if they see enough value. In other words, cost is noted but doesn't strongly deter purchase decisions.

d)   Social Influence (SI):

Social influence scores an average of 5.41, indicating some impact from friends or social media. Yet, with a p-value of 0.706, external opinions do not significantly affect purchasing decisions for sustainable decor. Consumers tend to rely more on their own assessments rather than being swayed by social recommendations.

e)   Product Accessibility (PA):

Product Accessibility, with an average of 5.64 and a p-value of 0.003, is a key factor. This strong significance shows that when sustainable decor is easily available, consumers are much more likely to purchase it. Essentially, if eco-friendly products are hard to find, buyers simply won't buy them.

f)   Competitive Landscape (CL):

The Competitive Landscape scores an average of 5.91 and a p-value of 0.004, underscoring its importance. Consumers actively compare products in a competitive market, and when sustainable decor stands out on factors like quality and price, it significantly influences their purchase choices. This makes competition a critical element in driving buying behavior.

12.   Conclusion:

The study highlights the critical role of product accessibility and competitive landscape in shaping consumer psychology within the sustainable home decor market. The findings indicate that making eco-friendly products more accessible through multiple channels significantly influences purchasing behavior, with Product Accessibility (PA) having a correlation of 0.549 with Consumer Psychology (CP). Additionally, the Competitive Landscape (CL), with a correlation of 0.488, plays a crucial role in consumer choices, as brands that are well-differentiated and competitively priced attract

more buyers. The data further reveals that only 40.3% of the variance in consumer psychology is explained by the studied variables ($R^2 = 0.403$), indicating the presence of other influential factors not included in this study. While sustainability awareness is growing, it does not directly translate into purchasing decisions, as evidenced by its insignificant p-value of 0.204, emphasizing the need for businesses to focus on practical factors such as affordability, availability, and competitive pricing to drive sustainable consumption effectively.

Furthermore, the study underscores that design and brand appeal (p = 0.644), price sensitivity (p = 0.224), and social influence (p = 0.706) do not have a statistically significant impact on consumer behavior in this sector. While these factors contribute to product perception, they do not serve as primary drivers for purchasing decisions. The findings suggest that consumers are willing to invest in sustainable home decor when it is readily available and competitively positioned, rather than solely relying on branding or influencer endorsements. This insight provides valuable strategic direction for businesses, policymakers, and industry leaders aiming to promote sustainable home decor. Future research could further explore additional factors such as government incentives, eco-certifications, and evolving market trends to enhance understanding and encourage long-term sustainable consumer behavior.

13. Limitations of the Study:

- **Sample Size and Generalizability:** The study's sample size of 121 respondents may limit the generalizability of findings. A larger, more diverse sample would strengthen the conclusions.

- **Market Constraints:** The study focuses on a specific market segment, which may not reflect broader global trends. Future research should compare findings across different regions.

- **Quantitative Approach:** The research relies solely on numerical data, which may overlook qualitative insights into consumer behavior. Future studies should incorporate in-depth interviews and case studies.

- **Scope of Variables:** Additional factors such as government policies, eco-certifications, and long-term durability perceptions were not considered but may significantly influence purchasing decisions.

- **Time Constraints:** The study captures a snapshot of consumer behavior at a single point in time. Longitudinal studies could provide deeper insights into changing preferences over time.

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15.   Appendix:

Questionnaire:

Independent Factors

1. Sustainability Awareness

1.   I consider it important that the products I purchase are made from sustainable, eco-friendly materials.

- Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree

2.　　　　　　I often research the environmental impact of products before making a purchase decision.

- Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree

2. Design & Brand Appeal

1.　　　　　　The design of a product influences my decision to purchase home decor items.

o　　　　　　Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree

2.　　　　　　I am more likely to buy products from brands that align with my aesthetic preferences and values.

o　　　　　　Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree

3. Price Sensitivity

1.　　　　　　The price of a product significantly affects my decision to purchase home decor.

o　　　　　　Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree

2.　　　　　　I am willing to pay a higher price for home decor if it is made sustainably or offers superior quality.

o　　　　　　Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree

4. Social Influence

1.　　　　　　I am influenced by friends, family, or online reviews when deciding which home decor products to buy.

- Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree

2.　　　　　　Social media trends and influencers play a significant role in my purchasing decisions for home decor.

- Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree

5. Product Accessibility

1.　　　　　　The availability of a product in multiple locations (online, local stores, etc.) affects my decision to purchase home decor.

- Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree

2.　　　　　　I prefer home decor products that are easy to find and purchase without extensive searching.

- Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree

6. Competitive Landscape

1.   I compare multiple brands before purchasing home decor products to ensure I am getting the best value.

- Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree

2.   The presence of strong competitors in the market affects my choice of which home decor product to buy.

- Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree

Dependent Factor

1. Consumer Psychology

1.   My decision to buy home decor products is influenced by my perception of their environmental benefits and overall value.

- Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree

2.   I tend to feel a stronger emotional connection to products that align with my sustainable living values.

- Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree