

Bridging Purchase Intention and Decision: Consumer Behavior Toward Handicrafts Made by Persons with Disabilities

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Consumer Behavior
Toward Handicrafts
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Abstract

This study aimed to evaluate the factors that influence consumers' purchase decisions toward handicrafts made by persons with disabilities. Recognizing the challenges faced by the artisan community, the authors explored the factors affecting the formation of customers' purchase intentions. The Theory of Planned Behavior (TPB) was integrated with ethical consumption frameworks to examine the intention-decision gap in this context. This study employed a cross-sectional quantitative survey design, collecting data from 200 participants in Da Nang city, Vietnam using convenience sampling. The study contributes new perspectives by incorporating ethical and social responsibility dimensions into the examination of the relationship between moral purchase intention and purchase decision, extending previous TPB-based studies. The results indicate that subjective norms, perceived behavioral control, and purchase intention significantly influence purchase decisions. However, the study found no significant effects of perceived trust, perceived value, and perceived risk on purchase intention. For practitioners, the findings suggest developing awareness campaigns to help consumers recognize the value of products made by artisans with disabilities. Future studies should consider expanding the sample size, employing probability sampling, and examining different product categories for a more comprehensive understanding.

Key Words: Purchasing decision, Handmade products, Persons with disabilities, Artisan items, Purchasing intention, Theory of Planned Behavior.

1. Introduction

Currently, people with disabilities face many challenges when participating in economic activities, especially in the production and trading of handicrafts. Finding the elements that encourage and impact customers' decisions to buy handicrafts created by individuals with disabilities is the main goal of this study (Thuy et al., 2022).

According to Steyn et al., 2020, products made by people with disabilities often face disadvantages when compared to products made by able-bodied people or machines. This is because the products are disadvantaged due to social stigma, low productivity, and challenges in maintaining consistent quality compared to mass-produced products (Steyn et al., 2020; Pranowo et al., 2019). Although there are now online platforms that make it easier for individuals with disabilities to market their goods, they still face difficulties due to high productivity requirements and discrimination imposed by the platforms (Borgos-Rodriguez, K., & Piper, A. M., 2023). Handcrafted products attract customers through their uniqueness, but they have difficulty building consumer trust due to the lack of quality certification, as well as brand reputation (Pranowo et al., 2019). It is essential to address these challenges, but many people with disabilities have difficulty accessing methods that allow them to improve their production skills, market their products effectively, or obtain quality certifications that help build consumer trust (Steyn et al., 2020).



Gurukul Business Review (GBR)
Vol. 21 (Spring 2025), pp.
ISSN : 0973-1466 (offline)
ISSN : 0973-9262 (online)
RNI No. : UTTENG00072
Impact Factor : 2.82 (IIFS 2020)

According to Fuchs et al., 2015, handicrafts are attractive because of their uniqueness and meticulousness. At the same time, cultural, rational, and emotional aspects strongly influence customers' purchasing decisions (Pani, D., & Pradhan, S. K., 2019). Nonetheless, studies regarding consumers' attitudes towards products manufactured by disabled individuals are limited and exhibit certain drawbacks.

The emotional impacts, socio-cultural purposes or authenticity of craftsmanship, have not been fully explored in previous studies by (Meitiana et al., 2019; Pani, D., & Pradhan, S. K., 2019). Models of consumer behavior such as the Theory of Planned Behavior (TPB) require revision and enhancement, and need to incorporate ethical and socially responsible consumer behavior, which studies by (Chan et al., 2021; De Silver et al., 2013) have overlooked. According to Pranowo et al. (2024), long-term research ought to be the main emphasis of future study given the overreliance on convenience sampling and cross-sectional studies which limit the broad application of such results or forecasting of future trends and these studies will in the future look at changing consumer behavior and the role of marketing strategies. The broader market potential for handicrafts made by people with disabilities remains poorly understood and consumer segments, especially in higher- income urban areas, remain largely unexplored as in studies by (Meitiana et al., 2019; Pani, D., & Pradhan, S.K.,2019).

Therefore, this study aims to identify, characterize, and evaluate the main factors that influence client decisions for handicrafts created by individuals with disabilities. It also fills research gaps and enhances existing theoretical frameworks by adding ethical and social dimensions.

2. Literature

Handmade Products Crafted by Individuals with Disabilities

Crafts are items that include anything that requires non-machine production for simple use (Abyareh, 2009; De Silver & Kundu, 2013). The participation of these artisans with disabilities has provided employment opportunities for them, allowing them to use their skills to earn a living. Websites such as Etsy have created an enabling work environment for workers with disabilities, allowing them to produce handmade products at their own pace and in accordance with their health conditions, thereby helping them overcome the stigma and barriers associated with conventional work environments (Borgos-Rodríguez & Piper, 2023).

Consumers buy items handmade by people with disabilities because they feel they are more authentic and more sincere as demonstrated in studies by Liu et al. (2024) and Yusoff (2024). This is consistent with the concept of the "craftsmanship effect," which states that consumers will value handcrafted objects more because they perceive them to require effort, care, and dedication on the part of the craftsmen who created them (Droege, 2022). However, there is still a stigma in the community towards goods made by people with disabilities, especially when these products do not have appropriate branding or quality certification (Pranowo, Suryana, & Disman, 2019). As Akbar et al. (2020) point out, customers will evaluate satisfaction based on factors such as quality, price, promotion, place, and service, yet craft entrepreneurs, especially those with disabilities, often face challenges in accessing the investment for marketing required to increase knowledge and promote revenue (Kuhn and van der Westhuizen, 2024). Handcrafted products by people with disabilities need to find ways to overcome these challenges in order to gain the deserved recognition and marketability.

Consumer Purchasing Decisions

As Peter and Olson (2006) explain, the purchase decision involves combining information to assess various behaviours and ultimately selecting one. Kotler and Keller (2006) manifest that customers experience multiple stages of the purchase decision process prior to making a determination on a goods. According to Chapman and Wahlers (2009), the decision to make a purchase is based on the buyer's intention to buy a goods. Clientele will choose products depending on how they perceive the goods' capacity to fulfil their needs. By Buchari (2008), consumers have reasons for buying that motivate them to make a purchase. There are three kinds of purchase motives: primary motives, which are the main reasons for buying; alternative

motives, where goods are chosen based on comparison; and supportive motives, which are reasons for buying from a specific place or store. This reason could stem from good service, proximity, sufficient inventory, and other factors. Buying the product will improve the company's performance.

Kotler and Armstrong (2018) state that unexpected factors can impact consumer purchase choices. Consumers base their purchase intention on the anticipated revenue, cost, and benefits of a product. Sudaryono (2014) describes purchase decisions as the process of selecting a single option from a variety of options. Simply put, the individual dealing with the issue should have the ability to select one choice among several alternatives. When faced with two choices to purchase or not to purchase, an individual can decide to go ahead with the purchase. In the early steps of the determination-founding process prior to a buy, it is essential to understand the problem, acquire knowledge about a product or brand, and evaluate the possible solutions offered by each option (Tjiptono, 2014).

Literature Gap

Knowledge Gap

Emotional and psychological drivers of purchase decisions, such as consumers' attachment to social causes or the authenticity of craftsmanship, remain underexplored (Meitiana et al., 2019; Pani, D., & Pradhan, S. K., 2019).The impact of arts created by individuals with disabilities is not well studied, despite a wealth of study on the allure of handicrafts and the variables influencing consumers' decisions to buy. More research is needed on how consumers attach to social causes or the cultural value of crafts made by people with disabilities.

Theoretical Gap

The Theory of Planned Behavior (TPB) and other contemporary models of consumer behavior ignore the social and ethical aspects of products made by persons with disabilities in favor of concentrating on general purchasing decisions (Chan et al., 2021; De Silver et al. 2013).These models need to be adapted to include social responsibility and ethical motivations, as consumer decisions regarding products made by craftspeople with disabilities may be influenced by these additional factors. This theoretical gap suggests the need to integrate ethical consumption theories with existing consumer decision frameworks.

Incorporating theoretical models of ethical consumption, such the TPB, which describes how customers act when purchasing products created by artisans with disabilities, into already-existing models, such as the Theory of Ethical Consumption (Ghali, 2021). To develop a specific research model that combines ethical factors (social responsibility, social values) and conscious consumption, to better predict purchasing behavior in this context.

Methodology Gap

Most of the studies used cross-sectional and convenience sampling methods, which restricted the ability to generalize results or anticipate future trends. Future research should focus on longitudinal studies to track changing consumer behavior and the impact of marketing strategies over time (Pranowo et al., 2024). There is a dearth of qualitative search examining the ethical and emotional factors that influence people with disabilities' product purchases (Pani, D., & Pradhan, S. K., 2019). This study was restricted to Rayagada and exhibition attendees, which limits the results' applicability to other areas or demographics; It was conducted at only one point in time, lacked long-term trend analysis in purchasing behavior, and used self-reported data through structured questionnaires, which leads to bias in the veracity of responses. In addition, comparative studies between products made by artisans with disabilities and those made by artisans without disabilities are rare. Addressing this gap with mixed methods approaches or in-depth scenario histories could provide a more comprehensive deep perception of the effect of disability on consumer preferences. Cross-sectional data collection represents the current situation but may not predict future outcomes (Chan et al., 2021) - Because convenience sampling techniques are not representative, the outcomes of these studies are less applicable to the full population. The generalizability of results is curtailed including

that of convenience sampling and cross-sectional studies (Preechawana, W.,2018; Wulandari et al., 2020; Susanti, 2022). Future studies should incorporate longitudinal data and extend the geographic scope to test whether observed consumer behavior is stable over time and across regions.

Market Industry Gap

The potential for items created by individuals with disabilities in developed markets has frequently been overlooked in research on the handicraft industry, which has mostly concentrated on the sector's importance in developing economies. Furthermore, while there is some research on niche markets, such as souvenir buyers, the broader market potential for handicrafts for people with disabilities remains untapped (Meitiana et al., 2019). Understanding consumer segments, particularly in high-income urban areas, and the impact of ethical branding on market positioning remains an area that needs further research. The majority of research on the handicraft sector has concentrated on the sector's function in poor nations, frequently ignoring the potential for goods created by individuals with disabilities in developed countries. Furthermore, although there is some research on niche markets, such as souvenir buyers, the broader market potential for handicrafts for people with disabilities remains untapped (Meitiana et al., 2019). The impact of ethical branding on market positioning and the comprehension of customer segmentation, particularly in affluent metropolitan areas, are still issues that require investigation.

Filling in these gaps would assist firms strategically position products manufactured by artisans with disabilities and give a more thorough grasp of the issues driving consumer preferences in this particular market.

Theory of Planned Behavior (TPB)

According to Ajzen's (1991) theory of planned behavior (TPB), issues of social beliefs or expectations and (PBC) a person's behavior. There are many factors that affect the purchasing process for people with special needs (Rodrigues et al., 2023). Using TPB, evidence suggests investigated how these variables influence consumers' choice of handmade products for people with physical or mental disabilities. On the other hand, many studies have demonstrated that there is a large number of people studying handmade products, those studies have used the components of TPB to determine whether factors such as quality, origin, and good nutrition influence consumers' purchasing decisions (Erzsébet Major, Irén Koszegi, Esmeralda Kadena, 2020). Additionally, studies containing the TPB model were found in articles related to handicrafts or products made by people with disabilities (Wilcox et al., 2024; Lucarelli et al., 2020; Yadav & Pathak, 2017; Paul et al., 2016).

Model of mediation and moderation on the gap of moral purchasing intention - decision

The definition of "Actual Behavior Control refers to the capability of an individual to perform a given behaviour - have reference to a person's capacity to implement a specific behavior, or the level of that behavior is controlled by the customer's internal abilities" was mentioned by Carrington et al., (2010). Carrington et al., (2010) have shown that customers will implement intentions as an if/then plan (Gollwitzer and Sheeran, 2006). And one variable was extended in study of Carrington et al., (2010) that "Implementation intentions/plans help us to minimise the influence of moderating factors behavioural control and situational context, which form barriers to the translation of intentions into behaviour", and these things would help nearing at hand of the empty space between customer's moral desire to buy and buying decision. Some studies use this a part of moderating model, suitable and used in some studies on the intention gap - ethical purchase behavior of green, sustainable, cultural products (Deng, 2015; Grimmer, 2016; Qi et al., 2020; Kim and Lee, 2023)

Research Framework and Hypothesis:

As mentioned in study by Xue et al., (2022), PBC influences people's actual behavior as well as their intentions. It can forecast behavior that is not entirely determined by free will and explain how people believe they can engage in particular behaviors because they recognize

the limitations or favorable circumstances that influence their consumption patterns (Ajzen, 1991). Model of study by Xue et al., (2022) also provides insight regarding the impact of recognized behavioral control on intention. The basic factors of actual behavior are PBC (Ajzen, 1991; Bhutto et al., 2022). Situational context and actual behavioral control variables can mediate and moderate the empty space between purchasing intention to decision (Carrington et al., 2010). Therefore, the combination of the TPB and the ethically conscious consumer model's mediation and moderation model intention-behavior will help this study explain which factors stimulate consumer purchasing decisions of handmade products crafted by individuals with disabilities.

Purchase Intention to Purchase Decision

The Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB) has come up with some conclusions that when people have knowledge, they will make rational decisions based on that knowledge source (Fishbein, Ajzen, 1975; Ajzen, 1991). It is probable that a customer's intention to buy will result in a decision to buy (Komalasari et al., 2021). As outcomes of a study by Truong (2018), behavioral intention is a powerful influence on purchasing decisions. Purchase intention directly affects the decision to buy; if product and promotion are included as variables, this effect will be greater (Kusumawati et al., 2021).

Hypothesis 1 (H1): Purchasing intention positively affects the purchasing decision of handmade products made by disabilities.

Attitude with Purchasing Intention

Attitudes significantly influence the behavior of customers regarding the purchase of artisanal products produced by persons with disabilities. Attitudes, or an individual judgment regarding the desirability of performing a behavior: (Ajzen, 1991) are an important factor when consumers make ethical purchasing decisions. As prior research reports, consumer perceptions of socially oriented products are contingent upon factors such as emotional attachment and perceived legitimacy (Liu et al., 2024; Pani & Pradhan, 2019). Consumers who possess a positive attitude toward the idea of assisting artisans with disabilities may consider/ perceive these unique craftsmanship and socially beneficial products as more valuable (Steyn et al., 2020).

Hypothesis 2 (H2): Attitude positively affects the purchasing intention of handmade products crafted by disabilities.

Subjective norm with Purchasing Intention

Using Azjen's definition, subjective norms can be broadly defined as social influences that serve as incentives or barriers to either participate or refrain from a certain behavior. Ethical purchase behavior is deeply rooted in self-interest but social factors still persist in influencing lives, particularly in cultures where altruism is cherished (Carrington et al., 2010). Beliefs that come from social pressure such as admiration for the weak and respect for their labor and forming purchase intention can also be caused by TBC by friend-family-society who tries to bring it at par with the social standard (Chan et al., 2021).

Hypothesis 3 (H3): Subjective norm positively acts on the buying intention of handmade items crafted by disabilities.

Perceived Behavior Control with Purchasing Intention

The study by Zhao (2021) showed that perceived behavioral control is strong when an individual expects relatively few challenges and feels that they have relatively many resources and opportunities (e.g., money, skills, help, etc.). Recognized actions control is the strongest factor influencing Chinese purchase intention of traditional handmade fashion, according to research by Xue et al. (2022). However, there is no impact on moral purchase intention by perceived behavioral control (Carfora, 2021; García-Salirrosas, 2023). In line with these studies, the research model will examine if the variable perceived behavioral control have the impact affects purchase intention.

Hypothesis 4 (H4): Perceived behavior control positively affects the shopping intention of handmade products crafted by disabilities.

Perceived Behavior Control with Purchasing Decision

This perceived control behavior motivates consumers' behavioral intentions and gives them the power to exert control over their actions (Madden et al., 1992). PBC are essential factors that determine real behavior (Ajzen, 1991; Bhutto et al., 2022). The variable purchasing decision might had a importantly impact on PBC of EEA (Bhutto et al., 2022). However, a few studies have found that have no influence on purchase decision by perceived behavior control (Primabudi et al., 2017; Xue et al., 2022), and the authors will extend the hypothesis 5 to examine if this variable has effect on purchase decision in the context of handmade product crafted by disabled people.

Hypothesis 5 (H5): Perceived behavior control positively influences the purchasing decision of handmade products crafted by disabilities.

Perceived Value with Purchasing Intention

The main components of ethical problems are animal-rights, conservationist rights, planetary shield, human rights, etc. (Zander, Stolz, Hamm, 2013; Radnitz, Beezhold, Di Matteo, 2015). Ethical purchase intention was directly and strongly impacted by perceived control with organic product after COVID-19 pandemic (García-Salirrosas et al., 2023). Residents' inclination to acquire green housing has been demonstrated to be significantly positively impacted by perceived value (Zhao, 2021). Study by Li et al., (2021) suggested that the diverse perceived values of depository cultural and innovative goods had varying effects on buying intentions.

Hypothesis 6 (H6): Perceived value positively affects the shopping intention of artisal items made by people with disabilities.

Perceived Trust with Purchasing Intention

By a definition of Herzallah et al. (2022) that mentioned by Thamanda et al. (2024), customers view perceived trust including trust in relation to emotions, expectations, fulfilled promises, beliefs about online interactions, intentions, and behavior. According to the study's results of Gudigantala and Bicen (2019), companies that provide products with the best value to customers are more than twice as likely to create and maintain customer assurance and increase the plan to buy. Others studies suggested that perceived trust of customer affects their intention to purchase (Kim et al., 2008; Ali et al., 2020; Komalasari et al., 2021). This variable when used in research aims to study whether perceptions of trust appear in the process of forming buying planning for handmade items made by disabled people.

Hypothesis 7 (H7): Perceived trust positively affects the purchasing intention of handmade products crafted by disabilities.

Perceived Risk with Purchasing Intention

There is a negative influence on buying intention by the variable perceived risk (Kim et al., 2008; Kamalul Ariffin et al., 2018; Hein, 2022). Some type of risks appear to have a positive influence on customers' online shopping intentions as explored in the study by Qalati et al., (2021) However, in studies on ethical purchasing behavior for green products, the author suggested that with purchasing intention of customer, have the appearance of negative influence of perceived risk (Kamalul Ariffin et al., 2018; Tarabieh, 2021; Zhuang et al., 2021).

Hypothesis 8 (H8): Perceived risk positively affects the purchasing intention of handmade products crafted by disabilities.

Situational Context with the Gap between Purchase Intention to Purchase Decision

Qi et al. 's (2020) study demonstrated that situational context factors such as high price, unavailability, and inadequate information were recognized as prominent aspects that do not have the appearance of converting their intention to buying decision of organic eating. The

use of situational context factors in the study by Kim and Lee (2023) shows that the intention gap to ethical product purchasing behavior is positively affected by situational context factors. This impact was also demonstrated by several other studies (Wang et al., 2022; He et al., 2021).

Hypothesis 9 (H9): Situational context positively moderate the ethical purchasing intention-behavior gap for handmade products crafted by disabilities.

Actual behavioural control with the Gap between Purchase Intention to Purchase Decision

Carrington et al., (2010) discovered that the link between intentions and behavior is tempered by actual behavioral control. Obstacles pertaining to the capacity to take action may lessen the degree to which intention becomes behavior (Hassan et al., 2016).When buyers believe they have enough finances and skills to carry out a purchase behavior, they will more easily translate their intentions into actual behavior (Lin & Shi, 2022). According to research by Wang et al. (2021), urban dwellers' actual behavioral control and their implementation intention to adopt it are strongly associated. Additionally, de Sio et al. (2024) emphasized that situational factors, like convenience or price, could further influence the moderation of the intention-behavior relationship. According to Kaur, J., & Bhardwaj, N. (2021), the association between ethical purchasing intention and behavior was considerably influenced by a surrogate for actual behavioral control, confirming the hypothesis that ABC is essential in bridging this gap.

Hypothesis 10 (H10): Actual behavioural control positively moderate the ethical purchasing intention-decision gap for handmade products crafted by disabilities.

Implementation purpose with the Gap Amidst Buy Intention to Buy determination

Carrington et al. (2010) created a pattern that concentrated about the discrepancy amidst consumers' intentions to make ethical purchases and their real buying actions. Gollwitzer and Sheeran (2009) suggested that fulfilment purposes are effective in closing the purpose-behaviour gap in consumer psychology. Bieleke et al. (2021) asserts that employing "if-then" rules during the behavioural implementation intention formation process facilitates people's execution of planned purchase steps, particularly in the face of ambiguous circumstances. The result analysis of studies by Baluku (2020) shows that turning intentions into action requires having strong implementation intentions.

Hypothesis 11 (H11): Implementation intention positively moderate the ethical purchasing intention-decision gap for handmade products crafted by disabilities.

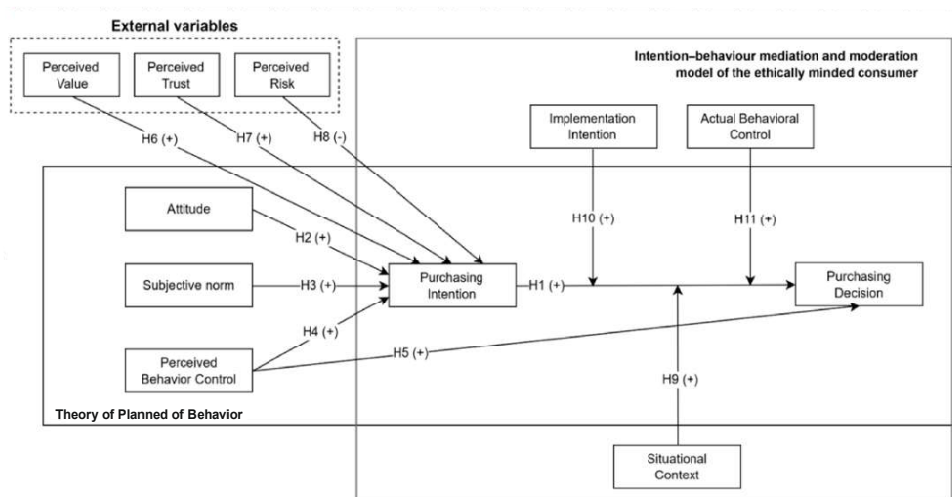


Fig. 1: The proposed model

3. Research Methodology
Research Design

This study employed a cross-sectional, quantitative survey design to examine factors influencing purchase decisions for handmade products crafted by persons with disabilities. The researchers followed a structured research procedure. Following the selection of the study topic, the researchers conducted a comprehensive literature review to identify the main factors affecting consumers' decisions to purchase handmade products crafted by persons with disabilities. A new theoretical model was created in light of this research to describe the connections among the variables that were found, including attitudes toward handicrafts, subjective norms, perceived behavioral control, and purchase intention.

The authors looked up and examined earlier studies in Prisma format with the keywords "purchasing decision", "handmade product", "products made by disabled people",... The research articles were collected by the authors from reputable sources and listed in Scopus, Wos with a total of 130 articles. After synthesizing the research articles, they were scanned to best suit the empirical research of the author group. In order to create a research gap, build a hypothesis and scale table

This study began with a pilot test with 10 people, then corrected for spelling errors and adjusted to suit the research context to create an official survey questionnaire. Quantitative data was gathered using the survey questionnaire, while qualitative information was gathered through in-depth interviews. The survey questionnaires help authors adjust the measurement scales and verify the interactions between the components of the model, providing information for the design of the research questionnaires, making sure they are pertinent to the intended audience and in line with the goals of the study.

The interview for the investigation was conducted using a questionnaire process so as to reach a sizable sample size that ensures the study of the problem is credible. The authors achieved the aim of discriminant validity of measurement model copyrights by the Fronell-Larcker criterion. According on the techniques recommended by Hair et al., 2021, the authors applied PLS-SEM (Partial Least Squares SEM) as the instrument for testing the models and analyzing quantitative data, alongside Smart PLS 4.1.0.8 computer software. By using these techniques, the assumptions in the suggested model may be tested for validity and plausibility, thereby providing the final, most accurate results for the new theoretical model.

The results and key elements that influence customers' decisions to buy handcrafted goods created by individuals with disabilities are presented in the section that follows.

Data Collection

A systematic data collection process using quantitative methods was implemented to examine consumer purchasing behavior toward artisanal products made by persons with disabilities. This approach enabled a comprehensive understanding of the factors influencing consumer purchasing decisions in this niche market. To gather quantitative information on consumer behavior, opinions, and preferences, a structured questionnaire was developed. The questions employed a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) to measure the following constructs:

- Attitudes towards handmade products and ethical consumption.
- Social and emotional value of supporting craftspeople with disabilities.
- Purchase intentions and behaviours related to these products.
- Trust in the authenticity and quality of handmade products.

Through this approach, the study obtained a comprehensive understanding of how consumers purchase handmade goods created by persons with disabilities, providing measurement data that aided in understanding the driving forces and obstacles that consumers encounter.

Sampling

This research employed convenience sampling through intercept surveys at high-traffic locations to ensure diversity in the sample for the handicraft products market. The research sample included people who had purchased or intended to purchase handicraft products, especially products produced by persons with disabilities.

To ensure that the data accurately reflected both consumers who had and had not purchased this product, the survey was conducted in high-traffic areas in Da Nang. The main areas included shopping malls such as Vincom, Lotte supermarket, and Mega, as well as Thanh Nien Park, where there was diversity in age, gender, and income, helping to analyze the consumption preferences for handicrafts and attitudes toward products made by persons with disabilities. This approach allowed the researchers to collect opinions from both groups of people who had and had not used the product, to create a comprehensive view of this market in Da Nang.

During the pilot test phase, brief interviews were conducted with 10 participants to gather preliminary qualitative insights on the social and emotional factors influencing their shopping choices. Perceptions of product uniqueness, the societal implications of these purchasing decisions, and the personal values that motivate support for items for persons with disabilities were explored to refine the survey instrument.

Sample size

To achieve the minimum requirements established in previous studies such as those of Cohen (1992) and Ringle et al. (2018), this study included 200 participants. As suggested by Cohen (1992) and Ringle et al. (2018), for complex PLS-SEM models with moderate effect sizes, the minimum sample size should be 200 to ensure reliability and accuracy in the analysis results. The sample included both participants who had previously purchased handmade products and those who had not. The research team collected data from participants of different ages across various locations, allowing for demographic diversity in the sample. A simple rule for calculating the sample size is the "10 times rule," which follows from the formula $n=10xm$ where m represents the number of input variables. This sample size supports stable parameter estimation and increases statistical power for the model.

Questionnaire structure

Two parts make up the survey. The initial portion of the survey serves to assess the demographic characteristics and fundamental data on the partisans, such as their age, sex, and so on. Collecting this data helps create an overall picture of the survey target group, and also supports the reduction of the effect of each individual factor on buying determination and conduct. The second part of the survey helps measure factors that directly affect purchasing behaviour and product awareness, including: information, satisfaction, entertainment, trust, purchase preferences, and multi-channel purchasing habits. Through these questions, the survey aims to deeply assess the factors that motivate or hinder consumers, both from the group that has used and has not used the product, thereby better understanding how the above factors affect consumer behaviour.

The questionnaire's measures were based on a 5-point Likert scale, where 1 denoted strongly disagree, 2 meant disagree, 3 meant neutral, 4 meant agree, and 5 meant strongly agree (Samuels, 2015). In previous studies, surveys were conducted using the Likert scale to assess customer satisfaction and purchase intention. Following the approaches of Wu et al. (2014) and Yu et al. (2018), this study employed a 5-point Likert scale to measure the effect of factors on customer satisfaction and repurchase intention. Similarly, Nghia et al. (2020), I. L. Wu et al. (2020), and C. M. Chiu et al. (2009) used Likert scales to demonstrate levels of satisfaction, preference, and agreement in online shopping contexts.

4. Results

Demographic data analysis

Following by the appendix 2, the author analyzes the demographic data. A total of 200

respondents from various Da Nang city sites participated in the survey. Of which, women accounted for 49%, men accounted for 50.5% and other genders accounted for 0.5%. The survey subjects of both genders were equal. Regarding the age of the survey, the age group from 18-22 accounted for the highest percentage of 61% because this was the easiest age to reach, over 27 years old (17.5%), 22-27 years old (16.5%), the most difficult to reach group was under 18 years old accounting for only 5%. Respondents from Ngu Hanh Son district accounted for the majority with 39.5%, followed by Son Tra district with 17.5%, the rest were evenly distributed from other districts. Next, the occupational factor was also a matter of concern during the survey. The majority of the subjects were students (66%), office workers (12.5%), businessman (15.%), and other occupations (about 5%).

Constructs	Items	Outer Loadings	VIF	Cronbach's Alpha	CR (rho_a)	AVE
Attitude (ATT)	ATT4	1.000	1.000	0.752	0.767	0.800
Subjective Norms (SN)	SN3	0.913	1.571			
	SN4	0.876	1.571			
Perceived Behavior Control (PBC)	PBC1	0.750	1.263	0.705	0.718	0.538
	PBC4	0.727	1.386			
	PBC5	0.776	1.522			
	PBC6	0.649	1.260			
Perceived Value (PV)	PV2	0.856	1.539	0.744	0.790	0.793
	PV3	0.923	1.539			
Perceived Trust (PT)	PT1	0.814	1.139	0.672	0.713	0.584
	PT4	0.739	1.586			
	PT5	0.736	1.638			
Perceived Risk (PR)	PR4	1.000	1.000			
Implementation Intention (II)	II2	1.000	1.000			
Situational Context (SC)	SC4	0.883	1.903	0.825	0.840	0.740
	SC5	0.860	2.043			
	SC6	0.837	1.736			
Actual behavior control (ABC)	ABC1	0.584	1.071	0.600	0.635	0.564
	ABC2	0.795	1.454			
	ABC3	0.849	1.481			
Purchasing Intention (PI)	PI2	0.724	1.364	0.699	0.716	0.535
	PI3	0.800	1.548			
	PI4	0.816	1.670			
	PI5	0.556	1.118			
Purchasing Decision	PD1	0.812	2.027	0.797	0.797	0.522
	PD2	0.764	2.208			
	PD3	0.749	1.972			
	PD4	0.739	1.570			
	PD7	0.640	1.288			

Measurement model evaluation

Table 1 displays the validity of convergence including Outer loadings, Variance Inflation Factor (VIF), Cronbach's alpha, Composite Reliability (CR) and Average Variance Extracted (AVE) values. The outer loadings need to be higher than 0.7 in order to guarantee excellent dependability (Hair et al., 2010). In addition, VIF values below 5.0 and above 2.0 will not indicate any multicollinearity in the study. Furthermore, Cronbach's alpha must be higher than 0.7 (DeVellis, 2021), the AVE index must be higher than 0.5, and the composite reliability must be higher than 0.7 (Hair et al., 2010) to meet the reliability. The new theoretical model is the end result of eliminating the observable variables from the structure that do not fit the requirements. As the results from Table 1 show, the outer loadings of the three observed variables PBC6 (0.649), ABC (0.584), PI5 (0.556) and PD7 (0.640) are less than 0.7, but the authors still retain them for measurement consideration because the AVE values are still within the allowable range.

Table 1. Convergent validity

The authors performed five test runs in SmartPLS4 software to produce the results in Table 1 and Table 2. The observed variables that were not qualified to explain the relationships between the independent variables and the dependent variables were gradually eliminated to produce valid reliability values and not violate the discrimination of the latent variables ATT1 (0.695), ATT6 (0.452), SN1 (0.576), SN2 (0.517), PBC2 (0.522), PBC3 (0.459), PT2 (0.681), PT3 (0.562), PR1 (0.669), PR2 (0.849), PR3 (0.816), PR5 (0.644), PR6 (0.473), PI6 (0.594), PD5 (0.456), PD6 (0.494), SC1 (0.465), SC2 (0.543), SC3 (0.346), II1 (0.683), PV1 (0.649). The observed variables ATT2 (0.742), ATT3 (0.890), PR2 (0.884), PR3 (0.844), SN5 (0.722) were also eliminated because these outer loadings values caused the correlation indices of (PI - ATT), (PT - PR), and (SN - PD) to be greater than 0.825, meaning that the variables in the model violated the distinction between variables. The process of filtering variables is represented through appendix 3.

According to the research of Henseler et al. (2015) and Ringle et al. (2024) showed that the Heterotrait-Monotrait Ratio of Correlations (HTMT) value is considered suitable if it is from 0.9 or less. Observation in Table 2 shows that most of the structures have enough discrimination. Every construct matched the criterion that looked at each construct's highest squared correlation.

	ABC	ATT	II	PBC	PD	PI	PR	PT	PV	SC	SN	II x PI	SC x PI	ABC x PI
ABC														
ATT	0.523													
II	0.556	0.285												
PBC	0.670	0.554	0.418											
PD	0.645	0.442	0.185	0.887										
PI	0.783	0.732	0.218	0.750	0.812									
PR	0.307	0.296	0.333	0.347	0.199	0.255								
PT	0.544	0.374	0.472	0.812	0.494	0.411	0.698							
PV	0.429	0.424	0.400	0.426	0.420	0.437	0.609	0.749						
SC	0.723	0.471	0.317	0.626	0.594	0.819	0.303	0.476	0.390					
SN	0.480	0.472	0.096	0.586	0.888	0.784	0.254	0.401	0.596	0.506				
II x PI	0.037	0.156	0.075	0.343	0.412	0.328	0.029	0.088	0.078	0.135	0.212			
SC x PI	0.179	0.138	0.095	0.094	0.100	0.139	0.050	0.028	0.026	0.318	0.060	0.151		
ABC x PI	0.419	0.106	0.021	0.123	0.156	0.118	0.030	0.042	0.077	0.158	0.083	0.322	0.691	

Table 2: HTMT testing
results

Structural model evaluation

The correctness of the proposed model is assessed using the coefficient of determination and average extracted variance. Regarding the degree of dration, an R² value of 0.75 or higher is deliberated substantial, medium levels fall between 0.5 and 0.75, whereas low values fall between 0.25 and 0.5 (Hair et al., 2021). According to the results from table 3, the R² for the variable PD (0.630) falls within the range of 'medium', and hence a model with independent variables that explain 63% of the variance in PD would be considered to have a medium degree of explanatory strength. On the other hand, the R² value for PI (0.534) also advices that explanation is medium but closer to the low explanation level, when the predictors of the variable PI can only account for 53.4% of the variation. According to the usual standards of structural equation modeling SEM, these R² values merely show that the model has a medium predictive power for PD and PI. All variables had average variance extracted (AVE) values more exceeding than 0.5 which confirm the validity of the measured variables. According to the values of R² and AVE, the proposed model of the study is reasonable and reliable.

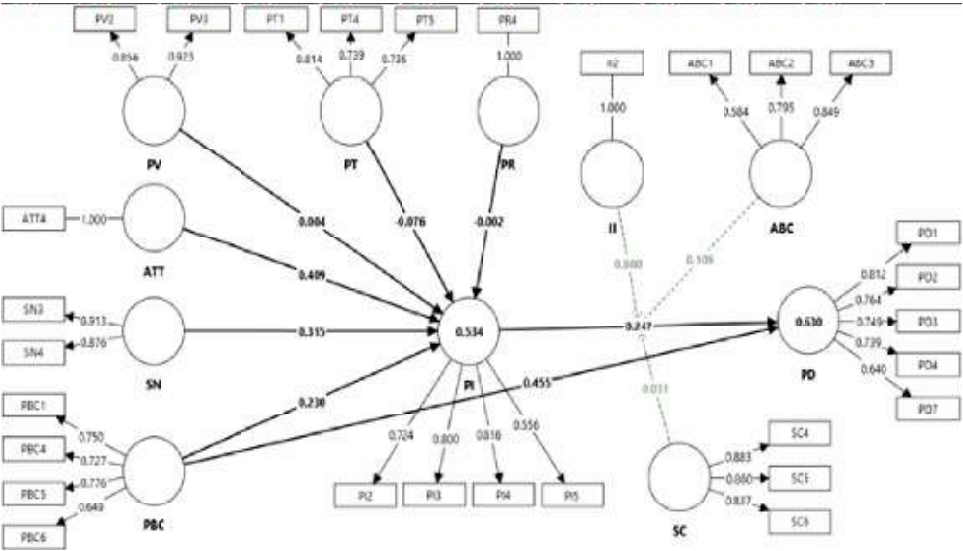
Table 3. The value of R² for the coefficient of determination

Dependent variables	R square	Levels
PD	0.630	Medium
PI	0.534	Medium

Table 3: The value of R² for the coefficient of determination

Figure 2 illustrates the results of testing the research hypothesis to produce the research results. Four hypothesis tests have been validated in total eleven hypotheses have been proposed.

Fig. 2: The PLS-SEM modelling results



*Note: the data of the outer model, which support the main factor, is shown as the outer loading, whereas that of the inner model is shown as the path coefficients.

Hypotheses testing results

Relationship	β	Mean	SD	T statistics	P Value	Decision
PI → PD	0.247	0.253	0.068	3.616	0.000	Support
ATT → PI	0.409	0.400	0.075	5.445	0.000	Support
SN → PI	0.315	0.319	0.066	0.000	0.000	Support
PBC → PI	0.230	0.229	0.070	3.260	0.001	Support
PBC → PD	0.455	0.451	0.077	5.906	0.000	Support
PV → PI	0.004	0.008	0.073	0.059	0.953	Not support
PT → PI	-0.076	-0.062	0.083	0.909	0.364	Not support
PR → PI	-0.002	-0.012	0.063	0.036	0.971	Not support
SC x PI → PD	0.031	0.020	0.082	0.373	0.709	Not support
ABC x PI → PD	0.109	0.113	0.078	1.405	0.160	Not support
II x PI → PD	0.080	0.088	0.051	1.580	0.114	Not support
SC → PD	0.092	0.087	0.076	1.211	0.226	Support
ABC → PD	0.192	0.195	0.070	2.758	0.006	Support
II → PD	-0.146	-0.144	0.057	2.573	0.010	Support

Table 4: Hypotheses testing results

According to the table 4, hypotheses of the research received the results as follow:

H1: Purchasing intention positively affects the purchasing decision of handmade products made by disabilities

Table 4 shows the p-value of PI → PD is 0.000 (< 0.05) and the β coefficient of PI → PD ($\beta = 0.247$), which present a positive influence of purchasing intention on purchasing decision. Therefore, this hypothesis is accepted.

H2:Attitude positively affects the purchasing intention of handmade products crafted by persons with disabilities.

In the table 4, the relationship between ATT → PI has the p-value is 0.000 (< 0.05), besides the β -value is 0.409, which indicates that attitude positively affects purchase intention. However, during the measurement model validation process in Smart PLS4, several observed variables were removed due to low outer loadings, leaving only one indicator (ATT4) for the attitude construct. Single-item constructs have limited reliability and validity in PLS-SEM analysis. Therefore, while the statistical relationship appears significant, this hypothesis cannot be fully supported due to measurement model limitations.

H3:Subjective norm positively affects the purchasing intention of handmade products crafted by persons with disabilities.

The positively impact of subjective norm on buying intention have shown with the p-value is 0.000 (< 0.05), and the β coefficient of PI → PD is 0.315. Furthermore, this hypothesis is accepted.

H4:Perceived behavioral control positively affects the purchasing intention of handmade products crafted by persons with disabilities.

With results in table, the p-value of PBC → PI is 0.001 (< 0.05), and the β -value of PBC → PI is 0.230, that supported the positive affect between perceived behavior control and

purchasing intention. From this, this hypothesis is accepted.

H5: Perceived behavior control positively influences the purchasing decision of handmade products crafted by disabilities

Following by the values after calculating in table 4, the relationship between PBC → PD is supported by the p-value is 0.000 (< 0.05), and the β -value is 0.455, which also present the positive influence of perceived behavior control on purchasing decision of customer. Thus, this hypothesis is accepted.

H6: Perceived value positively affects the purchasing intention of artisanal items made by persons with disabilities.

The outcome of the testing process in table 4 presents that there is no supports to the relationship between PV → PI, because the p-value is 0.953 (> 0.05) and β -value is 0.004. Furthermore, this hypothesis is rejected.

H7: Perceived trust positively affects the purchasing intention of handmade products crafted by disabilities

Based on the the table 4, because the p-value is 0.364 (> 0.05) and the result β -value is - 0.076, the relationship between PT → PI is not supported. Therefore, this hypothesis is rejected.

H8: Perceived risk negatively affects the purchasing intention of handmade products crafted by persons with disabilities.

Table 4 shows that the relationship between PR → PI has the p-value is 0.971 (> 0.05) and β -value is -0.002. These results agree that has no support to the influence of perceived risk on purchasing intention. Furthermore, this hypothesis is rejected.

H9: Situational context positively moderate the ethical purchasing intention-decision gap for handmade products crafted by disabilities

The results in table 4 show the support of the relationship between SC → PD, but did not supported to the moderation of situational context variable on the gap from ethical purchasing intention to decision, which expressed through the p-value of SC x PI → PD is 0.709 (> 0.05) and the β -value is 0.031. Thus, this hypothesis is rejected.

H10: Actual behavioural control positively moderates the ethical purchasing intention-decision gap for handmade products crafted by disabilities

Following by the calculating results in table 4, the relationship of ABC x PI → PD has the p-value is 0.160 (> 0.05), and the β coefficient is 0.109, which has no support to the positive moderation of actual behavioural control the ethical purchasing intention-decision gap of customer. From these reasons, this hypothesis is rejected.

H11: Implementation intention positively moderate the ethical purchasing intention-decision gap for handmade products crafted by disabilities

From the table 4, there is no support to the positively moderate the ethical purchasing intention-decision gap by variable implementation intention, because the p-value of II x PI → PD is 0.114 (> 0.05), and the β -value is 0.080. Therefore, this hypothesis is rejected.

5. Discussion

The research used two models, the Theory of Planned Behavior and the moderator and mediator structure of the break in the middle of intention and ethical shopping behavior, combined with data from the survey results to analyze the factors affecting the decision to buy handicrafts made by disabled people. From the hypotheses proposed, the study accepted

H1, H3, H4, H5 and rejected H2, H6, H7, H8, H9, H10, H11.

The results of H1 testing show that the intention to purchase handmade items produced by individuals with disabilities will lead to actual purchase decisions of customers, and this finding is completely consistent with the premise of the important predictor of behavior is intention in TPB (Ajzen, 1991). This result also explains that ethical purchase intentions when motivated by moral or social considerations will be a strong driving force in converting intentions into actions (Fishbein & Ajzen, 1975; Truong, 2018). From there, the authors suggest that enhancing ethical intentions through social awareness campaigns may be the key to supporting the purchase decisions of ethically conscious customers. H3 emphasizes the impact of social pressure and encouragement from family and friends around promoting the decision to purchase. This outcome is correct with the assertion in the studies of Chan et al. (2021); Carrington et al. (2010). In this study, the dual role of perceived behavioral control variable was again accepted from the results of testing H4, H5. The results also showed that the impact of PBC on PD was even more pronounced than on PI. This is in line with the recognition of self-efficacy in the context of ethical consumption where barriers may be encountered that influence consumers' decision-making actions (Bhutto et al., 2022; Xue et al., 2022).

The impact of ATT on PI was rejected in hypothesis H2, which is contrary to the results from studies based on the TPB model (Ajzen, 1991; Liu et al., 2024; Pani & Pradhan, 2019; Steyn et al., 2020), which may indicate that customers' positive attitudes in the context of buying handicraft goods from the production by disabled people are not an important factor for consumers' purchase decisions. Contrary to the prediction based on previous studies, external variables such as perceived value, perceived trust, and perceived risk did not significantly influence consumers' purchase intention. For H6, H7, H8, the p-value or β results of PV ($\beta = 0.004$, $p = 0.953$) and PT ($\beta = -0.076$, $p = 0.364$), as well as PR ($\beta = -0.002$, $p = 0.971$), did not show a relationship between these variables and purchase intention in the context of ethical purchasing (Pani & Pradhan, 2021; Hein, 2022), while perceptions of value, trust, or risk were of little concern in the purchasing context of this study. Regarding the consideration of whether the intention-behavior gap is narrowed by the moderating role of SC, ABC, II variables, hypotheses H9, H10, H11 did not show significant moderation of the relationship between intention and purchase decision behavior. This finding is different from previous research in two studies on sustainable consumption, supporting and hindering factors often play important roles in converting intention into purchase decision (Kim & Lee, 2023).

The findings from the study illustrate the important role of purchase intention, subjective norm, and perceived behavioral control in shaping the decision to purchase special artisan items produced by people with disabilities. The conclusion that no moderation was found in the model suggests that consumers surveyed in this study may rely on intrinsic motivation, factors that directly influence the dependent variable, rather than some variables acting as moderators of the intention-purchase decision gap. For example, the results of the study found that there were three impact relationships discovered that are SC $\rightarrow$ PD, ABC $\rightarrow$ PD, and II $\rightarrow$ PD with values have shown in the table 4. Therefore, it is possible that future research will explore other moderators, such as emotional or psychological motivations, or more, which may provide further insights into the complex dynamics of ethical purchasing decisions (Ferrell et al., 2013).

6. Conclusion

This study aimed to identify the factors that drive consumers' willingness to purchase handicrafts made by people with disabilities and how these factors can be enhanced by drawing from the Theory of Planned Behavior (TPB) and the models of Intentional Behavior, Intervention Framework, and Ethical Consumer Consciousness while introducing external variables (Perceived Value, Perceived Trust, Perceived Risk). This is a study that uses qualitative and quantitative data analysis to test the eleven proposed hypotheses and PLS-

SEM is a tool used to analyze the collected data.

The results show that the TPB model components, specifically Subjective Norms and Perceived Behavioral Control, significantly influence the intention to purchase handicrafts made by persons with disabilities. The attitude construct showed a positive relationship with purchase intention ($\beta = 0.409$), but could not be fully supported due to measurement model limitations (only one indicator remained after model validation). For the external variables, Perceived Value, Perceived Trust, and Perceived Risk did not show statistically significant relationships with purchase intention in this context. Regarding the mediating and moderating factors in the ethical purchase intention-decision relationship, purchase intention significantly predicted purchase decisions. However, the hypothesized moderating effects of Implementation Intention, Actual Behavioral Control.

Situational Context. In addition, from the results it can be seen that Perceived Behavioral Control is statistically significant in positively influencing customers' purchase decision. Based on the hypothesized results, the TPB model and Behavioral Intention combined with other mediating and moderating variables have allowed researchers to focus on more specific ways and psychological factors as well as additional factors that have influenced consumers' purchase behavior of handmade products made by people with disabilities with the help of assistance. In particular, it was determined that the factors Subjective Norm and Perceived Behavioral Control influenced the purchase intention of people with disabilities for handmade products.

The findings of this study have equally explained a lot on the suggested form or mode of enhancing the degree of consumer satisfaction with the handmade products of people with disabilities. It is interesting for business to know that the creating of a conducive environment or service can also satisfy the expectations of consumers. Thereby assist in upping satisfaction levels and the intention to purchase the goods of the consumers. Thereby, it is also necessary to establish a team with knowledge of technology or consumption to be able to adjust the elements and distribution to suit the products of people with disabilities. Sales channels can all support the handmade products of people with disabilities, thereby helping consumers easily access and use those products. Finally, building services and promotional programs that meet the needs and expectations of customers will help raise awareness and motivation for consumers to intend to buy.

7. Limitations and Future Research Directions

This study has several limitations that should be acknowledged. First, the sample was collected using convenience sampling at specific locations in Da Nang city, which limits the generalizability of the findings to broader populations. Second, the sample was skewed toward younger participants (61% aged 18-22) and students (66%), which may not represent the full range of potential consumers. Third, the cross-sectional design captures attitudes and behaviors at a single point in time, limiting the ability to draw causal conclusions. Fourth, the attitude construct retained only one indicator after measurement model validation, which affects the reliability of findings related to this variable. Fifth, while various handmade products exist (e.g., handmade flowers, leather products, quilling paper rolls, handmade soaps), this study did not differentiate between product categories, which may limit the specificity of the findings.

Future research should address these limitations in several ways. First, subsequent studies should employ probability sampling methods to enhance generalizability and include a more diverse sample across age groups, occupations, and geographic regions. Second, longitudinal research designs would enable researchers to track changes in consumer behavior over time and establish causal relationships. Third, integrating the TPB with other theoretical frameworks such as the Theory of Ethical Consumption could provide a more comprehensive understanding of ethical purchasing behavior. Fourth, future studies should develop and validate more robust multi-item scales for measuring attitudes toward handicrafts made by persons with disabilities. Fifth, comparative studies examining different product categories and different cultural

contexts would enhance the understanding of this market segment. Finally, qualitative research methods could provide deeper insights into the emotional and psychological factors influencing purchase decisions in this context.

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