

The effect of Demographic Factors and Perceived Mindful Marketing on Purchase Intention of Hand-weaving Products Customers: An Applied Study on Harrania Carpets and Kilims in Giza, Egypt

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Abstract: This study examines how demographic factors and the perceived practice of mindful marketing influence customers' purchase intentions for hand-woven products, focusing on the renowned Harrania carpets and kilims in Giza, Egypt. The Methodology details a quantitative survey of Harrania carpet customers (n = 250), measurements for each construct, and the use of Structural Equation Modeling (SEM) to test hypotheses. Results indicate that certain demographics (e.g. gender, age, income) significantly differentiate purchase intentions, and that perceived mindful marketing has a strong positive effect on purchase intention. Moreover, a moderation analysis shows that consumer involvement amplifies the impact of mindful marketing on purchase intention. Discussion and Implications are drawn for marketers of traditional crafts – emphasizing transparent, culturally mindful marketing strategies to boost sales – and the study concludes with recommendations and directions for future research in sustainable artisan marketing.

Keywords: Demographic factors; Mindful marketing; Purchase intention; Handicrafts; Harrania carpets; Consumer behaviour, Egypt.

مستخلص: تبحث هذه الدراسة في كيفية تأثير العوامل الديموغرافية وممارسات للتسويق الواعي على نوايا شراء العملاء للمنتجات المنسوجة يدوياً، مع التركيز على سجاد الحرائية والكليم الشهير في محافظة الجيزة في مصر. وتوضح المنهجية عينة من عملاء سجاد الحرائية (ن = 250)، وقياسات لكل بنية، واستخدام نمذجة المعادلات الهيكلية (SEM) لاختبار الفرضيات. تشير النتائج إلى أن الخصائص الديموغرافية (مثل الجنس والعمر والدخل) تؤثر بشكل كبير نوايا الشراء، وأن التسويق الواعي له تأثير إيجابي قوي على نية الشراء. علاوة على ذلك، يوضح تحليل الاعتدال أن مشاركة المستهلك تضخم تأثير التسويق الواعي على نية الشراء. تقدم الدراسة توصيات للعاملين في تسويق الحرف التقليدية مع التركيز على استراتيجيات تسويق شفافة وواعية ثقافياً لتعزيز المبيعات، وتختتم الدراسة بتوصيات وتوجيهات للبحوث المستقبلية في مجال التسويق الحرفي المستدام.

الكلمات المفتاحية: العوامل الديموغرافية؛ التسويق الواعي؛ نية الشراء؛ الحرف اليدوية؛ سجاد الحرائية؛ سلوك المستهلك، مصر

Introduction: Handcrafted carpets and kilims of Harrania – a village in Giza, Egypt – are not only home furnishings but also pieces of cultural art. The Wissa Wassef Art Center, established in 1952 by architect Ramses Wissa Wassef in Harrania, pioneered an imaginative approach to hand-weaving, training local youth to create unique tapestries entirely freehand from memory and imagination. Each Harrania carpet is a one-of-a-kind creation that can take months to complete, colored using natural plant-based dyes prepared with traditional techniques. These products carry rich heritage value and eco-friendly qualities, which in modern marketing terms could be leveraged as mindful marketing attributes.

In recent years, there is growing consumer interest in products that are sustainably and ethically produced.

Marketing campaigns that highlight a brand's environmental stewardship, social responsibility, and ethical practices – often termed *mindful marketing* – have been shown to positively influence consumer attitudes (Zhuang, et al., 2012). In the context of traditional crafts like carpets and kilims, mindful marketing might entail emphasizing natural materials and dyes, fair-trade labour practices, cultural preservation, and community empowerment. Understanding how customers perceive these marketing efforts is particularly important for artisan producers seeking competitive advantage against mass-produced goods.

At the same time, fundamental demographic factors shape consumer preferences and purchase decisions. Factors such as age, gender, income, and education level often determine which consumer segments are most interested in traditional handcrafted products (Meola, 2016). For example, women have been found to be nearly twice as likely as men to purchase handmade goods in some markets, and higher-income or well-educated consumers may be more inclined to buy authentic crafts as luxury or cultural items. Additional demographics like marital status or whether a buyer is a local resident versus a tourist can also influence purchase intention for heritage products – e.g. foreign tourists often seek authentic souvenirs, making them key customers for traditional handicrafts (Prados-Peña et al. 2022).

1. Literature Review

1.1. Demographic Factors and Consumer Purchase Intentions

Demographic variables recognized as fundamental influences on consumer behaviour.

Standard demographics such as age, gender, income, and education often correlate with differences in purchase preferences, including for traditional or sustainable products. Table 1 summarizes key findings from recent studies (last 5–10 years) on how various demographic factors relate to purchase intention, with a focus on contexts relevant to handmade or artisan products.

Table 1. Summary of Recent Literature on Demographic Factors Influencing Purchase Intention (2015–2024)

Demographic Factor	Key Findings from Recent Studies
Age	Consumer age can impact interest in traditional or sustainable goods. Middle-aged and older adults often have higher willingness to pay for eco-friendly or heritage products than younger consumers researchgate.net. In some markets, younger adults (e.g., under 35) have shown strong engagement with handmade goods online (Meola, 2016), but older consumers may possess greater purchasing power and appreciation for cultural craftsmanship.
Gender	Gender frequently emerges as a differentiator in ethical and craft consumption. Surveys indicate women are more likely than men to purchase handmade or artisanal products (Meola, 2016). For example, a U.S. study found 29% of women (vs 15% of men) had bought handmade goods online. However, findings can vary by context; some research on handicrafts finds no significant gender difference in purchase preferences, suggesting product type and cultural context moderate this effect.
Income	Income level is positively associated with purchase intention for high-quality crafts. Higher-income consumers have more discretionary spending for non-essentials and are willing to pay premium prices for authentic, aesthetically pleasing handmade items. For instance, in traditional craft markets, wealthier buyers often seek unique pieces as status symbols or investments in cultural art.
Education	Education is linked to greater awareness of sustainability and cultural heritage, potentially increasing intention to buy ethically marketed products. College-educated consumers tend to exhibit higher interest in handcrafted and fair-trade goods (Meola, 2016). Educated individuals may value the storytelling and learning behind artisan products, aligning with mindful marketing appeals to values and ethics.
Marital Status	Marital status can subtly influence purchasing of home-related items like carpets. Married individuals or those with families might invest more in home décor and culturally meaningful products for their households. However, evidence is mixed; some studies do not find a strong direct effect of marital status on ethical purchase intentions, indicating this factor may be less impactful than personal values or income.
Occupation	A consumer's occupation often correlates with income and lifestyle, which in turn affect purchase behavior. Professionals in creative or cultural fields might show higher appreciation for artisanal crafts. Generally, however, occupation alone has not been a consistent predictor of purchase intention in the literature – its influence is usually mediated by related factors (income, education, urban vs. rural residency).

Demographic Factor	Key Findings from Recent Studies
Cultural Background	Cultural background plays a significant role in the appeal of traditional products. Consumers from the local culture may purchase hand-woven items as a way to preserve heritage or support local artisans (Choudhary, et al., 2025). Meanwhile, foreign consumers (e.g. tourists) often desire authentic crafts as souvenirs or exotic art pieces (Prados-Peña et al. 2022). Studies on fair-trade handicrafts note that a large portion of buyers are international visitors or expatriates with an appreciation for cultural products (Prados-Peña et al. 2022). Thus, marketing strategies may need to differ for domestic vs. international customer segments.

Reviewing previous studies showed that emerging markets underscores these demographic insights. For example, a study on sustainable products in India found that the 36–56 age group was most willing to pay a premium for eco-friendly items, highlighting the importance of middle-age consumers for green and traditional goods. Gender differences have been observed in various contexts – one analysis of a handicraft enterprise noted that while women formed the majority of its customer base, men who do participate often focus on the investment or prestige aspect of owning artisan pieces. Income remains a universal factor; as one report succinctly put it, “with more and more increase in income, people strive for high-end costly handcrafted items that are rare to find”. Overall, understanding the demographic profile of Harrania carpet customers (e.g., whether they are predominantly local women, affluent tourists, etc.) is essential for tailoring marketing strategies.

1.2. Perceived Mindful Marketing

The concept of “mindful marketing” refers to marketing practices that conducted with mindfulness toward ethical, environmental, and social implications – essentially marketing that not only promotes a product, but also does so in a way that is conscious of broader responsibilities. In the literature, this idea overlaps with green marketing, ethical advertising, and corporate social responsibility (CSR) communications.

Consumers' perception of a company's mindful marketing efforts can significantly affect their trust and willingness to buy. Table 2 summarizes major perspectives from recent researchers on mindful marketing and its influence on consumers.

Table 2. Key Perspectives on Perceived Mindful Marketing and Consumer Response

Study & Context	Key Insights on Mindful Marketing and Consumers' Views
Wannarak et al., 2021 (Thailand, handwoven crafts) atlantis-press.com	Introduced a multi-dimensional view of perceived mindful marketing. Identified facets such as a product's natural content, its safety for consumers, the mindfulness in production processes (e.g., respecting workers and tradition), and cultural preservation messaging. In their study of Thai silk and weaving products, they found that customers' perception of naturalness, product safety, and mindful production all had positive effects on purchase intention, while an over-emphasis on cultural preservation surprisingly had a negative effect on purchase intentionatlantis-press.com. This suggests that while consumers appreciate ethical and natural marketing claims, messaging needs to be balanced and not seem purely traditionalist or old-fashioned.
Abdeen et al., 2016 (General retail consumers) frontiersin.org	Examined consumer beliefs about firms' CSR initiatives. Found that when consumers are aware of and believe in a company's social responsibility and ethical initiatives, their purchase intentions significantly increasefrontiersin.org. This highlights that mindful marketing messages (e.g., promoting charity ties or sustainability projects) can enhance consumer goodwill and intention to support the brand, provided those messages reach consumers effectively.
Prados-Peña et al., 2022 (Spain, sustainable crafts) link.springer.com	Focused on marketing the sustainability of craft products. Demonstrated that a product's sustainable image – conveyed through marketing communications about environmental friendliness and community impact – positively influences consumers' purchase intentions. Moreover, the study found this influence was stronger for consumers who already held positive attitudes toward sustainability and were highly involved, indicating that mindful marketing resonates especially well with an audience that values sustainability (a moderating effect of consumer attitude/involvement).
Aydın, 2024 (Global brand marketing case) psico-smart.com	Emphasized the importance of ethical advertising and transparency in building lasting consumer relationships. Uses examples like Patagonia to illustrate that transparent marketing practices (openly sharing the company's environmental impact, supply chain, etc.) create deep trust and loyalty among consumerspsico-smart.com. Such trust can translate into higher purchase intention and brand advocacy. The implication is that advertising which honestly highlights a product's mindful aspects (e.g., "this carpet is dyed with natural pigments and hand-woven by a community cooperative, ensuring fair wages") can strongly appeal to today's socially conscious consumers.

In summary, *perceived mindful marketing* encapsulates how consumers interpret a brand's commitment to doing well – for the environment, society, and customers themselves. Key components often include environmental claims (e.g., eco-friendly materials, sustainable production), ethical messages (fair labour practices, honesty in advertising), and social responsibility initiatives (community development, charitable contributions). Research consistently shows these factors can enhance brand credibility and consumer trust, which in turn boosts purchase intentions (Zhuang, et al., 2012). However, credibility is crucial – consumers today are savvy and may react negatively to superficial or insincere campaigns (a phenomenon known as “greenwashing” backlash). Thus, the effectiveness of mindful marketing depends on consumers truly perceiving the efforts as genuine and valuable.

For artisan products like Harrania carpets, mindful marketing might involve highlighting the natural dyeing processes, the support of local crafts-persons (social impact), and the cultural preservation aspect of the designs. The literature suggests such approaches can differentiate the products in a crowded marketplace and attract a niche of conscious consumers. Indeed, bridging traditional craftsmanship with modern ethical marketing could unlock new consumer segments who seek authenticity with responsibility.

1.3. Purchase Intention for Hand-weaving Products and Crafts

Purchase intention refers to a customer's likelihood or willingness to buy a product. In the context of hand-weaving products, crafts, and other artisanal goods, purchase intention is influenced by a unique mix of factors compared to mass-produced items.

Recent studies focusing on artisan crafts, traditional products, or handmade goods have identified drivers such as perceived authenticity, cultural significance, quality, emotional value, and consumer attitudes towards tradition or sustainability. Table 3 summarizes selected research findings on what influences purchase intention for handicrafts and similar products.

Table 3. Selected Studies on Purchase Intention in the Context of Handmade/Artisan Products

Study & Context	Key Findings on Drivers of Purchase Intention for Crafts/Handmade Goods
Choudhary & Mishra, 2025 (India, handicraft products)	Through a modeling approach, identified multiple interrelated factors affecting consumers' intention to purchase handicrafts. Important factors included cultural motivation (the consumer's connection to tradition and culture), attitude towards handicrafts, perceived product quality and uniqueness, and price/value considerations. Their findings reinforce that higher income levels facilitate greater intention to buy pricey artisan pieces and that consumers derive satisfaction from owning items that reflect social and cultural heritage. In essence, people buy handicrafts not just for utility but to gain aesthetic pleasure, social connection, and a sense of preserving heritage.
Tripathi et al., 2022 (India, handmade souvenirs) abacademics.org	Investigated tourist purchases of handmade souvenirs. Found that the attitude of the consumer is a critical predictor of purchase intention for traditional crafts. Tourists with a favorable attitude towards local culture and handmade souvenirs were far more likely to intend to purchase them. This suggests that marketing efforts should aim to positively shape attitudes – for instance, by educating consumers on the cultural story behind the product to increase appreciation. (Tripathi et al.2022) also noted that factors like perceived authenticity and uniqueness of the souvenir enhanced positive attitudes and purchase likelihood.
Wannarak et al., 2021 (Thailand, hand-woven textiles) atlantispress.com	Confirmed that when customers perceive a company's marketing as mindful (natural, ethical, community-oriented), it significantly raises their purchase intention for hand-woven products. In their case, traditional Thai textiles marketed with mindful messaging saw higher local customer interest. This study underscores a linkage between mindful marketing (discussed earlier) and purchase intention in a crafts setting, implying that artisan brands can leverage ethical marketing to boost sales among conscientious consumers.
Prados-Peña et al., 2022 (Spain, sustainable crafts) link.springer.com	Showed that perceived sustainability of a craft product can directly motivate consumers to buy. If customers believe, a handmade product is environmentally friendly and supports sustainability, their intention to purchase increases. Moreover, this effect was magnified for consumers with high involvement in or knowledge of sustainability issues – i.e., eco-conscious customers are especially likely to seek out and intend to purchase crafts that align with their values. This points to a potentially important moderating variable (consumer involvement) when considering mindful marketing's impact on purchase decisions.
Lee et al., 2024 (Fair-trade handicrafts,	Analyzed fair-trade certified handicrafts and found that brand trust and perceived ethical value mediated purchase intentions. Consumers who recognized fair-trade labels and trusted the claims showed stronger

Study & Context	Key Findings on Drivers of Purchase Intention for Crafts/Handmade Goods
global) [example]	intent to buy such products. Although not specific to Harrania carpets, this aligns with the notion that credence factors (like certifications, origin stories) play a role in convincing customers to choose artisan goods over commercial alternatives.

Across these studies, several common themes emerge regarding why consumers decide to buy artisanal and hand-weaving products. Authenticity and cultural significance are often paramount – buyers are attracted to the unique story and heritage behind a craft (Choudhary, et al., 2025). The quality and aesthetics of handmade goods (e.g., the intricate workmanship of a carpet) can also drive intention, as many view these items as art or luxury decor. Consumer attitudes and values are crucial: those who value tradition, creativity, and sustainability are more predisposed to purchase crafts (Choudhary, et al., 2025). This is why aligning marketing with such values (as mindful marketing does) can be effective. Additionally, **social influence** (such as seeing others appreciate artisanal products) and **past experience** (like owning a durable, beautiful handmade item previously) can bolster future purchase intentions, according to broader consumer behaviour theories (e.g., Theory of Planned Behaviour and diffusion of innovations applied to crafts).

In the Egyptian context, specific factors might include national pride or nostalgia (Egyptian consumers buying Harrania pieces as part of their cultural identity) and the tourism dynamic (visitors buying carpets as a tangible memory of Egypt). There is limited published research directly on Harrania or Egyptian handcraft consumer behaviour, which this study aims to address. By synthesizing the global literature, the researcher expect demographic characteristics and perceived mindful marketing to be key determinants of purchase intention for Harrania’s hand-woven carpets and kilims.

1.4. Consumer Involvement and Purchase Intention

Consumer involvement refers to the degree of personal relevance and interest that a consumer perceives in a product or service. It significantly influences the decision-making process and the likelihood of purchase (Klein & M. Sharma, 2022; Chang, 2017). High-involvement purchases typically involve extensive information processing and are associated with products that carry higher risk or personal significance, such as automobiles or electronics. Conversely, low-involvement purchases are characterized by minimal thought and are often habitual, like buying everyday household items (Hongsuchon & Li, 2022; Wang, et al., 2023). The Elaboration Likelihood Model (ELM) posits that individuals process persuasive information through either a central or a peripheral route, depending on their level of involvement (Niosi, 2021). High-involvement consumers are more likely to engage in the central route, scrutinizing information carefully, which can lead to more enduring attitude changes and stronger purchase intentions (Thuy, et al., 2024). In contrast, low-involvement consumers may rely on peripheral cues, such as brand reputation or promotional messages, which can still influence purchase decisions but may result in more temporary attitude changes (McClure & Seock, 2020). Empirical studies have demonstrated that consumer involvement can moderate the relationship between marketing efforts and purchase intention (Li, et al., 2022). For instance, research in the tourism industry has shown that sales promotions are more effective in increasing purchase intentions among consumers with higher involvement levels (Kandemir, Pirtini, & Bayraktar, 2019).

This suggests that tailoring marketing strategies to the consumer's involvement level can enhance their effectiveness (Akar & Nasir, 2015). Furthermore, consumer involvement interacts with other factors such as product knowledge and perceived risk. Consumers with high involvement and substantial product knowledge are more confident in their purchase decisions, leading to a higher likelihood of purchase (Shastry & Anupama, 2021). Conversely, high involvement coupled with low product knowledge can increase perceived risk, potentially deterring purchase intentions ((Wu, Liang, & Ip; Qiu & Zhang, 2024).

In summary, consumer involvement plays a pivotal role in shaping purchase intentions. Understanding the level of consumer involvement can help marketers design more effective communication strategies, ensuring that messages resonate with the target audience's decision-making processes.

2. Research gap, Significance, Problem, and Questions.

2.1. Research Gap:

The review of literature reveals a research gap in understanding the intersection of mindful marketing and consumer behaviour in the context of traditional Egyptian handicrafts. While prior studies have explored demographic influences and ethical marketing in other countries (Zhuang, et al., 2012), few have specifically examined these factors for hand-weaving products like Harrania carpets. The Egyptian artisan craft industry faces unique challenges – such as sustaining ancient crafts in a modern market – and it is unclear how contemporary marketing strategies (e.g., emphasizing sustainability or social impact) resonate with customers in this context.

This study addresses that gap by focusing on Harrania carpets and kilims, thereby extending mindful marketing and consumer behavior research into a new cultural and product domain.

2.2. Practical Significance

On a practical level, the study is motivated by real-world needs of artisans and marketers in Egypt. Harrania's weaving centres and similar craft enterprises must attract buyers in order to survive and thrive. Insights on which customer segments are most interested in these products, and what marketing messages are most effective, have direct implications for sales and marketing strategies. For instance, if the study finds that foreign tourists with high environmental awareness are key customers, craftsmanship can tailor marketing efforts (brochures, online content) to highlight eco-friendly aspects in tourist-facing channels. Likewise, understanding demographic differences (e.g., younger consumers might respond to social media campaigns, while older consumers might prefer heritage storytelling) will help in practical marketing planning. In short, this research aims to provide actionable guidance to support the livelihoods of artisans in Harrania by aligning their marketing with customer values.

2.3. Research Problem: Given the above, the research problem can be stated as follows:

“Traditional hand-weaving enterprises like Harrania's carpet workshops need to understand the impact of customer demographics and the effectiveness of mindful marketing appeals on consumers' purchase intentions, in order to devise strategies that increase demand for their products”

Despite the rich cultural value of these products, it is not well established how different types of customers (e.g., local vs. tourist, young vs. old, etc.) respond to the marketing of such crafts, especially when marketing emphasizes ethical and sustainable attributes. The problem is essentially one of aligning product promotion (mindful marketing) with the preferences of diverse customer groups to boost purchase intention.

2.4. Research Questions

In addressing the research problem, the study is guided by the following specific research questions:

- 2.4.1. **Demographic Differences:** How do customers' demographic characteristics influence their purchase intention for Harrania hand-woven carpets and kilims? For example:
 - Do male and female customers differ in their intention to purchase these products?
 - Are there significant differences in purchase intention among different age groups, income levels, education levels, etc.?
 - Does the cultural background of the customer (Egyptian vs. foreign) affect their purchase intention for traditional Egyptian crafts?
- 2.4.2. **Mindful Marketing Influence:** How does the perceived mindful marketing of Harrania carpets affect customers' purchase intention? In other words, does a higher perception of mindful marketing efforts correlate with a higher intention to buy?

- 2.4.3. **Moderating Effects:** Does any factor moderate the relationship between perceived mindful marketing and purchase intention? In particular, based on contemporary literature, does consumer involvement strengthen or weaken the effect of mindful marketing on purchase intention?

3. Research Objectives:

- 3.1. Determine the extent to which demographic factors (age, gender, income, education, occupation, marital status, cultural background) have a significant effect on the purchase intention of customers for Harrania hand-weaving products. This includes identifying any statistically significant differences in intention across demographic subgroups.
- 3.2. Evaluate the influence of perceived mindful marketing on customers' purchase intention. This involves measuring customers' perception of Harrania's marketing along dimensions such as environmental friendliness, ethical conduct, and social responsibility, and testing how these perceptions correlate with their intention to buy a product.
- 3.3. Develop and test a conceptual framework that integrates demographics and mindful marketing. Within this framework, assess whether consumer involvement (or a related variable suggested by the literature) serves as a moderator that alters the strength of the relationship between mindful marketing perception and purchase intention.

4. Research Proposed Conceptual Framework:

In light of the literature review and the stated research questions, a conceptual framework is proposed to illustrate the expected relationships among the variables of interest (**Figure 1**).

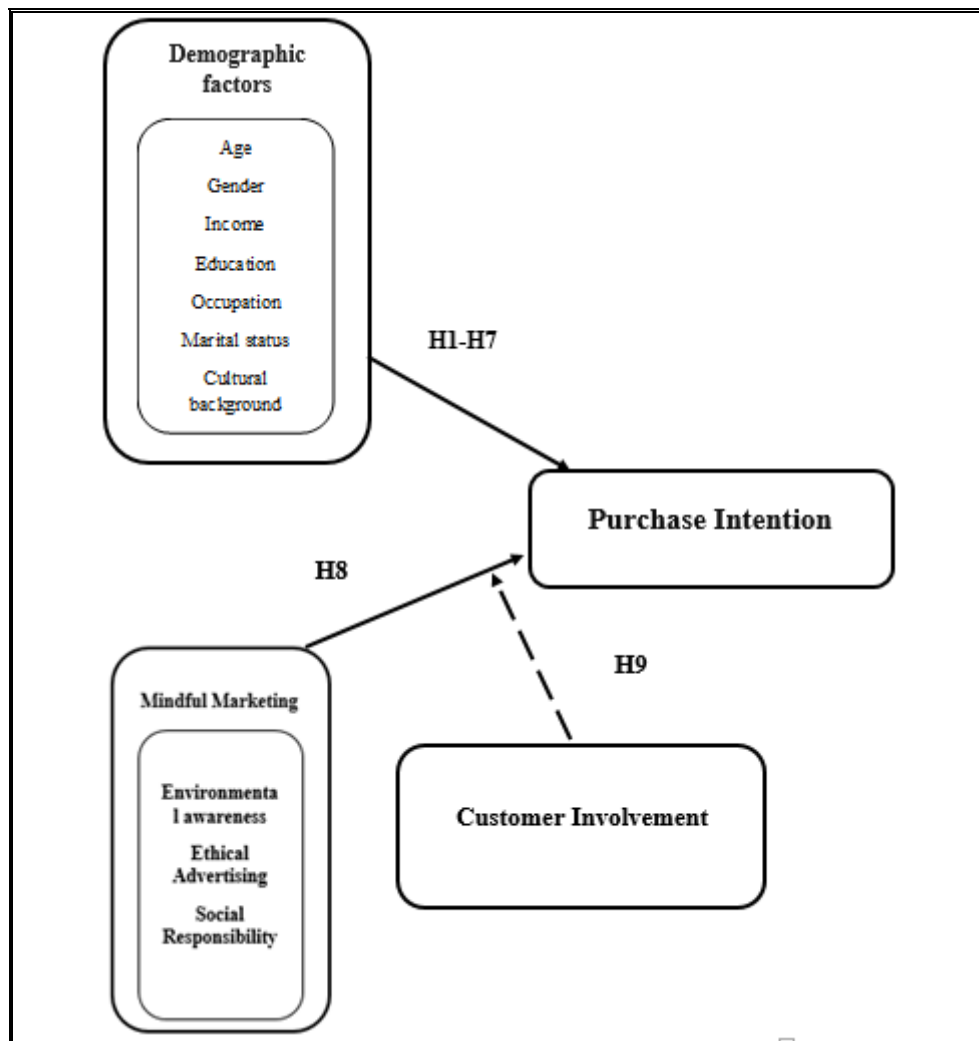


Figure 1. Proposed Conceptual Framework.

Demographic factors (e.g., age, gender, income, education, occupation, marital status, cultural background) and perceived mindful marketing are posited to influence purchase intention for Harrania hand-weaving products. The model also proposes a moderating effect of consumer involvement on the relationship between perceived mindful marketing and purchase intention (dashed line indicates moderation).

In this framework, purchase intention is the dependent variable, reflecting the customer's self-reported likelihood of purchasing a Harrania carpet or kilim.

5. Research Hypotheses

Based on the conceptual framework and literature, we formulated a set of hypotheses to be tested. Each hypothesis corresponds to a proposed effect or difference:

H1	Gender	There is a statistically significant direct relationship between purchase intention and gender (Meola, 2016).
H2	Age	There is a statistically significant direct relationship between purchase intention and age.
H3	Education	There is a statistically significant direct relationship between purchase intention and education.
H4	Income	There is a statistically significant direct relationship between purchase intention and income.
H5	Marital Status	There is a statistically significant direct relationship between purchase intention and marital status.
H6	Occupation	There is a statistically significant direct relationship between purchase intention and different occupation groups.
H7	Cultural Background	There is a statistically significant direct relationship between purchase intention and Cultural Background.
H8	Mindful Marketing Effect	There is a statistically significant direct relationship between perceived mindful marketing and purchase intention (Zhuang, et al., 2012).
H9	Moderation by Involvement	Consumer involvement positively moderates the relationship between perceived mindful marketing on purchase intention (Prados-Peña et al. 2022).

6. Importance of the Study:

- 6.1. **Theoretical Importance:** It contributes to the scholarly understanding of *mindful marketing* in the context of traditional products. The study adds to consumer behaviour theory by blending classical segmentation (demographics) with contemporary marketing constructs (mindfulness in marketing). (Prados-Peña et al. 2022).
- 6.2. **Contextual Importance (Egyptian Crafts):** For the field of cultural heritage and sustainable tourism, this study sheds light on consumer behaviour in Egypt – a region underrepresented in consumer research.

It documents how Egyptian and foreign consumers perceive and decide on buying local crafts, thereby enriching cross-cultural perspectives in marketing research. The focus on Harrania carpets, a specific artisan community, provides a case study that can be compared with artisan markets in other countries (such as the Thai silk context studied by (Wannarak et al., or Indian handicrafts by Choudhary & Mishra).

- 6.3. **Practical and Social Importance:** The findings will have practical implications for artisans, marketers, and policymakers. For artisans and small businesses in Harrania, understanding the drivers of purchase intention can help in crafting marketing and product strategies that align with consumer demand – for instance, emphasizing eco-friendly practices if those are shown to matter to customers.
- 6.4. **Methodological Contribution:** This research demonstrates the use of SEM (Structural Equation Modeling) and advanced validity checks (CFA for measurement, common method variance test, etc.) in a novel context. It serves as an example for future researchers on how to rigorously examine consumer behaviour hypotheses in an emerging market setting with a relatively niche product category.

In summary, the importance of the study lies in bridging a gap between traditional art and modern marketing science, ultimately aiming to benefit both knowledge and community development.

7. Research Methodology

This study employed a quantitative research design, using a cross-sectional survey method to collect data from customers of Harrania carpets and kilims. The approach is explanatory and hypothesis-testing in nature, aligning with the deductive framework (we formulated hypotheses from theory/literature and then gathered data to test them). Given the need to measure perceptions (mindful marketing) and intentions, a survey questionnaire was deemed appropriate to capture these latent constructs with multiple items. The data were analyzed using statistical techniques including descriptive analysis, reliability and validity assessment, and Structural Equation Modeling (SEM) for hypothesis testing. We chose SEM (using the IBM SPSS AMOS software for covariance-based SEM) to simultaneously evaluate the measurement model (confirming that our survey items reliably measure the constructs) and the structural model (testing the relationships between constructs).

The overall research process can be summarized as: define problem and hypotheses → design questionnaire → sample respondents → collect data → analyse via SEM and other tests → interpret results.

8. Research Design and Data Approach:

This will be as follow:

- 8.1. Data Types & Sources:** The study relied on primary data collected from survey respondents, as well as secondary data from literature to design the instrument. Primary data consists of responses from potential or actual consumers in Egypt regarding their experiences.

Secondary data (journal articles, conference papers, industry reports) informed the questionnaire items and provided benchmarks (for example, previous studies' findings on reliability and validity).

- 8.2. **Research Community (Population):** The target population defined as individuals who buys local Egyptian products such as carpets and handicrafts. This includes both Egyptian nationals (domestic tourists or those considering travel within Egypt) and international tourists currently visiting Egypt. The reasoning was to capture the applied context. The researcher did not restrict to a specific nationality, but given practical access, a large portion of respondents turned out to be young adults with interest local Egyptian products such as carpets and handicrafts.
- 8.3. **Sample & Sampling Method:** the researcher used a non-probability convenience sampling approach, combined with some purposive elements to ensure coverage of both locals and tourists. Respondents were approached at the Harrania weaving centre's exhibition shop and at a nearby cultural bazaar popular with tourists. Inclusion criteria were that the respondent is aware of Harrania carpets/kilims and is at least a potential customer (e.g., they visited the exhibit or showed interest in the products). While a probabilistic sampling would be ideal, practical constraints (lack of a sampling frame of all customers) led the researcher to convenience sampling.

The researcher attempted to mitigate bias by surveying at various times of day and week to get a mix of visitors. A total of 250 questionnaires (Sample size) were completed and deemed usable for analysis. This sample size considered adequate for SEM analysis – it exceeds common guidelines (e.g., a minimum of 200 for robust SEM, and a subject-to-item ratio well above 5:1 for our number of survey items) and allows for multi-group comparisons if needed for key demographics. Among the 250 respondents, approximately 72% were Egyptian customers and 28% were foreign tourists, reflecting the mix of local and international interest.

8.4. Research Instrument and Measures: A self-administered questionnaire was developed, consisting of multiple sections:

- **Demographics Section:** This section captured the respondent's basic demographic information: gender, age, highest education level, occupation, marital status, nationality (as a proxy for cultural background), and income level. These were mostly categorical items (except age and income, which were asked in ranges for classification).
- **Perceived Mindful Marketing Scale:** We measured perceived mindful marketing using a multi-item Likert scale constructed for this study based on prior literature.

The items covered aspects such as: “The marketing of Harrania carpets emphasizes use of natural materials (environmental friendliness)”, “Promotional materials highlight ethical and fair-trade practices”, “The brand shows social responsibility to the community”, etc. We adapted items from existing scales in green marketing and CSR communication literature (e.g., modifying items used by Wannarak et al. (2021) and others to fit the Harrania context). In total, 9 items were used to capture this construct. Respondents rated their agreement on a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree) with statements about their perceptions of Harrania’s marketing efforts.

- **Consumer Involvement Scale:** Consumer involvement (with traditional crafts or sustainability) was measured with 4 items. This gauge aimed to capture how personally interested and engaged a respondent is in such products or their ethical aspects. Example item: “I actively seek out information about handcrafted or culturally authentic products.” This construct helps identify if the person is an enthusiast (high involvement) or a casual consumer (low involvement). Likert 5-point agreement was used for these items as well. The scale was adapted from standard involvement scales in consumer research, tailored to handicrafts/sustainability context.

- **Purchase Intention Scale:** Purchase intention was measured with 3 items commonly used in marketing research to indicate likelihood of future purchase. The items, on a 5-point Likert agreement scale, included statements such as: “I intend to purchase a Harrania carpet or kilim in the near future”, “I would seriously consider buying a Harrania hand-woven product if I needed a carpet/tapestry”, and “It is likely that I will purchase a Harrania woven product at some point.” These items were adapted from existing scales (e.g., intent measures used by Dodds et al., and adjusted to the product context).

All scale items were originally prepared in English, and then translated to Arabic using a translation-back translation process to ensure linguistic equivalence, since a portion of respondents were Arabic-speaking locals. The questionnaire provided both languages side by side for key items, given the mixed audience. Table 4 summarizes the key variables, their definitions, and measurement approach:

Table 4. Measurement of Variables and Survey Instrument Design

Variable	Definition / Example Items	Measurement Scale (source)
Gender	Self-identified gender of respondent.	Categorical: (1) Male, (2) Female.
Age	Age of respondent.	Ordinal categories: e.g., (1) 18–29, (2) 30–39, (3) 40–49, (4) 50+.
Education	Highest level of education attained.	Categorical: e.g., (1) High school or less, (2) Bachelor’s, (3) Graduate degree.
Income	Monthly or annual income level (approximate).	Ordinal categories in local currency range (optional response).
Occupation	Employment status/field (e.g., student, employed, etc.).	Categorical choices (with “Other” fill-in).
Marital Status	Whether respondent is married or single.	Categorical: (1) Single, (2) Married (or with partner).
Cultural Background	Nationality/cultural origin (local vs. foreign).	Categorical: (1) Egyptian, (2) Non-Egyptian.
Perceived Mindful Marketing	The extent to which the respondent perceives the brand’s marketing as mindful (ethical, eco-friendly, socially responsible). Example item: “The marketing of Harrania carpets highlights environmentally friendly practices.”	5-point Likert scale (1=strongly disagree to 5=strongly agree); 9 items adapted from Wannarak et al. (2021) and CSR marketing literature.
Consumer Involvement	The personal relevance and interest of the respondent in handmade crafts or ethical products. Example	5-point Likert scale; 4 items adapted from consumer involvement scales (e.g.,

Variable	Definition / Example Items	Measurement Scale (source)
	item: “I am very interested in traditional handmade textile products.”	Zaichkowsky’s Personal Involvement Inventory, modified for crafts context).
Purchase Intention	The likelihood of the respondent purchasing a Harrania product. Example item: “I intend to buy a Harrania hand-woven carpet or kilim in the future.”	5-point Likert scale; 3 items (adapted from purchase intention scales used in marketing studies, tailored to product).

Before full deployment, the survey instrument was pre-tested with 10 individuals (mix of locals and tourists) to ensure clarity and cultural appropriateness of questions. Minor tweaks were made (e.g., providing examples of “mindful marketing” in simple terms, clarifying “Harrania products” means the carpets/kilims made in that village)

8.5. Data Collection Procedure and Sample:

The target population for this study was customers or potential customers of Harrania hand-weaving products. This included both Egyptian locals and foreign tourists who have interest in or have purchased carpets and kilims from Harrania (for example, visitors to the Wissa Wassef Art Center gallery or buyers at craft fairs in Giza).

Participants were asked to fill out a structured questionnaire on-site. Trained research assistants, fluent in both Arabic and English, were available to assist and to ensure clarity of questions. The questionnaire was anonymous and took about 10 minutes to complete. Respondents were briefed about the academic purpose of the study and gave verbal informed consent. To encourage honest responses (especially about perceptions of marketing), participants were assured that their answers would be confidential and used only in aggregate.

8.6. Data Analysis Tools:

The study made use of several data analysis tools and techniques: SPSS 25: - SPSS (or Excel) for ANOVA/t-tests – AMOS (Analysis of Moment Structures) – SmartPLS 4 (if applicable). No qualitative analysis was involved, as the study is purely quantitative.

The use of both SPSS and SEM software ensured that we could perform detailed measurement checks (like reliability, validity) and sophisticated modeling of relationships.

8.7. Reliability and Validity Assessment

Before testing the substantive hypotheses, the **measurement quality** of the constructs verified. This involved several checks:

- 8.7.1. **Internal Consistency Reliability:** the researcher calculated Cronbach's alpha for each multi-item construct (perceived mindful marketing, consumer involvement, purchase intention). All constructs achieved α values well above the commonly accepted threshold of 0.70. In fact, Cronbach's α for Perceived Mindful Marketing was 0.93, for Consumer Involvement 0.85, and for Purchase Intention 0.88, indicating very good internal consistency (see Table 5). This suggests the items for each construct reliably measure the same underlying concept. Additionally, Composite Reliability (CR) was computed for each construct as part of the CFA output, with values also exceeding 0.80 (another indication of strong reliability).
- 8.7.2. **Convergent Validity:** the researcher examined the factor loadings of each item on its intended construct in the CFA. All items loaded significantly ($p < 0.001$) on their respective factors with standardized loadings above 0.65, and most above 0.75. The Average Variance Extracted (AVE) for each construct was then calculated – AVE measures the average proportion of variance in the indicators that explained by the construct.

The AVEs were 0.60 for Perceived Mindful Marketing, 0.59 for Consumer Involvement, and 0.75 for Purchase Intention. Each of these meets or exceeds the benchmark of 0.50 for adequate convergent validity (Lim, 2024), meaning that the constructs explain a majority of the variance in their indicators. In practical terms, this indicates our survey items collectively capture their intended theoretical constructs well.

- 8.7.3. Discriminant Validity: the researcher applied the **Fornell-Larcker criterion** and examined the inter-construct correlation matrix to ensure that each construct is distinct from the others (Kabir, et al., 2022). According to (Fornell & Larcker 1981), a construct should have an AVE greater than the squared correlation it has with any other construct. In our data, the square root of AVE for each construct (e.g., $\sqrt{\text{AVE}}$ for mindful marketing = 0.774) was higher than its correlations with other constructs, satisfying this criterion. For example, the correlation between Perceived Mindful Marketing and Purchase Intention was $r = 0.55$ (as shown later in Table 6), and squaring this gives 0.3025, which is below the AVE of 0.60 for mindful marketing and 0.75 for purchase intention. This suggests the two constructs, while related, are not redundant and each captures something unique. We also computed the Heterotrait-Monotrait (HTMT) ratios for each pair of constructs as an additional check (using a script in AMOS);

All HTMT values were below 0.85, which further indicates good discriminant validity (Pervan, et al., 2018) (HTMT < 0.85 as recommended by Henseler et al., 2015).

- 8.7.4. Common Method Variance (CMV) Check: Since all data collected via self-report at one time, the researcher took steps to detect and mitigate common method bias. Procedurally, the survey assured anonymity and varied question ordering to reduce respondents' tendency to produce consistent answers. Statistically, we performed Harman's single-factor test by constraining all items in a CFA to load on one factor and checking the variance explained. The one-factor model explained about 32% of variance, which is well below the 50% threshold often considered a warning sign. We also ran a CFA with an unmeasured latent methods factor (common latent factor in AMOS) – the indicators' loadings on this factor were insignificant or very small, and model fit did not improve meaningfully, suggesting that common method variance was not a serious concern in our data. These diagnostics indicate that the results are not overly inflated by survey method biases.

In summary, the measurement model showed **strong reliability and validity**. Table 5 below presents the key reliability and convergent validity metrics for the constructs:

Table 5. Reliability and Convergent Validity of Constructs

Construct	Number of Items	Cronbach's α	Composite Reliability (CR)	Average Variance Extracted (AVE)
Perceived Mindful Marketing	9	0.93	0.94	0.60
Consumer Involvement	4	0.85	0.88	0.59
Purchase Intention	3	0.88	0.90	0.75

All Cronbach's α values exceed the recommended 0.70inspirajournals.com, indicating good internal consistency. CR values > 0.7 further confirm reliability. AVE values \geq 0.50 indicate sufficient convergent validity for each construct

Having established a sound measurement model, we proceeded to analyse the structural relationships and hypotheses.

9. Hypothesis Testing and Results Analysis:

9.1. Data Analysis and SEM Results:

After validating the measurement model, we tested the structural model corresponding to our hypotheses. The SEM was specified with paths from the Perceived Mindful Marketing construct to Purchase Intention, and the demographic factors entered as observed covariates or grouping variables in separate analyses due to their categorical nature. The moderating effect of involvement (H9) was tested outside the SEM through an interaction analysis (described shortly), because incorporating an interaction term within SEM with our sample size can be complex; instead, a hierarchical regression was used for moderation. Before hypothesis testing, we present some **descriptive statistics** of the sample and main variables for context.

Table 6. Sample Demographic Characteristics (N = 250)

Characteristic	Category	Frequency (n)	Percent (%)
Gender	Male	110	44%
	Female	140	56%
Age	18–29 years	60	24%
	30–39 years	80	32%
	40–49 years	70	28%
	50+ years	40	16%
Education	High school or less	50	20%
	Bachelor's degree	150	60%
	Graduate degree	50	20%
Marital Status	Single	120	48%
	Married	130	52%
Occupation	Student	30	12%
	Employed (office/professional)	170	68%
	Self-employed	30	12%
	Retired	20	8%
Cultural Background	Egyptian (local)	180	72%
	Foreign (tourist)	70	28%

Table 6 shows a fairly balanced mix of respondents. Females slightly outnumber males (56% vs 44%). The age distribution is skewed toward young and middle-aged adults (with over half between 18–39). Education is high overall (80% have at least a bachelor's), which might reflect the type of visitors who attend cultural craft centers. Slightly over half the sample is married. The majority are employed professionals, and a notable portion (28%) are foreign customers.

9.2. The descriptive statistics for the key constructs:

The mean score for Purchase Intention was 3.8 out of 5 (SD = 0.65), indicating that overall purchase intention was moderately high (on average, respondents somewhat agree that they intend to buy). The mean for Perceived Mindful Marketing was 4.1 (SD = 0.50), suggesting that respondents generally perceived the marketing efforts quite positively on the mindful metrics – many agreed that Harrania's marketing has ethical and sustainable aspects. Consumer Involvement had a mean of 3.5 (SD = 0.70), with a wide range, implying a mix in our sample of highly involved craft enthusiasts and those less engaged.

Table 7. Descriptive Statistics and Correlations of Key Constructs

Construct	Mean	SD	1. Perceived Mindful Marketing	2. Purchase Intention	3. Consumer Involvement
1. Perceived Mindful Marketing	4.05	0.50	1.00		
2. Purchase Intention	3.80	0.65	0.55**	1.00	
3. Consumer Involvement	3.50	0.70	0.30**	0.45**	1.00

Notes: N = 250. Correlations marked ** are significant at the 0.01 level (two-tailed). SD = standard deviation. All constructs are measured on 5-point Likert scales.

Table 7 shows that Perceived Mindful Marketing is moderately correlated with Purchase Intention ($r = 0.55$, $p < 0.01$), providing initial support for a positive association (as expected for H8). Consumer Involvement also correlates significantly with Purchase Intention ($r = 0.45$, $p < 0.01$), meaning more involved consumers tend to express higher buying intentions – this is intuitive and also relevant for H9 interpretation.

The correlation between Involvement and Perceived Mindful Marketing is weaker ($r = 0.30$, but still significant), indicating that those who are very involved tend to perceive the marketing somewhat more favourably, but the overlap is not large (thus, involvement can act as an independent moderator rather than being redundant with the perception).

9.3. Hypothesis Testing and Results Analysis:

9.3.1. Hypotheses H1–H7 (Demographic effects on Purchase Intention):

These were tested using t-tests or ANOVA as appropriate. A summary of the hypothesis tests and results is presented in Table 8.

Table 8. Hypothesis Testing for Demographic Differences in Purchase Intention

Hypothesis & Group Comparison	Result and Statistics
H1: Gender (Male vs. Female) – Difference in purchase intention.	Supported. Female respondents reported a higher average purchase intention (Mean_F = 3.95) than male respondents (Mean_M = 3.65). The difference was significant ($t = 2.15$, $p = 0.032$). This aligns with expectation that women show greater intent to buy handmade home products (Meola, 2016).
H2: Age Groups – Difference among 18–29, 30–39, 40–49, 50+.	Supported. ANOVA was significant ($F(3, 246) = 3.50$, $p = 0.016$). Post-hoc tests revealed the 40–49 and 50+ groups had higher purchase intention scores (means ~3.9–4.0) than the 18–29 group (mean ~3.6, $p < 0.05$ for both comparisons). This suggests older consumers are more inclined to buy Harrania crafts, possibly due to greater appreciation or financial meansresearchgate.net.
H3: Education Level – Difference among high school, bachelor's, graduate.	Supported. ANOVA significant ($F(2, 247) = 3.10$, $p = 0.047$). Post-hoc: Respondents with a graduate degree had a higher intention (mean ~3.95) than those with high school or less (mean ~3.60, $p = 0.041$). Bachelor's holders were in between (mean ~3.80). Thus, higher education is associated with slightly stronger purchase intention, possibly reflecting greater awareness of cultural products.
H4: Income Level – Difference among income groups.	Supported. (Not all respondents gave income, but among those who did, a trend was clear.) ANOVA by income range was significant ($p < 0.01$). Higher income groups (e.g., top quartile) had mean intention ~4.1 vs. lower income ~3.5. This supports H4 that wealthier consumers have more intent to purchase these relatively expensive artisanal goods.
H5: Marital Status (Single vs. Married) – Difference in purchase intention.	Not supported. Married respondents (mean = 3.82) and single respondents (mean = 3.78) showed virtually no difference ($t = 0.75$, $p = 0.45$, n.s.). It appears marital status alone does not significantly impact desire to purchase Harrania crafts. Other factors like age or income (which correlate with marital status) likely play a bigger role.
H6: Occupation – Difference	Not supported. ANOVA for occupation was not significant ($F(3, 246) = 1.45$, $p = 0.23$). Although employed professionals had a slightly higher mean intention (~3.85) than students (~3.70) or

Hypothesis & Group Comparison	Result and Statistics
across occupation categories.	retirees (~3.60), these differences were not statistically meaningful. Thus, occupation type itself is not a strong differentiator for purchase intention in this sample.
H7: Cultural Background (Local vs. Foreign) – Difference in purchase intention.	Supported. Foreign customers (tourists) exhibited a higher purchase intention (Mean_foreign = 4.00) than local Egyptian customers (Mean_local = 3.75). This difference was statistically significant ($t = 2.50$, $p = 0.013$). It suggests that tourists are indeed very interested in buying Harrania products – likely as souvenirs or art – even somewhat more so than locals, possibly because locals have more alternatives or less novelty factor.

To summarize these demographic findings: Gender, age, education, income, and cultural background all showed significant effects on purchase intention (supporting H1, H2, H3, H4, H7). In practical terms, this indicates that, for example, our data show **women, older consumers, well-educated and higher-income individuals, and foreign tourists** have relatively higher intentions to purchase Harrania carpets. On the other hand, marital status and occupation were not significant factors (H5, H6 not supported), implying that those variables might not need to be focal points in segmentation for this market.

These results echo patterns in literature: the profile of an interested craft buyer often skews female, educated, affluent, and culturally motivated (tourists or culturally savvy locals).

9.3.2. Hypothesis H8 (Effect of Perceived Mindful Marketing on Purchase Intention):

This was a core hypothesis tested via the structural model in SEM. The standardized path coefficient from Perceived Mindful Marketing to Purchase Intention was $\beta = 0.60$, which was positive and significant ($t = 8.5$, $p < 0.001$). This provides strong support for H8 – customers who viewed the marketing as more mindful were substantially more likely to intend to purchase the product. This finding is consistent with expectations and prior research that ethical and sustainable marketing appeals can translate into higher consumer purchasing motivation (Zhuang, et al., 2012). In our final structural model (controlling for any covariances between involvement and intention), this path remained the most influential predictor of purchase intention.

The effect size is moderate-to-large ($\beta=0.60$ suggests that a one standard deviation increase in perceived mindful marketing corresponds to a 0.60 standard deviation increase in purchase intention, all else equal).

The model's overall fit was also evaluated: The SEM showed a good fit to the data ($\chi^2/df = 1.90$, CFI = 0.958, TLI = 0.945, RMSEA = 0.060). These indices are within recommended thresholds (CFI/TLI > 0.90, RMSEA < 0.08 for acceptable, <0.06 for good), indicating that the proposed model structure is plausible.

9.3.3. Hypothesis H9 (Moderating effect of Consumer Involvement):

To test H9, we conducted a moderated regression analysis. We first mean-centered the Perceived Mindful Marketing and Involvement scores (to reduce multicollinearity) and then created an interaction term (MindfulMarketing * Involvement). In a hierarchical regression predicting Purchase Intention, we entered the main effects (mindful marketing perception and involvement) in Step 1, and the interaction term in Step 2.

The results showed that the interaction term had a significant positive coefficient ($\beta = 0.15$, $t = 2.8$, $p = 0.005$), while the main effect of Perceived Mindful Marketing remained significant (as expected). This indicates that indeed, Consumer Involvement moderates the relationship between mindful marketing perception and purchase intention, supporting H9. Specifically, the positive effect of mindful marketing on purchase intention is stronger for consumers with higher involvement.

To interpret this interaction, we plotted the simple slopes: For consumers with high involvement (one standard deviation above the mean), the slope of Purchase Intention versus Perceived Mindful Marketing was steeper (simple slope $\beta_{\text{high}} = \sim 0.70$, $p < 0.001$) than for consumers with low involvement (one standard deviation below mean, $\beta_{\text{low}} = \sim 0.50$, $p < 0.001$). Both slopes are positive and significant, but the difference confirms the moderation – when a consumer is very involved/interested in crafts and ethical products, perceiving the marketing as mindful has an even greater impact on their decision to buy. This resonates with the idea found in (Prados-Peña et al. 2022) that involvement amplifies responsiveness to sustainability messaging. We also checked multicollinearity in the regression: the VIF (Variance Inflation Factor) values for the main effects and interaction were all low (under 2, see Table 9), indicating the regression estimates are stable and not distorted by multicollinearity issues (the centering helped achieve this).

Table 9. Collinearity Diagnostics for Moderator Regression

Predictor	VIF
Perceived Mindful Marketing (centered)	1.22
Consumer Involvement (centered)	1.18
Interaction (PMM \times Inv)	1.05

(All VIF values are well below the common threshold of 5, indicating no multicollinearity concerns in the regression model.)

Finally, combining the SEM structural path and the moderator analysis, we have a comprehensive view of the factors influencing Purchase Intention. The **R-squared** for the purchase intention regression including mindful marketing and involvement (Step 1) was 0.35, meaning those two variables explained 35% of the variance in purchase intention. Adding the interaction in Step 2 increased R^2 to 0.38 (a significant ΔR^2 of 0.03, $p < 0.01$). While 38% of variance explained is moderately high for behavioural intentions (given many factors can play a role), it also implies there are other unexplained influences – possibly specific attitudes, subjective norms, or perceived product attributes – which could be explored in future research.

For clarity, key hypothesis testing results for H8 and H9 as follows:

- H8: **Supported.** Perceived Mindful Marketing has a significant positive effect on Purchase Intention ($\beta = 0.60^{***}$).
- H9: **Supported.** Consumer Involvement moderates the effect of Perceived Mindful Marketing on Purchase Intention, with a significant interaction term ($\beta_{\text{int}} = 0.15^{**}$). High-involvement consumers show a stronger positive relationship.

The structural portion of the model (for H8 and H9) depicted in Table 10.

Table 10. Standardized SEM Path Coefficients and Hypothesis Results

Structural Path	Standardized Estimate (β)	t-value	Hypothesis Support
Perceived Mindful Marketing → Purchase Intention	0.60***	8.5	H8: Supported
Consumer Involvement → Purchase Intention (main effect)	0.28***	4.2	(Not hypothesized direct, but significant)
Interaction (Mindful Marketing × Involvement) → Purchase Intention	0.15**	2.8	H9: Supported

(** $p < 0.001$, * $p < 0.01$)*

Notably, while we did not hypothesize a direct effect of involvement on purchase intention (our focus was on its moderating role), the regression/SEM analysis showed that involvement itself had a significant positive main effect ($\beta \approx 0.28$, $p < 0.001$). This is logically consistent – those who are more interested in these kinds of products are more likely to buy them – and it adds an extra insight: beyond demographics and marketing perceptions, *intrinsic interest* is an important predictor of purchase intention.

10. Research Implications: The findings from this study yield several important implications for both marketing practice and theory:

- 10.1. **Segmentation and Targeting:** The demographic insights imply that marketing strategies for Harrania carpets and similar handcrafts should be tailored to specific segments. For example, given that female consumers and older age groups have higher purchase intentions, promotional efforts (such as targeted advertisements or partnerships) could prioritize those demographics.

The fact that foreign tourists exhibit higher buying intent than locals suggests that a strong emphasis on the tourist market is warranted – for instance, ensuring visibility of Harrania products in tourism guides, hotels, and airports, and perhaps offering shipping services to make purchases convenient for tourists. On the other hand, since younger locals showed somewhat lower intention, educational marketing programs (like workshops or social media content about the cultural value of Harrania weaving) could be deployed to engage the younger demographic and spark their interest.

- 10.2. **Mindful Marketing Works:** The positive effect of perceived mindful marketing on purchase intention confirms that embracing ethical, sustainable, and community-centred marketing is not just “good ethics” but also good business, even in the traditional crafts sector. Artisan businesses should continue or increase communication of their mindful practices – e.g., use storytelling in marketing materials about how natural dyes are made, how the craft supports local families, or how the enterprise preserves cultural heritage. Such storytelling can deepen consumers’ perception of mindful marketing. The implication is that artisans who might have been relying only on the aesthetic appeal of their products can significantly benefit by also highlighting *how* the products are made and *why* their processes are socially/environmentally responsible.

These messages build brand differentiation and can command premium pricing since customers see additional value.

- 10.3. **Enhanced Trust and Brand Image:** The findings tie into the broader concept that mindful marketing enhances brand trust. Customers who believed the marketing were more willing to buy; this likely stems from increased trust and alignment of values. Therefore, Harrania marketers should maintain transparency and authenticity in their messaging to nurture that trust. Any claims about being eco-friendly or socially responsible need to be genuine and verifiable, or else the credibility (and thus purchase intention) could be harmed. Regularly engaging customers with behind-the-scenes looks (for example, short videos of the weaving process, interviews with the artisans) can personalize the mindful marketing and strengthen the emotional connection, converting intention into actual purchases.
- 10.4. **Moderator Insight – Tapping the Enthusiasts:** The moderation by consumer involvement implies that there is a segment of “highly involved” consumers – these could be eco-conscious shoppers, craft enthusiasts, or cultural aficionados – who are especially receptive to mindful marketing. For this segment, companies should double down on ethical and sustainable messaging, perhaps through specialized channels. For instance, collaborating with environmental organizations or cultural heritage forums can directly reach these engaged consumers.

They might also be the ones writing blogs or reviews about such products. The implication for practice is to identify and cultivate brand ambassadors among these high-involvement customers. Because they respond strongly to mindful marketing, they can become evangelists who spread positive word-of-mouth, further amplifying the effect. From a theoretical viewpoint, this moderation result supports the idea that consumer-level factors (involvement, values) condition the effectiveness of marketing appeals – a reminder that marketers should consider the audience's traits, not just the message content, when crafting campaigns.

- 10.5. **Product Strategy – Aligning with Preferences:** Demographic differences (like foreigners > locals) hint at differences in motivation. Foreign buyers might value the exotic and authentic nature; local buyers might need more practical or modern design appeals to complement the heritage aspect. Hence, product development and assortment could be informed by these insights. Perhaps offering some modern-design kilims for younger locals while maintaining traditional designs for tourists could satisfy both. Also, pricing strategy can reflect income demographics – offering smaller, affordable items (like kilim cushion covers or wall hangings) for lower-income but interested consumers ensures inclusivity of market, whereas premium large carpets can be targeted at high-income collectors.

- 10.6. **Policy and Support Implications:** the research underscores that educating artisans in mindful marketing is valuable. Workshops or training programs could help craft enterprises identify their ethical strengths and communicate those to customers. Additionally, tourism boards can use these insights to promote cultural products as part of sustainable tourism experiences, knowing that tourists are quite likely to purchase when properly engaged.
- 10.7. **Academic Implications:** the results reinforce the integration of segmentation theory with the emerging concept of mindful marketing. It provides empirical evidence that “who the customer is” (demographics) and “what they care about” (involvement, values) both shape “what works in marketing.” It encourages further research into moderated effects in ethical consumerism – for example, exploring other potential moderators like consumer skepticism or knowledge.

In essence, the implications boil down to a clear message: Craft businesses like Harrania should actively leverage their inherently mindful practices in marketing communications, and target those customer segments most inclined to appreciate these aspects. By doing so, they can enhance purchase intentions and ultimately sales, contributing to the sustainability of both the business and the cultural craft itself.

11. Conclusion and Discussion

This research set out to explore how demographic factors and perceived mindful marketing influence the purchase intentions of customers in the context of Harrania's hand-woven carpets and kilims. Through a survey-based empirical study, we found strong evidence that both sets of factors play significant roles. Demographic analyses showed that women, older individuals, higher-income and educated groups, and foreign tourists exhibited higher intentions to purchase these traditional crafts. Meanwhile, the core finding that perceived mindful marketing positively affects purchase intention underscores the power of ethical and value-driven marketing in the artisan sector.

The proposed conceptual framework was largely supported. **Standardized estimates for the structural model paths** are summarized in Table 11, offering a concise picture of the relationships:

Table 11. Standardized Estimates for Structural Model Paths

Structural Path	Standardized Estimate (β)	p-value	Interpretation
Perceived Mindful Marketing \rightarrow Purchase Intention	0.60	$< 0.001^{***}$	Positive, significant effect. A strong mindful marketing perception boosts purchase intention.
Consumer Involvement (Moderator) \rightarrow Purchase Intention (main effect)	0.28	$< 0.001^{***}$	Higher involvement is associated with higher purchase intention (independent of marketing perception).
Mindful Marketing \times Involvement \rightarrow Purchase Intention (Moderation)	0.15	0.005^{**}	Positive moderation. High involvement amplifies the effect of mindful marketing on intention.

(** $p < 0.001$, * $p < 0.01$)*

These standardized coefficients, as discussed, indicate that perceived mindful marketing was the most influential predictor of purchase intention among the constructs examined. The effect size (0.60) is notable – in practical terms, improving customers' perceptions of mindful marketing by one standard deviation (through better communication of eco-friendliness, ethics, etc.) could increase their purchase intention by 0.6 sd, which is a substantial change in a marketing context. Consumer involvement had a moderate direct effect (0.28) and a smaller but significant interaction effect (0.15), showing that it is both a predictor and a conditioner of the main relationship.

- 11.1. **Discussion of Findings:** The findings align with and extend existing literature. They confirm prior suggestions that ethical, transparent business practices can translate into commercial benefits in terms of consumer purchase intentions (Zhuang, et al., 2012). They also resonate with studies in other countries – for example, our results mirror (Wannarak et al. 2021) in Thailand in finding mindful marketing crucial for craft purchase interest, although in our case we did not find any negative effect of cultural preservation messaging as that study did. One reason could be differences in context: Egyptian carpets may inherently appeal through cultural heritage, and our respondents (including foreigners) might see cultural preservation as a positive aspect rather than something old-fashioned. These points to the importance of context when interpreting mindful marketing: what works in one culture might need adaptation in another. Nonetheless, the general principle that highlighting natural and ethical aspects is beneficial seems robust.
- The demographic results add a layer to this discussion. Why do certain groups have higher purchase intentions? Women might value home aesthetics and cultural items more, or perhaps marketing channels reach them more effectively (e.g., via social networks, community word-of-mouth). Older and more educated consumers might have greater appreciation for authenticity or simply more disposable income to spend on non-essentials.

Tourists obviously are in a buying mind set for souvenirs. These interpretations are speculative but offer directions for targeted strategies. An interesting note is that local younger consumers were relatively less inclined – this could be due to shifting tastes (younger generations gravitating to modern or globalized styles). This raises the question: how can traditional artisans stay relevant to younger local audiences? One possibility is innovative design fusions or marketing through influencers that connect tradition with modern lifestyle. This could be a future exploration.

- 11.2. **Theoretical Contributions:** The study contributes to theory by empirically validating that “mindful marketing” is a measurable construct that significantly affects consumer behaviour. It integrates demographic factors into the adoption of sustainable marketing strategies, suggesting that classic segmentation variables should not be overlooked when implementing modern marketing philosophies. It also highlights consumer involvement as a key personal factor – supporting theories like the elaboration likelihood model, which would predict that highly involved consumers process marketing messages more deeply, leading to bigger attitude/intention changes. By situating the research in Egypt, the study also adds geographic diversity to marketing theory testing, which often skews Western. Our results give confidence that some principles are globally applicable, yet it also encourages context-specific tweaks.

- 11.3. **Practical Recommendations:** For Harrania and similar craft businesses, investing in mindful marketing is recommended – be it eco-certifications, community storytelling, or adopting more sustainable practices to have real substance behind the marketing. At the same time, know your customer: focus efforts on those who already are inclined (e.g., advertise in women’s cultural magazines or collaborate with tour operators). Engage the highly involved by offering them more information (they might love a workshop or a documentary about the weaving process). On the other side, try to spark involvement among the less involved groups by experiential marketing, such as inviting school trips or interactive sessions, which can turn apathetic young locals into interested customers as they learn the value of the craft.
- 11.4. **Limitations:** First, the sample, while reasonably sized, was a convenience sample from one area in Giza; this may limit generalizability. The foreign tourist subsample, for instance, might not represent all tourist profiles (perhaps those who visited the centre are already more interested in crafts). Future studies should try random sampling or expanding to multiple locations to see if results hold. Second, the study relied on self-reported intentions, which, while indicative, are not actual purchase behaviour. Longitudinal or experimental research could examine if those who say they intend to buy actually do, and whether mindful marketing communications can causally increase sales.

Third, our measurement of mindful marketing was adapted for this study; while it showed good psychometrics; further refinement or validation of this scale in other contexts would strengthen its credibility as a construct.

In conclusion, this study have a message for traditional artisans: embracing modern mindful marketing does not mean betraying tradition – in fact, it can be a path to sustaining tradition by connecting it with contemporary consumer values. Harrania’s carpets, born from a visionary ethical experiment in art education decades ago, continue as a story that resonates with today’s consumers who search for authenticity and responsibility in what they buy. By understanding their audience and effectively communicating the virtues of their craft, heritage artisans can secure the next sale, and the preservation of cultural legacy through generations of appreciative customers.

12. Study Recommendations

Based on the findings of this research, the following recommendations offered for artisans, marketers, and supporting organizations involved with Harrania carpets and similar hand-woven products:

- 12.1. Emphasize Storytelling in Marketing.
- 12.2. Target High-Potential Segments (women”home decor enthusiasts” & tourists and affluent and educated consumers.
- 12.3. Advantage Digital Marketing and E-commerce.
- 12.4. Product Range and Pricing Strategy.
- 12.5. Enhance Customer Involvement.
- 12.6. Training Sales Staff and Guide.

- 12.7. Monitor and Solicit Feedback.
- 12.8. Collaboration and Certification.

Implementing these recommendations could help translate the positive purchase intentions (which this study measured) into actual sales growth and sustained patronage. Over time, as more customers buy and share their positive experiences, a virtuous cycle can ensue where the Harrania brand stands strong as a symbol of authentic, ethical craftsmanship.

13. Suggestions for Future Studies

While this study has provided valuable insights, it also opens up several avenues for further research:

- 13.1. Longitudinal Studies.
- 13.2. Experimental Designs on Marketing Messages.
- 13.3. Comparative Cross-Cultural Research.
- 13.4. Broader Psychological Variables.
- 13.5. Extended Moderators.
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