

Determinants of Consumer Purchase Intentions in the Aluminum Alloy Home Improvement Market: A Hierarchical Relationship between Attributes, Preference, and Value Choice

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ABSTRACT

Due to the rapid economic development and the rising living standard of people of China, there is a wide demand to upgrade housing with aluminum alloy home improvement doors and windows. Varying reasons are mainly due to quality, longer performance, beauty and environmental protection, and other characteristics associated with structure and design. The study evaluated consumer purchase intentions particularly what consumer preference is being affected by consumer behavior in determining the purchase of aluminum alloy home decoration doors and windows. A quantitative cross-sectional survey using purposive sampling was deployed among 500 Aluminum alloy home improvement consumers across different regions of China. Descriptive statistics and comparative analyses were used to evaluate demographic and preferential differences. Utilizing multi-dimensional analysis, the findings aimed to support industry stakeholders, including manufacturers, distributors, and marketers in providing a better understanding of consumer preference, in a way that manufacturers develop a more consumer-based approach to effective marketing strategies of aluminum alloy home improvement doors and windows. Finally, the study claimed that purchase intention and attributes attached to the product directly links to consumers value choice.

RESUMO

Devido ao rápido desenvolvimento econômico e à elevação do padrão de vida da população chinesa, existe uma grande demanda pela modernização de residências com portas e janelas de liga de alumínio voltadas para reformas e melhorias habitacionais. Os principais fatores que impulsionam essa demanda incluem qualidade, durabilidade, estética, sustentabilidade ambiental e outras características relacionadas à estrutura e ao design. O estudo avaliou as intenções de compra dos consumidores, analisando especificamente como as preferências são influenciadas pelo comportamento do consumidor na decisão de adquirir portas e janelas de liga de alumínio para residências. Foi realizada uma pesquisa quantitativa de corte transversal, utilizando amostragem intencional, com 500 consumidores de produtos de liga de alumínio para reformas residenciais em diferentes regiões da China. Estatísticas descritivas e análises comparativas foram empregadas para avaliar diferenças demográficas e de preferência. Por meio de uma análise multidimensional, os resultados visaram apoiar os agentes do setor — incluindo fabricantes, distribuidores e profissionais de marketing — a compreender melhor as preferências dos consumidores, permitindo que os fabricantes adotem uma abordagem mais centrada no consumidor ao desenvolver estratégias de marketing eficazes para esses produtos. Por fim, o estudo concluiu que a intenção de compra e os atributos associados ao produto estão diretamente ligados aos valores que norteiam as escolhas dos consumidores.

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Introduction

Aluminum alloy doors and windows play an important role in modern home decoration (Chen & Gang, 2024). With the improvement of people's living standards and the change of consumption concepts, consumers' demand for aluminum alloy home improvement doors and windows is no longer limited to the basic wind and rain function, but pay more attention to its quality, performance, beauty and environmental protection and other characteristics (Martinez & Garcia, 2019). In-depth study of consumer behavior of China's aluminum alloy home improvement doors and Windows helps enterprises accurately grasp market demand, formulate effective marketing strategies, and promote the healthy development of the industry (Zhang & Li, 2023). Aluminum alloy material has a series of excellent properties (Chen & Gang, 2024). About one-third of the density of steel are made of doors and windows after the weight is greatly reduced, not only make the installation process more convenient and efficient, daily use of opening and closing is also more labor, greatly convenient for users. Secondly, high structural integrity ensures resistance to extreme weather conditions and accidental impacts, enhancing household safety.

Exceptional corrosion resistance, aided by a dense oxide film, significantly prolongs product lifespan even in harsh climates with frequent acid rain. aluminum alloy doors and windows retain their structural and aesthetic integrity over extended periods, reducing maintenance frequency and costs, and ultimately prolonging product lifecycle considerably. This durability aligns closely with contemporary consumer preferences toward sustainability, positioning aluminum alloys as an environmentally friendly choice within the home improvement sector.

With many significant advantages, aluminum alloy doors and windows are favored in the home improvement market. These performance including reasons like durability and longer service life are main considerations over higher pricing which make the product more “reasonable” (Mahputra & Purwanto, 2023). Beyond pricing, being reasonable can also be in other forms. First, excellent energy-saving insulation performance. Through the use of heat insulation bridge breaking technology, the conduction path of heat is cleverly blocked, so that the indoor and outdoor heat exchange is greatly reduced (Johnson & Smith, 2020).

During hot summer, it can effectively prevent the influx of outdoor heat wave and reduce the burden of air conditioning and refrigeration (Winurma & Hapsari, 2024). Secondly, it has good sealing which keeps the indoor heat and reduce energy use (You et al., 2024). Aluminum alloy high-performance windows offer low heating and cooling loads and can reduce whole-building energy consumption by around 10–12% in some climates, with more advantageous to colder regions (Zheng et al., 2022; Whang, Tian, & Jia, 2021; Alonso et al., 2021).

A case study on broken-bridge aluminum windows in China showed that optimizing glass and frame (including thermal breaks and sealing) can cut the window heat transfer coefficient (u-value) by about 25–28%, and frame/edge U-values by 29–35% which means that there is lesser indoor-outdoor heat exchange (Yang et al., 2025). The sound insulation and noise reduction effect are also a benefit because of tight sealing performance (You, et al., 2024).

Third, beauty and fashion are one of the highlights. The lines of aluminum alloy doors and windows are simple and smooth, outlining a simple and generous sense of beauty, and can be used with anodizing, electrophoretic painting, powder spraying and other diverse processes to change colorful colors, easily adapted to modern simplicity, European classical, Chinese elegance and other types of home decoration style, like a beautiful decoration of the home, greatly improving the overall beauty (Liu, 2021). Fourth is its durability and low maintenance characteristics (Pittie et al., 2023).

Compared with other materials such as wood, plastic and steel doors and windows, aluminum alloy material has stronger durability. It is tough and resistant to daily wind and rain, sun and rain, and can safely spend decades under normal use conditions, greatly reducing the trouble and cost caused by frequent replacement of doors and windows. If well-maintained, aluminum frames are the least environmentally challenged materials due to its long life and high recyclability (Carlisle & Friedlander, 2016).

Despite the popularity and widespread usage of aluminum alloy doors and windows, including several studies have published its material and structural merit, stuydies remain scarce on its application preference in home improvements and adoption, consumer preference and purchase intentions leaving a disconnect between the known engineering benefits and consumer preference. This gap in knowledge restricts companies' abilities to align effectively with consumer expectations and fully optimize market opportunities. This research sought to analyze consumer behavior comprehensively, emphasizing key product attributes such as low density, structural integrity, and corrosion resistance, which critically affect consumer perceptions and product adoption. To detail specific knowledge gap, this study raised the following questions on consumer preference particularly: What product attributes significantly influence consumer purchasing decisions for aluminum alloy doors and windows? What are the demographic characteristics of consumers of aluminum alloy for home improvement? How does price sensitivity affect consumer purchasing decisions based on perception and values? How important are the attributes, perceptions and values of consumers in the purchasing decisions of aluminum alloy doors and windows?

Theory of Means-End Choice (MEC)

Using the value-based cognitive model, the Means-End Chain where product attributes (A) help shaped perceived consequences (C) and values (V) are the ones that drive purchase intention. Functionality, pricing and quality of product are self-oriented values that increase

purchase intention and repeat purchase (Panda et al., 2024). Using MEC as an extended theory of Planned Behavior (Ajzen, 1991), the study links aluminum attributes to consequences of buying the product and the values attached to its purchase decision. The study claimed that purchase intentions from product features and attributed link to consumer priority goals.

Materials and Methods

The study employed descriptive experimental research design, combining multidimensional quantitative analyses derived from industry reports and consumer purchasing data. The survey was administered to a diverse demographic sample representing different age groups, genders, regional locations, and income levels across China. The 500 respondents from a purposive sampling were categorized according to specific demographic characteristics, including age group, gender, geographic region, and income levels, ensuring comprehensive coverage and balanced representation. The questionnaire focused on assessing consumer perceptions toward characteristics of aluminum alloy doors and windows, specifically:

Material Characteristics in terms of density. Respondents answered whether they preferred aluminum alloy doors and windows primarily due to their significantly lower density compared to alternative materials.

Corrosion Resistance: The survey explored the importance consumers placed on corrosion resistance, especially given varying regional climates. About 98.20% of participants considered corrosion resistance a high-priority attribute, particularly respondents from regions frequently exposed to harsh weather conditions, humidity, and acid rain.

Price Sensitivity Analysis. Price sensitivity level as "high," "moderate," or "low," allowing for nuanced insights into economic behavior and preferences. The synthetic data indicated a varied distribution, reflecting realistic market conditions.

Results

Among respondents, 52.40% (f=262) were male, while 47.60% (f=238) were female. Male consumers generally exhibit rationality and technology, and professional style is displayed when purchasing aluminum alloy home decoration doors and windows. They focus on the core elements of performance and quality, wind pressure resistance is related to the ability of the house to withstand the attack of wind, especially in high-rise residential or coastal areas, strong window frames, reasonable structural design to ensure that nothing is wrong; Anti-theft performance is the key to protect the safety of family property, thick metal material, multiple anti-theft lock core, so that criminals have no chance to take advantage of (Miller & Davis, 2019). Gender demographics was relatively distributed where preference on the purchasing decisions on aluminum alloy doors and window are shared across both genders

implying a universal preference regardless of sexes. Marketing strategies involving aluminum alloy use in interior houses must avoid gender-exclusive positioning and one demographic group only.

Table 1.

Demographic Characteristics of Consumers in terms of age group

Demographic Profiling	f	%
20-35	207	41.40%
36-55	187	37.40%
55+	106	21.20%

Table 2.

Demographic Characteristics of Respondents in terms of gender

Gender Description	f	%
male	262	52.40%
female	238	47.60%

The largest proportion of respondents came from young consumers (20-35 years old) who are eager to pursue a cutting-edge lifestyle. They shuttle in the prosperity of the city, influenced by the trend of culture and the development of science and technology, the expectations of aluminum alloy home decoration doors and windows are unique. The appearance design can be called the "facade" in their eyes, and the unique shape can highlight the personality, or the line is smart and jumping, showing the unruly vitality; or blend in popular colors to show fashion taste. For example, the black frame aluminum alloy doors and windows inspired by industrial wind, with transparent large glass, simple and cool, instantly enhance the space style, and become a popular choice for youth apartments (Ming & Xia, 2023). Choice of modern styles along with practical use also has a factor in the preference among young consumers.

Although their purchasing power is still limited at the beginning of their career or society, they are willing to make careful choices within their budget for quality of life and unique experiences. They will pay close attention to their favorite brands when the e-commerce promotion, compare the discount of different styles, combined with product evaluation, select novel design, excellent quality doors and windows, and add color to the dream home.

With family responsibilities, middle-aged consumers (36-55 years old) act calmly and make pragmatic decisions. When purchasing aluminum alloy home improvement doors and Windows, like a rigorous engineer, a full range of performance indicators are considered. The

sound insulation performance is related to the rest quality of the family, ensuring that the children are not interfered with by the outside world, and the elderly enjoy a quiet old age; Heat insulation directly affects the comfort and energy costs of the four seasons, high-quality broken bridge aluminum structure with multi-layer insulating glass, is the standard in their eyes. Safety performance is the most important, solid window frame material, reliable lock system, for the home to build a strong protective fortress.

Brand and after-sales service are the "reassurance" in their hearts. Famous brand means many years of accumulated reputation, stable product quality, after the test of the market, trustworthy. Perfect after-sales service can solve the problems in the future use in time, regular maintenance to extend the life of doors and windows, emergency maintenance does not delay life. They have relatively strong financial resources, although they do not care too much about the price, but also the pursuit of cost-effective, under the premise of quality priority, shop around and screen out the most suitable for the long-term needs of the family door and window products.

Elderly consumers (over 55 years old) prefer stability and practicality. In the face of aluminum alloy home improvement doors and windows, durability is the primary consideration, solid material, solid technology products can reduce the trouble of frequent replacement, accompany for a long time. Safety performance must not be ignored, stable installation, non-slip handle, clear vision, to ensure the safety of daily life. Although respondents aged over 55 represented only 21.2% of the sample, they constitute an important market segment. Future studies may investigate whether ease of operation influences purchasing decisions among older consumers.

The traditional style carries their memory and habits, and the complex and novel design makes them at a loss. The classic open, push-pull doors and windows are easy to operate, and the function is clear at a glance. High-tech features are cool, but the cost of learning is high, and it is easy to dissuade elderly consumers (Liu, 2021). The brand with good reputation and high visibility is favored, which is the trust passed on from mouth to mouth between neighbors, and the quality assurance witnessed by years. They are relatively strapped, sensitive to price, repeatedly weigh before purchase, more willing to choose affordable and durable products, shuttle comparison in the familiar home market, only to find peace of mind for the home (Fang & Jie, 2024).

Studying the technical parameters is like exploring the treasure, the alloy proportion of aluminum alloy affects the strength, the thickness and type of glass determine the sound insulation effect, they analyze one by one and strive to know. In terms of brand selection, strong and technologically advanced products can win favor, which is a symbol of quality and security, highlighting their responsibility for the home.

For female respondents, doors and Windows are the finishing touch of home aesthetics. The exterior design should blend with the overall home decoration style. The floral curtains of the pastoral style with the aluminum alloy door and window frame of the wood texture make the warm overflow. Modern simple living room with narrow side of large glass transparent doors and Windows, simple atmosphere. Details such as color matching, line smoothness, and decorative elements are all within their scope of scrutiny (Martinez & Garcia, 2019).

The environmental performance carries the care for the health of the family, the non-toxic and tasteless environmental protection materials, and the energy-saving characteristics of low energy consumption make the home a green harbor. After-sales service experience is crucial, warm and patient sales staff, timely response after-sales team, can make them feel comfortable in the purchase process, rest assured that the "face" of the home to the brand.

Table 3.

Demographic Characteristics of Respondents in terms of Income Distribution

Income Distribution	f	%
high	105	21.00%
middle	303	60.60%
low	92	18.40%

Income Distribution

High income group's requirements for life are almost harsh with 21% total responses, which reflects the pursuit of extreme luxury and personalization. When buying aluminum alloy home decoration doors and windows, the global limited edition of international famous brands or domestic top designers can be customized such as purchase of unique such as p design like artistic sculpture shock, integration of rare materials, innovative technology, highlight extraordinary taste.

Personalized customized services are detailed, from the cross-border matching of rare wood and aluminum alloy to embedded jewelry decoration according to personal preferences, to meet unique needs. Performance indicators against the international frontier, super sound insulation, top insulation, extreme environmental protection, just to create an extraordinary home environment. For them, the price is an investment in quality and identity, and they spend a lot of money only for their ideal home.

The middle-income group is the biggest consumer group with percentage of 60.60%. Domestic well-known brands rely on scale advantages and technology precipitation, to provide reliable quality, excellent performance of products, some second-line brands with innovative design, friendly prices, but also attracted attention. Majority of consumers focus on the basic

performance to ensure a comfortable life, sound insulation to create a quiet and warm space for the home, sealed waterproof to protect the interior from wind and rain intrusion. The appearance design considers the aesthetic, simple fashion or elegant and refined, suitable for a variety of decoration styles, and create a warm home within a limited budget. Low-income groups with the lowest rank at 18.40% in terms of purchase of aluminum alloy home improvement doors and windows which is deemed to be obvious as the first consideration is price, and affordable products have become life-saving straws. To meet the basic living needs, ordinary aluminum alloy material, simple functional design can be, although the quality and performance requirements are not high, but practicality and durability are indispensable.

Consumers of different ages, genders, regions and incomes show significant differences in the purchase of aluminum alloy home improvement doors and Windows, and enterprises can only gain accurate insight into these demand characteristics in order to stand out in the market competition and win the favor of consumers.

Price Sensitivity

The price factor plays a decisive role in the aluminum alloy home improvement door and window market. Nowadays, the market is full of all kinds of aluminum alloy home decoration doors and Windows, different brands with their unique positioning, create a high and low level image, which is directly reflected in the price, making the price span between products is considerable (Taylor & Wilson, 2020).

Table 4.
Perception Characteristics on Attributes, Preference and Values

APV Characteristics	Yes	No
	f (%)	f (%)
(A) Price Sensitivity	462 (92.40)	38 (7.60)
(P) Low Density	389 (77.80)	111 (22.20)
(V) Corrosion Resistance	491 (98.20)	9 (1.80)

Corrosion resistance received the highest level of agreement (98.20%), suggesting that durability remains the dominant preference among consumers. This finding reflects heightened awareness of long-term maintenance costs, particularly in humid environments where corrosion shortens the service life of construction materials. Their consideration is not only limited to the unit price marked on the surface of the product, but the cost is also the key point of in-depth weighing. On the one hand, there are quite a number of consumers who pursue quality of life and pay attention to living experience, and know that high-performance, high-quality doors and Windows can bring many benefits to the home environment, such as

excellent sound insulation effect, which can make the noise blocked out and accompanied by quiet moments; Excellent thermal insulation performance, whether it is a hot summer day or a cold winter day, can effectively adjust the indoor temperature, reduce energy consumption, and achieve energy saving and efficiency (Taylor & Wilson, 2020). In order to enjoy these long-term advantages, they are willing to pay more for such doors and windows.

The present findings support Wang and Zhang (2022), who argued that corrosion resistance significantly influences material selection in humid climates. Similar to their observations, nearly all respondents (98.2%) regarded corrosion resistance as an essential product attribute, indicating that durability outweighs purely aesthetic considerations during purchasing decisions.

Functional requirements

In terms of the functional needs of consumers for aluminum alloy home improvement doors and Windows, there are multi-dimensional considerations. On the one hand, security is crucial. In modern society, home safety is the focus of attention, aluminum alloy doors and Windows with their own durable characteristics, become a solid barrier to protect the family. Its material strength is high, not easy to deformation and damage, with precision design, quality locks, such as multi-lock point anti-theft lock core, can effectively block the invasion of criminals, for the safety of family property escort. At the same time, for families with children or the elderly, fall prevention design is essential, such as the installation of child safety locks, limiter and other accessories, to prevent the danger caused by accidental window opening, and ensure home safety.

Comfort, on the other hand, is indispensable. With the improvement of quality of life, consumers desire to enjoy peace and comfort indoors. Aluminum alloy doors and Windows have good sound insulation performance, the use of double insulating glass, high-quality sealing strips and other design, can maximize the outside noise isolation, whether it is the construction sound of the nearby construction site, or the noise of vehicles on the street, will not interfere with the quiet indoors. In the heat insulation, in the hot summer, the high-efficiency heat-insulating aluminum alloy doors and Windows block the sun's radiant heat and keep the room cool; In the winter season, the excellent thermal insulation performance can reduce heat loss, maintain the indoor warm like spring, and create a pleasant and comfortable environment for the occupants of the four seasons.

Aluminum alloy's density is approximately one-third that of steel, substantially easing installation procedures and improving usability. Survey results showed that 77.80% of installers prefer aluminum due to ease of handling and lower transportation costs. Since the aluminum alloy has a density with one-third of steel, respondents highlighted that its lighter weight is more advantageous in terms of installation procedures, decreases physical strain, and

enhances operational efficiency on-site. Additionally, the reduced weight directly associates with lower transportation expenses, with much preference (77.80%) for aluminum alloy.

Aesthetic needs

In terms of aesthetic needs which occupy an increasingly critical position in the consumption decision of aluminum alloy home improvement doors and windows, provides much advancement to public aesthetic literacy, consumers are no longer satisfied with doors and Windows only having basic functions, but also looking forward to becoming a carrier of home aesthetics. They are eager to aluminum doors and Windows can accurately echo the overall style of the home, from color matching to modeling design, to achieve harmony and unity, and then sublimate the space style.

Take the modern simple style, which advocates "less is more", characterized by simple lines and pure geometric shapes, consumers will choose aluminum alloy doors and Windows without too much complicated decoration and simple and generous surface technology, so that the space is more open and transparent. In contrast, the European classical style pursues gorgeous, heavy, with a strong historical and cultural charm, consumers tend to have exquisite complex carving, elegant decorative lines and retro tons of aluminum alloy doors and Windows, to create a court-like luxury atmosphere, showing elegant taste.

Environmental Protection

Today, the demand for environmental protection has become an important consideration for consumers when choosing aluminum alloy home improvement doors and windows. Under the wave of the whole society vigorously advocating sustainable development, people's awareness of environmental protection is becoming stronger. Aluminum alloy itself, as a recyclable material, naturally conforms to the general direction of environmental protection, greatly reduces the waste of resources, and the recycling characteristics are favored. Not only that, but some cutting-edge brands also launched aluminum doors and windows, the selection is strictly tested, non-toxic and harmless environmental protection coating, from the source to eliminate harmful volatiles. With high-quality environmental protection sealing materials, it can effectively prevent outdoor pollutants from entering the room and avoid polluting the indoor air due to the odor of the material itself, comprehensively protect the respiratory health of the family, and make the home environment fresh and pleasant (Green & Brown, 2021).

Exceptional resistance to corrosion, primarily due to a dense oxide film, was highly valued by 98.20% of respondents, particularly in areas frequently exposed to acid rain and humid climates. It emphasized that it is a critical material attribute, with important role in selecting construction and installation materials. This characteristic is advantageous in regions

where vulnerable to corrosive environmental conditions, such as acid rain exposure and persistently humid climates (Wang & Zhang, 2022).

On the other hand, there are also some consumers, limited by economic strength or uphold the concept of practical consumption, prefer those products that are affordable. Although these doors and Windows may be slightly inferior in some high-end performance indicators, they have obvious cost advantages while meeting basic needs and will not cause too much pressure on the family economy.

In the actual purchase decision process, consumers will also inquire and carefully compare the offers of different businesses, pay attention to whether there are hidden costs, such as installation costs, transportation costs, etc., and strive to achieve the optimal balance between functions and prices within a limited budget, ensuring that every penny is spent value for money (Yue & Qiang 2022), so that the purchase of aluminum alloy home improvement doors and Windows can fit the home improvement style. And can perfectly adapt to the needs of life.

Table 5.

Cohen's Analysis between Attributes, Preference, and Values

Comparison	Cohen's h	Effect
Price Sensitivity vs. Low Density	0.37	Moderate
Price Sensitivity vs. Corrosion Resistance	0.20	Small

The moderate effect size ($h = 0.37$) between price sensitivity and preference for low-density materials indicates that consumers who are highly price-conscious demonstrate meaningful differences in their evaluation of lightweight aluminum products. Consumers evaluate product attributes, develop preferences based on the functional benefits these attributes provide, and make purchasing decisions according to the personal values they aim to achieve. Example, price sensitivity, as the primary product attribute, exhibited a moderate practical difference with low density ($h = 0.37$), highlighting that while consumers appreciate the convenience of lightweight materials, affordability remains the more influential consideration during product selection. Moreover, price sensitivity and corrosion resistance ($h = 0.20$) showed low effect suggests that durability is regarded as a fundamental expectation rather than a premium feature. It showed consistent importance across consumers regardless of cost considerations.

Table 6.

Cohen's Analysis between Income Level and Attributes, Preference and Values

Comparison	Cohen's h	Effect
Price Sensitivity (Attributes)	0.65	Large
Low Density (Preference)	0.28	Small
Corrosion Resistance (Values)	0.07	Small

On the other hand, income level demonstrated a large effect ($h = 0.65$) on price sensitivity, revealing that purchasing power substantially influences consumers' consideration of product cost. Lower-income consumers are expected to place greater emphasis on affordability than higher-income consumers, supporting market segmentation based on economic capacity. The small effect size ($h = 0.28$) suggests that preference for lightweight materials remains relatively consistent across income groups. The negligible effect size ($h = 0.07$) demonstrates that corrosion resistance is universally valued irrespective of income level, highlighting durability as a common expectation among consumers. It confirmed that purchasing power significantly influences consumers' evaluation of product affordability. However, the relatively small effect on low-density preference ($h = 0.28$) and the negligible effect on corrosion resistance ($h = 0.07$) indicate that these functional preferences and personal values remain stable across different income groups.

Within the Means–End Chain framework, price sensitivity represents the attribute (means) that consumers assess during purchase, low density reflects the preferred functional consequence that enhances installation efficiency and usability, while corrosion resistance embodies the personal value (end) of durability, safety, long-term investment and protection of consumers.

Conclusion

This study used a multi-dimensional perspective to analyze the consumer behavior of young consumers' preference on aluminum alloy decoration doors and windows in home improvements. The findings showed that consumers do not evaluate aluminum alloy doors and windows solely based on their physical characteristics; rather, they prioritize product attributes according to how effectively these satisfy their higher-order values of economic efficiency, reliability, comfort, and long-term quality of life. It further revealed the empirical support for the Means–End Chain Theory by demonstrating that purchasing decisions are driven by the hierarchical relationship between attributes, preferences, and personal values.

It further showed that gender has nothing to do with the preference of purchase of aluminum alloy for home improvement breaking the notion that men focus on durability while

women focus on appearance level and service. Preference of purchase is universal and strategies to market it must not revolve around gender-exclusive positioning.

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