

Mindful Consumption of second-hand clothing on Indonesian Generation Z: the role of eWOM, attitude, and consumer engagement = Konsumsi yang Sadar Terhadap Pakaian Bekas Pada Generasi Z Indonesia: Peran eWOM, Sikap Dan Keterlibatan Konsumen

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Abstrak

Konsumsi fast fashion yang berlebihan merusak lingkungan, mengakibatkan peningkatan limbah. Mendorong konsumsi pakaian berkelanjutan, seperti membeli pakaian bekas, dapat membantu mengurangi dampak-dampak tersebut. Penelitian ini berfokus pada Generasi Z dan mengkaji efek dari electronic word of mouth (eWOM) terhadap perilaku konsumsi sadar (MCB) mereka terkait pakaian bekas. Penelitian ini juga menjelajahi peran mediasi dari keterlibatan konsumen dan sikap terhadap pakaian bekas. Penelitian ini melibatkan 201 partisipan dan menggunakan Partial Least Square-Structural Equation Modeling (SEM-PLS) untuk analisis. Temuan menunjukkan bahwa eWOM berpengaruh positif terhadap sikap Generasi Z terhadap pakaian bekas dan keterlibatan konsumen. Selain itu, keterlibatan konsumen dan sikap terhadap pakaian bekas memediasi hubungan antara eWOM dan MCB. Penelitian ini berkontribusi dalam mempromosikan perilaku yang sadar dalam pembelian pakaian bekas.

.....Excessive fast fashion consumption harms the environment, leading to increased waste. Encouraging sustainable clothing consumption, such as buying second-hand clothes, can help mitigate these impacts. This study focuses on Generation Z and examines the effects of electronic word of mouth (eWOM) on their mindful consumption behavior (MCB) regarding second-hand clothes. It also explores the mediating role of consumer engagement and attitude towards second-hand clothing (SHC). The study involved 201 participants and utilized Partial Least Squares – Structural Equation Modeling (SEM-PLS) for analysis. Findings indicate that eWOM positively influences Gen Z's attitude towards SHC and consumer engagement. Additionally, consumer engagement and attitude towards SHC mediate the relationship between eWOM and MCB. This research contributes to promoting mindful behavior in second-hand clothes purchasing.