MINDFUL CONSUMPTION BEHAVIOR ON SECOND-HAND FASHION PRODUCTS: INTERVARIABLE INFLUENCE ANALYSIS OF STIMULUS-ORGANISM-RESPONSE (S-O-R) MODEL

Diyang Risma Gabriella
Economics & Business, Universitas Indonesia, diyang.risma@ui.ac.id

Ramses Wardhana Hardjanto
British School Jakarta, ramseshardjanto@gmail.com

Muhammad Fadhil Mawaridi
Earth & Energy Technology, Trisakti University, fadhilmawaridi@gmail.com

Muhammad Naufal Harits
Economics & Business, Universitas Indonesia, muhammad.naufal88@ui.ac.id

Luh Dyah Purnami
Economics & Business, Universitas Indonesia, luh.dyah@ui.ac.id

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Diyang Risma Gabriella[1]
[1]Economics & Business, Universitas Indonesia, Depok, Indonesia
diyang.risma@ui.ac.id

Ramses Wardhana Hardjanto[2]
[2]British School Jakarta, South Tangerang, Indonesia
ramseshardjanto@gmail.com

Muhammad Fadhil Mawaridi[3]
[3]Earth & Energy Technology, Trisakti University, Jakarta, Indonesia
fadhilmawaridi@gmail.com

Muhammad Naufal Harits[4]
[4]Economics & Business, Universitas Indonesia, Depok, Indonesia
muhammad.naufal88@ui.ac.id

Luh Dyah Purnami[5]
[5]Economics & Business, Universitas Indonesia, Depok, Indonesia
luh.dyah@ui.ac.id

ABSTRACT

Manuscript type: *Empirical Research*

Research Aims: *This study was conducted to analyze and develop the intervariable influence within stages in S-O-R Model in second-hand fashion products context*

Design/methodology/approach: *To fulfill the research objective, an online self-administered survey was conducted to respondents who had second-hand thrifting purchase experience. 130 eligible responses were gathered and further analyzed using Structural Equation Modeling (two-way approach)*

Research Findings: *It is observed that eWOM and Consumer Engagement have positive significant effects on Mindful Consumption Behavior (MCB), while no significant influence is found in relationship Attitude toward MCB. No mediating effect is observed in relationship eWOM toward MCB through mediating variable Attitude and Consumer Engagement.*

Theoretical Contribution/Originality: *This research contributes to provide insight on factors that influence mindful consumption behavior in Indonesia*

Practitioner/Policy Implication: *Based on the result of this research, related stakeholder can utilize eWOM and encourage consumers to form mindful consumption behavior (i.e: through social connection that would increase consumers' enthusiasm and attention towards MCB)*

Research limitation/Implications: *The study is limited as it only analyzed some variables to predict consumer behavior in fashion thrifting. Based on the research, eWOM and Consumer Engagement are proven to influence MCB, and there is no effect observed of Attitude on MCB. Therefore, this research contributes to consumer behavior that proves eWOM and Engagement are strong predictors to predict consumer behavior in the purchase of second-hand fashion.*

Keywords: S-O-R Model, Mindful Consumption, Second-hand Products, Thrifting, SEM

INTRODUCTION

Consumption has evolved into a means to achieve happiness and a barometer of financial success over the last century (Burroughs & Rindfleisch, 2002); creating a society that encourages overconsumption. Overconsumption increases demand for limited natural resources which eventually leads to overexploitation that negatively affects the environment in the long-term (Rahman and Koszewska, 2020). Individual consumption habits pose notable effects on the environment (Evans and Peirson-Smith, 2018). The phenomenon, along with population growth, will deplete natural resources. This highlights the importance of finding a way to retain human consumption and protect the environment.

A strategy that is deemed effective in maintaining a healthy level of consumption for the environment is sustainable consumption (Chekima et al., 2016; Chua et al., 2020) where individual buyers have an adequate concern about the consequences of their consumption practice (Epstein, 2008). Sustainable consumption, which also referred to environmentally friendly behaviour, could be reflected in the consumption choice that produces positive effects for the environment such as buying organic foods instead of processed foods and choosing recycled goods (Carrington et al., 2010; Steg and Vlek, 2009). Even though the concept of sustainable consumption has progressed into a large field of behavior which encompass environmentally and socially considerate purchase (Chua et al., 2020; Ladhari and Tchetgna, 2017), there is another form of sustainability that is relatively overlooked which is mindful consumption behaviour (MCB). Fundamentally, MCB incorporates careful consumption by refraining unnecessary purchases and reducing repetitive buying patterns (Sheth et al., 2011).

Fashion, one of the largest industries in the world, is generally identified by the swiftly changing trends and purchase variety. This dynamic nature of the fashion industry stimulates the utilization of limited natural resources through low-cost mass production that generates redundant waste (Rotimi et al.,2021; Thorisdottir et al., 2020). In spite of the broadly promulgated environmental influence, the industry continues to flourish due to the low-priced production, recurrent consumption, and short-lived usage (Niinimäki et al., 2020). Considering the environmental effects it imposes, the fashion industry needs to implement innovative ways to address unsustainable consumption behavior.

Fashion overconsumption and overproduction could be restrained by making use of second-hand fashion products. As thrift shopping for clothes is proven effective in reducing new clothes overproduction (Reiley and DeLong, 2011; Rausch and Kopplina, 2020), purhasing second-hand fashion products could be classified as part of MCB. Encouraging MCB to consumers could potentially be optimized by using electronic word of mouth (eWOM) as eWOM is proven to be a dominant element in creating consumers' perception towards a specific behavior (Anastasiei and Dospinescu, 2019).

Cheung and Thadani's (2012) stated that there are only less than 10% individuals who don't participate in eWOM media before making decisions, and that more than 40% are sure that eWOM influenced their decision on purchasing the product. Helm and Subramaniam (2019) argued that eWOM is substantial in encouraging consumers to do meticulous weighting of purchasing alternatives by considering each option's environmental consequences.

The effectiveness of eWOM is reinforced by

Mohammad et al., (2020), stating eWOM's positive and effective impact on MCB for the consumption of second-hand fashion products which was analyzed through stimulus–organism–response (S-O-R) theory. To continue prior studies with S-O-R theory, this research infers positive and effective implications of eWOM in promoting MCB for the consumption of second-hand fashion products with data collected from various locations and cultural perspectives.

Only a few studies had utilized data from all second-hand fashion subsets in Indonesia. To gain better insights from different cultural perspectives, this study will utilize data collected in Indonesia to testify the argument of eWOM effectiveness in promoting MCB for second-hand fashion products consumption using S-O-R theory. This research will also examine "consumer attitude on second-hand fashion" and "fashion consumer engagement" as mediating variables among eWOM and MCB relationships.

LITERATURE REVIEW

Stimulus–Organism–Response (S-O-R)

The development of the conceptual structure for this study is based on the S-O-R theory (Mehrabian and Rusell, 1974). According to the theory, a stimulus (S) activates the organisms of individuals, which consists of a series of signals that trigger an internal evaluation (O) and create a response (R) (Mehrabian and Russell, 1974). Using the theoretical model of SOR, Mowen (2002) demonstrates emotions as one of the substantial factors to explain how consumers will respond to an environmental stimulus. Li et al. (2012) argued that the S-O-R hypothesis mediates the interaction between user response behavior and environmental stimuli.

Mindful Consumption Behaviour

The concept of Mindful Consumption Behaviour (MCB) is developed on awareness, focusing on the increase of understanding through thoughts and actions of the effects of consumption (Sheth, Sethia, & Srinivas, 2011). According to Pusaksrikit & Pongsakornrungsilp (2013), MCB includes behaving and making decisions in the best interests of one's personal, economic, and social well-being to an optimum degree. This study em-

ploys MCB as a consumer's method to create optimal fashion product consumption, by hindering repetitive purchase, abstention in buying, and avoidance of luxurious consumption, with the intention of social acknowledgement (Mohammad, Quoquab, & Mohamed Sadom, 2020).

Electronic Word of Mouth (eWOM)

WOM, derived from the term "word of mouth" (WOM), refers to any Internet-mediated informal conversation about goods, services, or brands, independent of the knowledge valence (Hennig-Thurau, Gwinner, Walsh, & Gremler, 2004). Word of mouth (WOM) has been recognized as an effective communication method that could influence consumers' buying choices in advertising and marketing literature (Sen and Lerman, 2007; Xia and Bechwati, 2008; Yan et al., 2016).

Electronic word of mouth and attitude towards second-hand fashion products

Attitude refers to the degree to which an individual expresses a positive or negative assessment of an entity's actions (Ajzen, 1991). While choosing whether or not to engage in a certain behavior, people weigh the advantages and costs of doing so (Quoquab et al., 2017). Consumers attempt to influence their networks' decision-making by sharing reviews of a product or service in their profile pages on social networking sites. Their opinions are visible for friends, colleagues, or future consumers to see, making social networking sites an intriguing and appropriate setting for studying eWOM behaviors. This research assumes that online reviews and feedback about second-hand fashion products will favorably influence consumers' perceptions of second-hand fashion products, resulting in thoughtful second-hand fashion product purchases.

> H1: eWOM positively influences attitude towards second-hand fashion products

Electronic word of mouth and consumer engagement

Engagement refers to consumers' connection, emotional intimacy, and adherence to a particular context. (Taheri et al., 2014). In this research, consumer participation applies to the level of contact, interest, and relationship that

they have with second-hand fashion products (Vivek et al., 2014). The amount of interaction can be affected by multiple factors, such as knowledge (Hollebeek, 2012), motivation (Brodie et al., 2013) and social media (Sashi, 2012). In a business setting, eWOM refers to the practice of sharing information, views, and expectations about companies, goods, and services with others through the internet. Since information from eWOM is often recognized as accurate and valid, it tends to elicit empathy from customers and can open up new opportunities for customer engagement and brand loyalty. Correspondingly, this study postulates that eWOM may have a significant impact on consumer engagement in buying second-hand fashion products, which is based on S-O-R theory.

H2: Consumer engagement is positively influenced by eWOM

Electronic word of mouth and mindful consumption behaviour

Mindful consumption had attracted a lot of research interest since consumers have become more aware of their consumption habits and their effects on society and environment (Lim et al., 2017; Pusaksrikit et al., 2013). Prior research has shown that eWOM interaction influences customer behavior and, as a result, their purchase behaviour (Cheung et al., 2014; Lee et al., 2008; Rossman et al., 2016). Kim and Ko (2012) discovered a major association between social media ads and purchasing intent in the fashion industry. Petty and Cacioppo (1986) used the elaboration likelihood model (ELM) to demonstrate the connection between eWOM and consumers' MCB. The ELM shows how consumers are commonly influenced by convincing interaction (Shih et al., 2013). eWOM conversation, may have an impact on someone's MCB in terms of how they access information.

H3: eWOM has a positive impact on MCB

Attitude towards second-hand fashion products and mindful consumption behaviour

The Theory of Reasoned Action (TRA) and The Theory of Planned Behavior (TPB) can affirm the relationship between attitude and behavior (Ajzen, 1985, 1991). These theories propose that consumers are expected to evade or confront whether they acquire a favourable

or unfavourable feeling about a particular object. Past experiments have also verified the positive association between attitude and behavior. Chekima et al. (2016) and Chetioui et al. (2020), agreed that environmental attitudes favorably shape customers' fashion purchase behavior. Similarly, this study indicates a favorable association between MCB and attitudes toward second-hand clothing and accessories.

H4: Attitude towards second-hand fashion products has a positive impact on MCB

Consumer engagement and mindful consumption behaviour

Various researches in the fields of public communication, human resource management, and community development have shown a link between engagement and behavior (Miriam Fernandez et al., 2016; K. Alfes et al., 2013; Veeckman C. et al., 2018). Even though there are prior studies that showed positive association between engagement and MCB as a mediating variable (Mohammad, Quoquab, & Mohamed Sadom, 2020), the connection between engagement and MCB is still insufficiently researched.

H5: Consumer engagement influences MCB positively

Attitude as a mediating variable between eWOM and MCB

EWOM as a means of communication, acts as external stimuli affecting one's attitude, either positive or negative, towards second-hand fashion products which in turn influences consumer's MCB. Previous studies within another context indicate attitude as a notable mediator that influences purchase behaviour in virtual shops (Amin et al., 2017). Similarly, this research assumes that marketing strategies including eWOM may influence consumer's attitude against second-hand fashion products, leading, in turn, to MCB.

H6: The relationship between eWOM and MCB are mediated by consumer attitude towards second-hand fashion products

Consumer engagement as a mediating variable between eWOM and MCB

Employing consumer engagement as a me-

diating variable in determining the correlation among eWOM and MCB is supported in S-O-R theoretical basis, where eWOM is depicted as an external catalyst that encourages consumers to participate in purchasing second-hand fashion products and eventually promote MCB. Another related study had exhibited a significant impact of engagement as mediator between social media marketing and purchase intention or behaviour (Husnain and Toor 2017). However, only few studies analyze how engagement in second-hand fashion products mediates eWOM to MCB.

H7: The relationship between eWOM and MCB are mediated by consumer engagement

RESEARCH METHOD

Data Collection Methods

The researchers use primary data that refers to information gathered specifically for the purpose of solving particular research problems (Malhotra, 2010). The Likert scale of 1 to 7 is used for the analysis in this research to prevent responses that are too skewed in one direction.

Sampling Method

Respondents for this study are those who had shopped second-hand fashion products within the last 6 months. The researchers applied non-probability sampling (judgmental sampling) based on their respective judgement in which every aspect of the population doesn't have the same chance of being sampled (Malhotra, 2010).

Sample Size

Self-administered online survey was conducted from March 9th to April 9th 2021. The survey collected 150 respondents with a total of 130 eligible respondents and 20 non eligible respondents.

Research Model

This research is conducted based on the S-O-R Model by Mohammad, Quoquab, & Mohamed Sadom (2020) and Mehrabian & Rusell (1974) that is deemed suitable to interpret customer responses or behavior affected by environmental stimuli. The researchers use
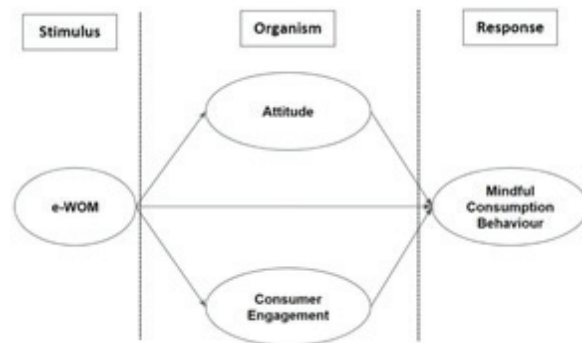
the S-O-R Model to analyze the influence of e-WOM on customer's consumption behavior towards second-hand fashion products.

Figure 1. Research Model for Case Study of Second-Hand Fashion Products

RESULT AND DISCUSSION

Result

Respondents for the survey are mainly female, millennials, and high school to college students. More than half of the respondents are consumers who are new to fashion thrifting with less than 1 year shopping experience and consumers who already have 1-2 years of shopping experience. Respondents have high purchasing frequency where most respondents shop 4-5 times in a month with clothing products (t-shirts, pants, skirts, socks, etc.) being the most purchased items.

Table 1. Respondent Profile

Demographics	Number of Respondent (n: 130)	Percentage
Gender		
Female	98	75%
Male	32	25%
Age Group		
Gen Z (7-22)	94	72%
Millennials (23-38)	31	24%
Gen X (39-54)	5	4%

Education		
High School	85	65%
Bachelor	32	25%
Master	5	4%
Diploma	5	4%
Doctor	2	2%

Education		
Students	93	72%
Private Employee	18	14%
Government Employees	10	8%
Entrepreneur	7	5%
Housewife	2	2%

Shopping Experience		
< 1 years	48	37%
1 - 2 years	42	32%
2 - 3 years	22	17%
> 3 years	18	14%

Shopping Frequency (in month)		
at least 1	28	22%
2-3	41	32%
4-5	57	44%
More than 5	4	3%

Spending on Fashion		
< Rp200.000,00	61	47%
Rp200.000,00 - Rp500.000,00	51	39%
Rp500.000,00 - Rp800.000,00	9	7%
Rp800.000,00 - Rp1.000.000,00	7	5%
Rp1.000.000,00 - Rp1.500.000,00	1	1%
> Rp2.000.000,00	1	1%

Most Purchased Item		
Clothing (t-shirts, pants, skirts, socks, etc.)	113	87%
Hair accessories (bandanas, pins, pigtails, etc.)	8	6%
Shoes	6	5%
Watches	3	2%

As the objective of the study is to observe Mindful Consumptions Behavior toward thrifting fashion, Structural Equation Modelling is conducted to observe the influence of eWOM, consumer attitude, engagement, and its mindfulness behavior toward purchasing the thrifting fashion. The *Two step* SEM conducted includes testing the reliability and the validity of the item used in the study (Measurement Analysis) and testing the significance of influence among involved variables. To conduct the SEM, a bootstrapping procedure using 500 resamples was conducted for path analysis (Hair *et al*, 2017).

Table 2. Measurement Model Result

Latent Variable	Indicator	SLF≥.50	Error	CR≥.70	VE≥.50	Conclusion
General Persuasiveness(e-WOM)	GP			.70	.50	Reliable
	GP1	.59	.65			Valid
	GP2	.79	.37			Valid
General Credibility (eWOM)	GC			.76	.62	Reliable
	GC1	.73	.47			Valid
	GC2	.84	.29			Valid
Susceptibility to Online Reviews (eWOM)	SOR			.89	.63	Reliable
	SOR1	.83	.30			Valid
	SOR2	.93	.14			Valid
	SOR3	.91	.18			Valid
	SOR4	.50	.76			Valid
	SOR5	.74	.45			Valid

		SLF	Error	
Attitude	ATT	.91	.77	Reliable
	ATT1	.90	.20	Valid
	ATT2	.90	.18	Valid
	ATT3	.82	.31	Valid
Conscious Attention	CA	.90	.61	Reliable
	CA1	.74	.45	Valid
	CA2	.74	.45	Valid
	CA3	.80	.36	Valid
	CA4	.78	.39	Valid
	CA5	.82	.33	Valid
	CA6	.81	.34	Valid
Enthused Participation (Consumer Engagement)	EP	.90	.59	Reliable
	EP1	.87	.25	Valid
	EP2	.72	.49	Valid
	EP3	.72	.49	Valid
	EP4	.76	.42	Valid
	EP5	.71	.49	Valid
	EP6	.83	.31	Valid
Social Connection (Consumer Engagement)	SC	.89	.73	Reliable
	SC1	.88	.23	Valid
	SC2	.89	.21	Valid
	SC3	.80	.36	Valid
Mindful Consumption Behavior	MCB	.77	.53	Reliable
	MCB1	.66	.36	Valid
	MCB2	.81	.34	Valid
	MCB3	.62	.61	Valid

The measurement model result shows that all the items used in the analysis fulfill the requirement for validity (SLF≥.50) and reliability (CR≥.70 and AVE≥.50) (Hair *et al*, 2017).

The structural model analysis shows that all the paths have significant influence toward MCB as t-value of each path fulfills the requirement t value ≥ + 1.645 (Hair et al, 2017), except for attitude toward the MCB. Moreover, the goodness of fit index showed a marginal to good fit from the model formed from the data with RMSEA (≤.08) = .15, NFI (≥.80) = 0.81, NNFI (≥.80) = 0.80, CFI (≥.80) = 0.82, IFI (≥.80) = 0.82 Goodness of Fit Index (≥.80) = 0.60 (Hair *et al*, 2017).

Figure 2. T-value of the Structural Model

The path analysis showed no mediating effect from eWOM to MCB through attitude. Consumer engagement as the coefficient of the direct effect is shown to be higher than the coefficient of the indirect effect (Baron and Kenny, 1986).

Table 3. Path Analysis

Hypothesis	Path	SLF	t-values	Conclusion
H1	eWOM → ATT	.16	3.31	S
H2	eWOM → CE	.24	4.76	S
H3	eWOM → MCB	.43	7.69	S
H4	ATT → MCB	-.18	-3.46	NS
H5	CE → MCB	.25	4.64	S

	Mediating Effect			
	Path	Direct Effect	Indirect Effect	Conclusion
H6	eWOM → ATT → MCB	.43	-.03	No Mediating Effect
H7	eWOM → CE → MCB	.43	.06	No Mediating Effect

Discussion

This study aims to analyze the direct and indirect impact of eWOM on consumer attitude, interaction, and MCB in the form of second-hand fashion products. In addition, the study looked into the importance of consumers' attitudes and engagement in mediating the relationship between eWOM and MCB. To achieve these aims, a theoretical model based on S-O-R theory was produced and evaluated using the SEM technique.

This study found that eWOM has a positive direct impact on consumers' attitude, engagement, and MCB. This confirms previous research that found eWOM as a strong indicator of consumers' attitude and behavior in various research settings (Barger, Peltier, & Schultz, 2016; Bedard & Tolmie, 2018; Devigili, Pucci, Fiorini, & Zanni, 2019; Reichelt, Sievert, & Jacob, 2014). The result of this study is also in line with Mohammad, Quoquab & Mohamed Sadom (2020) that stated eWOM's significant positive influence on attitudes towards second-hand fashion products. eWOM affects buyers' attitudes toward a product for both online and offline sales in the shopping and apparel industries, according to Li and Hitt (2008) and Reichelt, Sievert, and Jacob (2014). Second, Levy & Gvili (2015) and Steffes & Burgee (2009) found that eWOM channel characteristics would improve consumer opinion sharing and engagement by encouraging social contact, message distribution, and the expression of brand-related opinion. According to Doh & Hwang (2009), eWOM has a significant effect on consumers since consumers trust eWOM before purchasing any product. As a result, eWOM will improve consumers' favorable perceptions of second-hand fashion products, as well as their interest and engagement with second-hand fashion products, resulting in the purchase of second-hand fashion products with caution to prevent overconsumption (Mohammad, Quoquab, & Mohamed Sadom, 2020).

The results of this study also demonstrated a connection between consumer engagement and MCB, supporting previous research that showed involved consumers are more likely to engage in sustainable consumption habits (Piligrimiene, Žukauskaite, Korzilius, Banyte, & Dovaliene, 2020). This suggests that as consumers form sentimental attachments to second-hand fashion items, they are more likely to exercise restraint in their purchases, as a result of their "temperance" theory. On the contrary, MCB's stance toward second-hand apparel items has little positive effect. Rogers, Singhal, and Quinlan (2019) attribute this finding to the attitude-behavior gap, where a disparity exists if an individual's attitude doesn't match their acts. This may be more common in sustainable consumption actions (green consumption and pro-environmental practices) since such behavior necessitates some level of sacrifice and self-control (Quoquab, Mohammad, & Sukari, 2019).

The mediation effect of consumer engagement and attitude between eWOM and MCB were not supported. This may be due to the attitude-action gap that is linked to personal and psychological obstacles that limit long-term behavior (Jung et al., 2020). The attitude–behavior gap can obstruct the mediating impact of engagement and attitude in the eWOM–MCB relationship. Based on this result, it is also proved that eWOM has a strong influence on consumer's decisions to purchase second-hand fashion products.

The weak relationship between eWOM to ATT and eWOM to CE, indicated by its factor loading, may explain why the direct effect of eWOM can be a stronger predictor than the indirect effect. This weak relationship results in no mediation effect from the path of eWOM to MCB through ATT and CE.

CONCLUSION

In achieving its aims, this research found that eWOM is the main driver of consumer MCB towards thrifting fashion due to its strong influence towards MCB. Engagement in the form of social connection among consumers, enthusiasm and attention towards fashion thrifting has also been the drivers for consumers' mindfulness, indicated by the positive significant effect of engagement towards MCB.

The absence of mediating effect of attitude and engagement between eWOM towards MCB showed that the direct effect of eWOM towards MCB is greater than its indirect effects through attitude and consumer engagement. This implied that the change in consumer attitude and level of engagement due to eWOM doesn't necessarily affect the mindful behavior within thrifting consumers.

To promote mindful behavior through purchasing second-hand clothing, business entities can utilize eWOM since it is the key driver to influence MCB in fashion thrifting. eWOM in the form of product review is proven to be effective in influencing user's point of view towards purchase. Reliable consumer review may increase user's mindfulness towards fashion thrifting.

Consumer Engagement is also observed to be the driver of MCB after eWOM. Changes within consumer engagement that encompass

social interaction, enthusiastic participation, and conscious attention resulted in change of MCB. Increasing social interaction during fashion thrifting experience may change consumers' perception to become more mindful towards their purchase that they will consider purchasing second-hand fashion products. Increasing consumer enthusiasm may become a strategy to push consumers to be mindful in their purchases that can promote the purchase of fashion thrifting. As consumers' curiosity towards fashion thrifting increases the mindfulness of the purchase, giving sufficient information regarding fashion thrifting can be a strategy to form consumer mindfulness towards second-hand fashion products and its effect. These suggest that business entities could use eWOM to increase the engagement level of thrifting consumer.

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