

THE INFLUENCE OF EWOM, ATTITUDE, ENVIRONMENTAL CONCERN, AND PERCEIVED AESTHETIC APPEAL ON INTENTION TO PURCHASE SECOND-HAND CLOTHES

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ABSTRACT

Purpose: This research aims to determine: 1) the influence of eWOM, attitude, environmental concern, and perceived aesthetic appeal simultaneously on intention to purchase second-hand clothes, 2) the influence of eWOM on intention to purchase second-hand clothes, 3) the influence of attitude on intention to purchase second-hand clothes, 4) the influence of environmental concern on intention to purchase second-hand clothes, 5) the influence of perceived aesthetic appeal on intention to purchase second-hand clothes., **Methods:** The purposive sampling method was conducted to choose the suitable samples from the population. The data were gathered through an electronic questionnaire distributed to 100 respondents, **Analysis data:** The filled questionnaires were analyzed using the multiple regression analysis method, utilizing IBM SPSS Statistics 24, **Result and discussions:** The results of this research indicates: 1) eWOM, attitude, environmental concern, and perceived aesthetic appeal simultaneously affect the intention to purchase second-hand clothes, 2) eWOM has no effect on the intention to purchase second-hand clothes, 3) attitude affects the intention to purchase second-hand clothes, 4) environmental concern has no effect on the intention to purchase second-hand clothes, 5) perceived aesthetic appeal affects the intention to purchase second-hand clothes.

Keywords: EWOM, attitude, environmental concern, perceived aesthetic appeal, purchase intention

INTRODUCTION

Due to globalization's rapid transmission of information and lack of constraints on the exchange of information, many multinational textile businesses have entered the Indonesian market, as domestic consumer behavior information becomes more accessible (Nasution, 2017). This makes it simpler for domestic consumers to get products from international textile producers, which eventually tends to impact lifestyle changes, including clothing choices (Arbaini and Yonyanis, 2017). In an effort to address the clothing needs of the Indonesian people and also to strengthen their competitiveness, the number of domestic textile companies is growing in response to the expansion of foreign textile firms (Kitri, 2018:13). This will undoubtedly increase the textile industry's production activities. The availability of textile products increases the frequency

with which individuals purchase new clothing.

An increase in the quantity of products will lead to a rise in the number of raw materials, which are essentially natural resources. In reality, over exploitation of natural resources will have a detrimental effect on environmental issues and harm the ecological system, which will have repercussions for human life (Jung, Choi, and Oh, 2020). As a result, excessive consumption of new garments will have an effect on the accumulation of unused old clothing trash and will contaminate the river through the disposal of garbage from the waste management industry (Komarawidjaja, 2016).

Reducing the purchase of new clothing and switching to the purchase of used clothing is one way to combat the accumulation of discarded used clothing. However, purchasing old clothing is deemed obsolete because it cannot keep up

with current fashion trends. Natlia (2019), via thread.zalora.co.id, created a flashback of fashion trends, which are actually current clothing models that are enhancements of fashion trends from prior years.

In addition to contributing to the reduction of new clothing, the purchase of used clothing provides an option for persons who still wish to follow fashion trends. However, used clothing fans pay less than those who purchase new garments. Buying old clothing so generates a new fashion trend (thrifting trend). As their contribution to eco-friendly living, Generation Z is actively discussing thrifting trends via digital media and social media as forums to express ideas or provide comments regarding the purchase of used clothing.

Digital media and social media, apart from being an educational platform, are also an intermediary for the dissemination of information from users, one of which is consumer online reviews regarding the purchase of used clothing. According to Zaenab, Sulhaini, and Athar (2019), online reviews are a form of eWOM (Electronic Word of Mouth) because they are marketing communications conducted online via the internet addressing favorable or negative evaluations by existing consumers, new consumers, and prospective consumers. According to Sudjarmika (2017), online reviews are one of the factors consumers assess before purchasing a product from a certain firm and have the ability to improve consumer purchasing interest. According to Quoquab (2017) (as cited in Mohammad et al., 2020), evaluations assist individuals evaluate the benefits and costs associated with the purchasing of used clothing.

Through the evaluated reviews and the perceived response, an attitude forms that analyzes the used apparel purchasing behavior (Nam, Dong, and Lee, 2017). According to Ajzen 1991 (in Mohammad et al., 2020) and (Hung, de Kok, and Verbeke, 2016), an individual's attitudes determine their likes and dislikes about the

act of purchasing secondhand clothing. According to Hsu and Lin (2016) (quoted in Huei, Cheng, and Seong, 2018), attitude can be one of the triggers for buying interest because it is related to the activities of anyone who feels comfortable purchasing used clothing.

Due to a concern for the environment, one may engage in the practice of purchasing worn clothing. Environmental concern is defined by Alibeli and Johnson (2009) (in Maichum, Parichatnon, and Peng 2017) as an individual's knowledge of environmental problems and readiness to seek solutions to these problems. Environmental care, according to Kalafatis, Pollard, East, and Tsogas (1999) (quoted in Maichum et al., 2017), is an individual's knowledge that natural resources are limited and that exploiting the environment will risk the safety of humans and the earth. Existence of environmental consciousness might promote desire in purchasing environmentally friendly products, including secondhand clothing (Ahmad and Thyagaraj, 2015).

Currently, clothing is a kind of human visual communication since it communicates an individual's social and cultural surroundings (Shaft, 2017). According to McCann (2009) (quoted in Hwang, Chung, and Sanders, 2016), clothing worn must have a balance between its purpose and aesthetic qualities, including design, color, quality of fabrication, cut, proportion, and detail, in order to provide the wearer with satisfaction. The aesthetics of clothes complements the functional features and contributes to the quality of the clothing itself through shapes, colors, and sizes that are in conformity with consumer tastes and can generate purchasing interest (Lew and Sulaiman, 2014).

eWOM, attitudes, environmental concerns, and perceived aesthetic appeal can influence a consumer's interest in purchasing secondhand clothing. According to Madahi and Sukati (2012) (quoted in Indika and Jovita, 2017), buying

interest emerges when a person has a demand for a specific product after analyzing or perceiving the product's viability. According to Assael (2008) (quoted in Latief, 2018), buying interest is an individual's reaction to a product that increases the desire to purchase it. Buying interest will improve the likelihood of a purchase because it indicates future purchasing intentions (Manurung, Rini, and Lubis, 2017).

Based on the background that has been described, the authors are interested in researching eWOM variables, attitudes, environmental concerns, perceived aesthetic appeal, and their influence on buying second-hand clothes.

THEORETICAL BASIS

Assael (2008), cited in Latief (2018), defines purchasing interest as an individual's reaction to a product that increases the desire to buy it. Buying interest is the propensity to make future purchases (Manurung et al., 2017). According to Madahi and Sukati (2012) (quoted in Indika and Jovita, 2017), buying interest emerges when a person requires a particular product after analyzing or perceiving the product's viability. In this study, eWOM, attitudes, environmental concerns, and perceived aesthetic appeal influence purchasing intent.

A. eWOM (Electronic Word of Mouth)

According to Zaenab et al. (2019), eWOM (Electronic Word of Mouth) is a marketing communication conducted online via social media regarding favorable or negative evaluations by existing consumers, new consumers, and prospective consumers. According to Mohan (2020), eWOM is the dissemination of information about products, services, and vendors to consumers via the Internet. On the basis of this definition, it can be stated that eWOM is an online communication activity that takes the shape of product or service reviews or positive or negative ratings.

Online reviews are a sort of eWOM consisting of consumers' evaluations and remarks regarding products, services, and vendors, based on their own experiences with purchasing these items (Agata, 2020:13). According to Sudjarmika (2017), buyers read online reviews before selecting to acquire a product from a particular company. Engler, Winter, and Schulz (2015) (as cited in Chen and Chang, 2018) imply that the distribution of information via online reviews is highly effective, given that online review sites are a venue for customers to convey useful product and service information to prospective consumers.

B. Attitude

Nam et al. (2017) defines attitude as an evaluation behavior towards certain thing. According to Ajzen 1991 (in Mohammad et al., 2020) and (Hung et al., 2016), an individual's attitude influences his or her evaluation of likes and dislikes towards an object. Attitudes toward an object can influence information processing, judgment, and behavior elicited by the object (Hung et al., 2016).

According to Quoquab (2017) (as cited in Mohammad et al., 2020), when an individual decides to act, they tend to weigh the benefits and costs of the action. According to Blackwell, Miniard, and Engel (2006) (quoted in Indriani, Rahayu, and Hadiwidjojo, 2019), an individual's attitude indicates his desire for the resultant conduct. Thus, it can be stated that attitude is an individual's evaluation of an object to determine his likes and dislikes before opting to engage in specific activities.

C. Environmental Concern

Environmental concern is defined by Alibeli and Johnson (2009) (in Maichum et al. 2017) as an individual's knowledge of environmental problems and desire to seek solutions to these problems. Environmental care, according to Kalafatis, Pollard, East, and Tsogas (1999) (quoted in Maichum et al., 2017), is an individual's knowledge that natural resources are limited and that

exploiting the environment will risk the safety of humans and the earth.

An individual's environmental concern results from his or her emotional connection to the environment (Rausch and Kopplin, 2021). According to McCarty and Shrum (2001, cited in Saleki, Quoquab, and Mohammad, 2019), individuals engage in environmental protection in order to address environmental issues. According to Dunlap and Jones 2020 (quoted in Ahmad and Thyagaraj, 2015), environmental concern is the degree to which individuals are aware of environmental problems and attempt to fix them by demonstrating their willingness to individually contribute to the environment.

D. Perceived Aesthetic Appeal

According to McCann 2009 (in Hwang et al. 2016), the clothes worn must have a balance between function and aesthetic aspects. The aesthetics of clothing supports its functionality since it provides quality through shapes, colors, and sizes that correlate to consumer preferences (Lew and Sulaiman, 2014). The individual will then experience aesthetic appeal in the form of an emotional response to the aesthetic worth of an object, which in the context of this study is clothing (Yang, Gao, and Li, 2018). These emotional responses are associated with the self-concept of each individual, who has unique sentiments and thoughts about a dress (Cham, Ng, Lim, and Cheng, 2017).

HYPOTHESES

A. Effect of eWOM, Attitude, Environmental Concern, and Perceived Aesthetic Attractiveness on Interest in Buying Used Clothing

Mohan (2020) defines eWOM as a provider of information to consumers regarding products, services, and sellers based on internet technology. eWOM is the most important factor influencing consumer buying interest, because it takes the form of product reviews and consumer recommendations for used clothing that is

distributed online, so that information is spread quickly (Hong and Pittman, 2020).

In addition, Nam et al. (2017) defines attitude as an act of evaluation before performing certain behaviors. Quoquab 2017 (in Mohammad et al., 2020) states that, when an individual decides to behave, they tend to evaluate the benefits and costs that arise from the behavior.

Mohammad et al. (2020) found that eWOM in the form of product reviews provides an understanding of used clothing, and increases consumer evaluations of used clothing buying behavior. So that finally eWOM and attitudes have an influence on interest in buying used clothes.

Alibeli and Johnson 2009 (in Maichum et al., 2017) define environmental concern as an individual's awareness of environmental problems and willingness to find solutions to these environmental problems. Consumers' concern for the environment makes them change their consumption behavior so as not to damage the environment, one of which is to raise their buying interest in environmentally friendly products (Saleki et al., 2019). Previous research has found that environmental awareness can affect consumers' buying interest in environmentally friendly products (Lukiarti, 2019).

Creusen and Schoorman 2005 (in Lew and Sulaiman, 2014) state that the appearance of a product is a consumer's initial assessment that will generate buying interest in used clothes that he feels are able to meet his aesthetic needs. The aesthetics of used clothing reflects the quality of the used clothing, because it is judged by the shape, color, and size according to consumer preferences (Lew and Sulaiman, 2014).

The perceived aesthetic appeal becomes the main evaluation material in buying clothes because it increases self-confidence, therefore the perceived aesthetic appeal has an impact on buying interest in clothes (Perry, 2016). Based on

this premise, the authors propose the following hypothesis:

H1: eWOM, attitude, environmental concern, and perceived aesthetic appeal have a simultaneous effect on interest in buying used clothes.

B. The Influence of eWOM on Interest in Buying Used Clothing

eWOM is the most important factor influencing consumer buying interest, because it takes the form of product reviews and consumer recommendations for used clothing that is distributed online, so that information is spread quickly (Hong and Pittman, 2020). Mohammad et al. (2020) found that eWOM in the form of product reviews provides an understanding of used clothing.

The more consumers gather information through product reviews, the more detailed their understanding of used clothing becomes, and ultimately affects their interest in buying used clothing. Based on this premise, the authors propose the following hypothesis:

H2: eWOM has an effect on interest in buying used clothes.

C. The Influence of Attitude on Interest in Buying Used Clothing

Nam et al. (2017) defines attitude as an act of evaluation before performing certain behaviors. Quoquab 2017 (in Mohammad et al., 2020) states that, when an individual decides to behave, they tend to evaluate the benefits and costs that arise from the behavior. The benefits and costs that arise from the behavior of buying used clothes are reducing textile waste which will have a negative impact on the environment.

Mohammad et al. (2020) found that eWOM in the form of product reviews provides an understanding of used clothing, and increases consumer evaluations of used clothing buying behavior. So that in the end attitudes have an influence on interest in buying used clothes. Based on this premise,

the authors propose the following hypothesis:

H3: Attitude affects the interest in buying used clothes

D. The Influence of Environmental Concern on Interest in Buying Used Clothing

Alibeli and Johnson 2009 (in Maichum et al., 2017) define environmental concern as an individual's awareness of environmental problems and willingness to find solutions to these environmental problems. Consumers' concern for the environment makes them change their consumption behavior so as not to damage the environment, one of which is to generate interest in buying used clothes (Saleki et al., 2019).

Previous research has found that environmental awareness can affect consumers' buying interest in environmentally friendly products (Lukiarti, 2019). Based on this premise, the authors propose the following hypothesis:

H4: Environmental awareness affects the interest in buying used clothes

E. The Influence of Perceived Aesthetic Attractiveness on Interest in Buying Used Clothing

Creusen and Schoorman 2005 (in Lew and Sulaiman, 2014) state that the appearance of a product is a consumer's initial assessment that will generate buying interest in used clothes that he feels are able to meet his aesthetic needs. The aesthetics of used clothing reflects the quality of the used clothing, because it is judged by the shape, color, and size according to consumer preferences (Lew and Sulaiman, 2014).

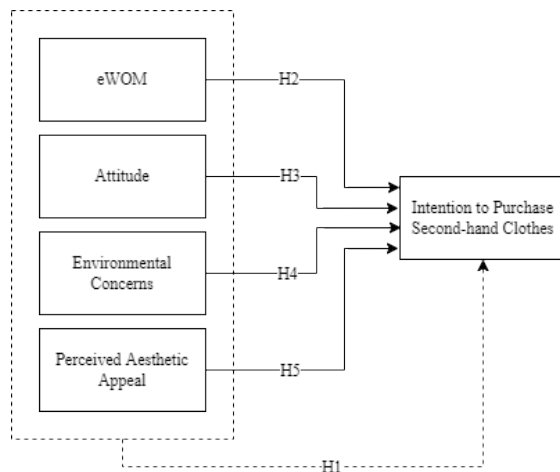
The perceived aesthetic appeal becomes the main evaluation material in the purchase of clothing, because the shape, color, and size are in accordance with consumer preferences. The suitability of consumer preferences for this clothing will increase self-confidence, because their aesthetic needs are met, so that the

perceived aesthetic appeal will have an impact on interest in buying used clothing (Perry, 2016). Based on this premise, the authors propose the following hypothesis:

H5: The perceived aesthetic appeal affects the interest in buying used clothes

Based on this hypothesis, the conceptual framework of the research is then described as Figure 1 as follow:

Figure 1. Research Model



METHOD

This study uses a quantitative research method of explanatory design. The direction of this research is to develop a theory based on the results of the study, and to examine the relationship between the hypothesized variables. The population of this research consists of individuals who follow the Instagram accounts @bebassampahid and @kophiyogya, a total of 9,038 individuals, with the sample criteria being Generation Z between the ages of 16 and 26 who have purchased used clothing. Using the Slovin sampling formula, one hundred samples were obtained. The author distributes an electronic questionnaire containing questions with a weight of 1 – 4.

There were as many as 112 responses to the computerized questionnaire, but only 100 met the test standards. Validity and reliability testing have demonstrated that the instrument is valid and trustworthy. Then, the classical assumption test was conducted, and it was determined that the

instrument satisfied the requirements for testing the hypothesis using multiple linear regression analysis.

RESULTS AND DISCUSSION

Table 1 shows the demographic characteristics of the respondents, based on age, profession, income, and purchase frequency. With a total population of 100 people who meet the purposive sampling criteria previously determined.

Table 1. Demographic Profile

Characteristics	Freq	(%)
Age		
Between 16 and 18	2	2%
Between 19 and 21	31	31%
Between 22 and 24	47	47%
Between 25 and 26	20	20%
Profession		
Student/College Student	48	48%
Civil Servant	5	5%
Entrepreneur	11	11%
Private Employee	27	27%
Others	9	9%
Monthly Income		
Less than Rp1.000.000	25	25%
Rp1.000.000 – Rp2.000.000	32	32%
Rp2.000.000 – Rp3.000.000	18	18%
More than Rp3.000.000	25	25%
SHC Purchase Frequency		
Between 1 and 2 times	32	32%
Between 3 and 4 times	25	25%
Between 4 and 5 times	10	10%
More than 5 times	33	33%

Source: Processed Primary Data (2022)

Based on table 1, respondents who dominate in the age category are respondents aged between 22-24 years by 47%, meaning that respondents with that age range tend to have a high need to have varied clothes, so they are more interested in buying used clothes to meet their needs.

The fact that 48 % are interested in purchasing used clothing suggests that these items are used for social purposes, such as hanging out with friends, as well as for fashion trends. Because the selling price of used clothes was cheaper than the price of new clothes, there was a correlation between income and purchasing power of used clothes among respondents with a monthly income/pocket money between Rp. 1,000,000 – Rp. 2,000,000.

It was discovered that respondents with a monthly income/pocket allowance of less than Rp 1,000,000 and those with a monthly income/pocket allowance of more than Rp 3,000,000 had the same percentage. This is because middle- and

upper-class consumers are beginning to purchase used clothing. Currently, middle- and lower-class consumers are the primary target market for used clothing purchases. The purchase of used clothing by customers from the middle class to the upper class is a measure of personal achievement because used clothing is less expensive than new clothing (Ronobir, 2020). The dominance of respondents who have bought used clothes more than 5 times, which is 33%, reflects that respondent are familiar with the activity of buying and selling used clothes.

Simultaneous Hypothesis Testing

In simultaneous hypothesis testing, it is expected that there will be a significant effect between eWOM, attitudes, environmental concerns, and perceived aesthetic appeal with interest in buying used clothes. Here are the results of the F test:

Tabel 2. Result of Simultaneous Hypothesis Testing

Hypothesis	F count	F table	Sig.	Min Sig.	Result
eWOM, attitude, environmental concern, perceived aesthetic appeal → intention to purchase second-hand clothes	28,032	2,47	0,000	0,05	Significant

Source: Processed Primary Data (2022)

According to Table 2, the significant value is known to be $0.05 < 0.000$, and the estimated F is $28.032 > 2.47$ F table. Therefore, H_{01} is rejected and H_1 is approved, — in other words, there is an influence between eWOM, attitude, environmental concern, and aesthetic appeal that has a simultaneous effect on the desire to purchase used clothing.

A. Partial Hypothesis Testing

It is anticipated that partial hypothesis testing will reveal that eWOM, attitude, environmental concern, and perceived aesthetic appeal each have a substantial effect on used clothing purchasing interest. The following are the t test outcomes:

Tabel 3. Result of Partial Hypothesis Testing

Hypothesis	t count	t table	Sig.	Min Sig.	Result
eWOM, → intention to purchase second-hand clothes	0,162	1,9852	0,872	0,050	Not significant
Attitude → intention to purchase second-hand clothes	5,326	1,9852	0,000	0,050	Significant
Environmental concern → intention to purchase second-hand clothes	0,534	1,9852	0,595	0,050	Not significant
Perceived aesthetic appeal → intention to purchase second-hand clothes	4,146	1,9852	0,000	0,050	Significant

Source: Processed Primary Data (2022)

Based on Table 3, it is identified that the eWOM variable has a significance value of $0.872 > 0.05$, and a t - statistics of $0.162 < 1.9852$ t table, so it can be concluded that eWOM has no significant effect on buying interest in used clothes. Since each consumer has a varied preference for used clothing, the eWOM relationship has no effect on buying interest, and respondents tend to engage with eWOM less prior to purchasing used apparel (Husmann and Poellmann, 2016). This finding contradicts the results of Erkan and Evans (2016), who found that eWOM is a significant factor influencing consumer purchasing interest.

With a significance value of $0.000 < 0.05$ and a t - statistics of $5.326 > 1.9852$ t table, it can be inferred that attitude has a considerable impact on the desire to purchase secondhand clothing. These results indicate that respondents process information and provide their opinions regarding used clothing, so that they subsequently have an interest in purchasing used clothing since it corresponds to their preferred preferences. These results are in line with research conducted by Lukiarti (2019) which states that attitudes affect buying interest in green products.

According to Blackwell et al. (2006) (quoted in Indriani et al., 2019), attitude is associated with a good or negative perception of an individual, which indicates his preference for the resulting conduct. This study's respondents have a favorable perspective of the activity of purchasing used clothing, which is bolstered by their

financial capability, which ultimately stimulates their desire in purchasing used clothing. These findings are consistent with Indriani *et al* (2019) conclusion that views about green items influence green purchasing interest.

The significance value of the environmental concern variable is $0.595 > 0.05$, and the t-count value is $0.534 < 1.9852$ t table, therefore it can be inferred that environmental concern has no effect on the desire to purchase used clothing. This is reinforced by the responses of numerous respondents to the open-ended questions at the end of the questionnaire, in which they said that they were environmentally conscious but were unaware of the connection between environmental consciousness and purchasing used clothing.

Several respondents cited their ignorance of secondhand clothing purchases as an environmental problem. This conclusion contradicts the findings of Lukiarti's (2019) research, which indicates that environmental awareness influences consumers' desire to purchase green items.

The perceived aesthetic attractiveness variable has a significance value of $0.000 < 0.05$, and the t-count value is $4.146 > 1.9852$ t table, so it can be concluded that the perceived aesthetic attractiveness affects the interest in buying used clothes. These results indicate that respondents are interested in purchasing used clothing when they experience a good emotional reaction, as a result of their perception that the items are aesthetically and functionally balanced. These findings are consistent with study published by Perry (2016), which indicates that the desire to purchase 3D-printed apparel is influenced by product qualities such as visual appeal.

This study showed that appealing designs for worn apparel lacked individual purchasing interest, but the designs have to match their preferences. This occurs due to variances in self-perception regarding the aesthetics of a garment. Self-concept refers

to the distinctions in an individual's sentiments and thoughts in comparison to those of other individuals (Cham *et al.*, 2017). Respondents' evaluations of appealing used clothing vary, and they tend to select used clothing that suits their tastes. The fact that each individual has a unique self-concept is a factor that stimulates purchasing interest. These findings are consistent with the results of Cham *et al.* (2017), who found that self-concept influences clothing purchasing interest.

CONCLUSION

This research explored the interest of respondents in purchasing secondhand clothing and its relationship to sustainability. eWOM, attitude, environmental concern, and perceived aesthetic appeal were the variables evaluated. The researcher anticipates that the environmental concern variable will have a considerable impact on respondents' interest in purchasing used clothing, demonstrating their understanding of environmental issues created by the purchase of new clothing. However, the results indicated that there was no correlation between environmental consciousness and the desire to purchase secondhand clothing. This is due to the fact that respondents typically purchase secondhand clothing not to find solutions to environmental issues, but to fulfill their clothing needs. In order to demonstrate the relationship between consumer behavior and characteristics of environmental sustainability, the author advises that future researchers investigate alternative research objects connected to sustainability, such as sustainable clothes, organic apparel, and organic food.

The study found that eWOM had no significant effect on the desire to purchase worn clothing. It is known that consumers do not consider reviews from consumers when considering buying used clothes, because what is considered is used clothes that are aesthetically appealing, come from

well-known brands, and have no defects or damage.

Due to the requirement to examine used clothing prior to a purchase decision, the authors of this study have determined that the attitude variable has the greatest impact on the propensity to purchase used clothing. Additionally, the perceived aesthetic appeal can influence the desire to purchase worn clothing, as customers prefer to evaluate the aesthetics of used clothing.

Through this study, it is intended that future researchers will be able to evaluate the relationship between consumer behavior and sustainability using the factors of environmental responsibility, subjective norms, environmental knowledge, and consumption consciousness. In addition, the author suggests that future research analyze demographic factors, particularly income, because it is known from the results of this study that the percentage of respondents from the lower middle and higher middle economic classes is comparable.

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