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The Influence of Ewom on Mindful Consumption Behavior Mediated by Attitude, Religiosity, and Mindfulness

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Abstract
The purpose of this study is to analyze the influence of Ewom on mindful consumption behavior mediated by Attitude, Religiosity, and Mindfulness. This research employs an explanatory quantitative approach. The population in this study consists of consumers who actively use digital media to search for information about products and receive information from electronic word of mouth (eWOM), particularly those with experience purchasing thrift products. The data in this study are primary. The sampling technique employed in this study is a non-probability sampling approach based on purposive sampling. Data analysis techniques utilize PLS-SEM Software, specifically SMARTPLS. PLS-SEM analysis consists of two parts: the outer model and the inner model. The outer model analysis includes validity testing, reliability testing, and multicollinearity testing. The inner model analysis includes model Goodness testing and hypothesis testing. The results of this study indicate that EWOM has a positive and significant influence on Mindful Consumption Behavior. EWOM has a positive and considerable impact on Attitude. EWOM has a positive and significant effect on Religiosity. EWOM has a positive and substantial influence on Mindfulness. Attitude has no considerable effect on Mindful Consumption Behavior. Religiosity has a positive and significant impact on Mindful Consumption Behavior. Mindfulness has a positive and significant effect on Mindful Consumption Behavior. Attitude does not mediate the relationship between EWOM and Mindful Consumption Behavior. Religiosity mediates the impact of EWOM on Mindful Consumption Behavior. Mindfulness mediates the relationship between EWOM and Mindful Consumption Behavior.

Keywords: Attitude, Mindful Consumption Behavior (MCB), Religiosity,Word of Mouth (eWOM)

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INTRODUCTION

Mindful Consumption Behavior is also known as a pattern of consumption that is carried out with full awareness and includes deep reflection on choices about what to consume. This behavior considers the social, environmental, and personal impacts it causes. Therefore, consumption not only fulfills a person's needs but also has a significant impact on various aspects of life. Consumers who consider environmental impacts tend to prioritize moral principles when *making purchasing decisions* (Kuswati et al., 2021). They prefer to buy goods that have a positive impact on the environment and society. Mindful consumption also focuses on effective resource management (Lesmana, 2023).

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The study of mindful consumption behavior has become crucial amid growing environmental and social issues. Uncontrolled consumption patterns can hurt the environment. Mindful consumption behavior encourages consumers to be responsible in their decision-making. Although much research has been conducted on mindful consumption behavior, according to Gupta et al (2023), the results indicate that religious faith and Mindfulness independently play a significant role in encouraging mindful consumption. These findings suggest that religious faith and mindfulness-based interventions can be effective strategies for promoting mindful consumption. According to Gupta et al (2023), research findings indicate that religious faith and Mindfulness independently play a significant role in promoting mindful consumption. These findings suggest that religious faith and mindfulness-based interventions can be effective approaches to shaping mindful consumption. Thus, these two factors have the potential to foster more responsible and mindful consumption. Research conducted by Nawaz et al (2021) revealed that eWOM significantly influences mindful consumption by increasing customer engagement. Customer engagement was found to be a strong mediating variable in this relationship, whereas Attitude did not play a significant mediating role.

Meanwhile, research conducted by Ilmalhaq et al. (2024) suggests that electronic Word of Mouth (eWOM) and consumer engagement play important roles in promoting mindful consumption. Consumer attitude does not influence mindful consumption. Higher customer engagement has been shown to increase mindful consumption, which in turn helps the thrifting industry thrive. Most previous studies have focused on sustainable consumption behavior in general, without specifically linking mindful consumption behavior to particular psychological and social factors.

Bag et al (2021) revealed that mindful consumption can reduce the amount of wasted resources and encourage a more responsible lifestyle. Customers are more likely to consider the sustainable use of goods. Liu and Suh (2017) found that only 35% of consumers apply mindful principles in their shopping habits. Nawaz et al. (2021) found that customers often become caught up in impulsive consumption habits triggered by promotions and discounts. This contradicts the principles of mindful consumption. Ideally, mindful consumption behavior includes making decisions and prioritizing sustainable products. In recent years, attention to frugal and sustainable consumption has increased, especially in the purchase of secondhand clothing (thrifting). According to Fitryani and Nanda (2022), consumer attitudes toward thrifting are greatly influenced by Ewom, which is information disseminated through promotions that leads to excessive consumption behavior, resulting in more measured decision-making (Kudeshia & Kumar, 2017).

By integrating the roles of Ewom, Attitude, Religiosity, and Mindfulness as interrelated variables, this study helps expand research on mindful consumption behavior. While many studies have examined the influence of Ewom on purchasing decisions, very few have specifically linked it to mindful consumption behavior through the mediation of Attitude, Religiosity, and Mindfulness. Additionally, this study creates a new context for sustainable consumption, particularly within the circular economy context of secondhand clothing trade (thrifting). To understand how these factors interact in shaping mindful consumption behavior, this study employs the Stimulus-Organism-Response (S-O-R) Theory as its theoretical framework. In this context, eWOM acts as a stimulus (S) that influences the organism (O) in the form of Attitude, Religiosity, and Mindfulness, which ultimately produces a response (R) in

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the form of mindful consumption behavior. This approach helps explain how external factors (stimuli) can influence individual psychological processes (in organisms), which then lead to more conscious and responsible consumption behavior (responses). The purpose of this study is to analyze the influence of eWOM on mindful consumption behavior mediated by Attitude, Religiosity, and Mindfulness.

Mindful Consumption Behavior (MCB) as a Response

Mindful Consumption Behavior (MCB) is a pattern of consumption that is carried out consciously by considering real needs, social impacts, and the environment (Milne et al., 2020). Ethical consumption occurs when people evaluate products based on factors such as business transparency and social value. In other words, MCB focuses on making decisions that benefit society, the environment, and individuals. Attitude, Religiosity, and Mindfulness are important internal mediators in driving MCB as a response to eWOM stimuli. eWOM can influence consumers' perceptions of the environmental impact of their purchases, while Religiosity encourages consumption behavior that aligns with religious values. Mindfulness helps customers evaluate online reviews, encouraging them to make informed purchasing decisions (Gupta et al., 2021).

Electronic Word of Mouth (eWOM) as a Stimulus

Electronic Word of Mouth (eWOM) refers to informal communication between customers that occurs through digital platforms, including discussion forums, social media, and online reviews (Khwaja & Zaman, 2020). eWOM utilizes reviews, comments, or user-generated content to establish trust and influence consumer behavior (Kudeshia & Kumar, 2017). Overall, eWOM represents an evolution of conventional word of mouth, utilizing internet technology to reach a broader customer base more quickly and efficiently (Bu et al., 2020). eWOM influences customer trust and reduces risk perception when making purchasing decisions (Leong et al., 2022). eWOM relies on the quantity, quality, and credibility of information, particularly in enabling consumers to make more informed choices (Ernawati, 2021). Relevant user reviews or experiences enable customers to evaluate products more logically and responsibly.

Attitude

Attitude is a mental state that reflects a person's assessment of something, an idea, or a situation based on their knowledge, emotions, and tendency to act (Benedetta & Vincenzo, 2020). In mindful consumption behavior, Attitude reflects an individual's awareness of the social and environmental impacts of their consumption decisions (Redda, 2020). Attitude in this study serves as a mediating factor that explains the relationship between eWOM and mindful consumption behavior, alongside Religiosity and Mindfulness. Attitude plays an important role in translating information from eWOM into mindful consumption decisions that reflect the values of Religiosity and Mindfulness (Shah et al., 2023).

Religiosity

Religiosity is defined as the degree of commitment a person has to their religious teachings that influences their values, beliefs, and behaviors, including their

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choices about what they consume (Suwarno, 2024). Religiosity plays a significant role in mindful consumption behavior, as it encourages buyers to make choices that align with their spiritual values, such as supporting sustainability and reducing waste (Gupta et al., 2023). Religiosity is often associated with making more ethical and responsible choices about what to consume. In the S-O-R Theory framework, Religiosity acts as a psychological mechanism (organism) that strengthens the influence between eWOM as a stimulus and mindful consumption behavior as a response. Religiosity can influence how consumers process information from eWOM and make decisions that align with their spiritual beliefs (Gupta et al., 2023).

Mindfulness

Mindfulness is a psychological state in which a person is fully present and aware without judgment of internal or external experiences (Wahyudi et al., 2020). Mindfulness enables individuals to be more aware of their purchasing decisions, including consideration of social and environmental impacts. Therefore, Mindfulness is important for mediating the relationship between stimuli such as eWOM and mindful consumption behavior. Mindfulness plays a role in helping individuals interpret information from eWOM more consciously and reflectively. With Mindfulness, customers are better able to evaluate the accuracy and relevance of online reviews rather than responding impulsively. According to Gupta et al. (2021), individuals with high levels of Mindfulness tend to evaluate products based on their ethical and environmental impact more wisely.

Thrifting

The fashion industry has made thrifting a key component of its sustainability initiatives. Thrifting involves purchasing, reusing, and repurposing clothing to extend the product life cycle and reduce textile waste. As public awareness of the environmental impact of the fast fashion industry increases, the trend of thrifting is gaining popularity. Gen Z and others choose thrifting because of its lower prices, good quality, and environmental benefits (Fadila, 2023). Thrifting has many social, economic, and environmental benefits. Thrifting can provide opportunities for people from low-income groups to own high-quality clothing.

Research Framework

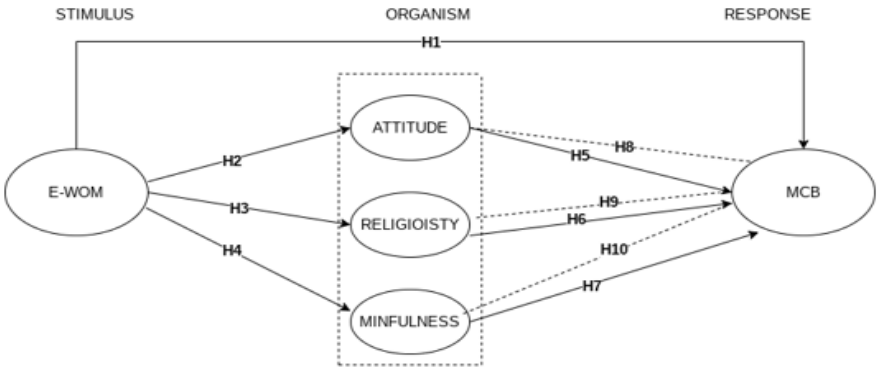

Figure 1. Research Framework

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Explanation:

- The figure above illustrates a conceptual framework based on the Stimulus–Organism–Response (SOR) Theory.
- E-WOM (Electronic Word of Mouth) as the stimulus.
- The organism consists of three mediator variables: Attitude, Religiosity, and Mindfulness.
- MCB (Mindful Consumption Behavior) as the response.

The arrows indicate the direction of the relationship between the variables explained through hypotheses H1 to H7, as follows:

H1: eWOM has a positive effect on mindful consumption behavior

H2: eWOM has a positive effect on Attitude

H3: eWOM has a positive effect on Religiosity

H4: eWOM has a positive effect on Mindfulness

H5: Attitude has a positive effect on MCB

H6: Religiosity has a positive effect on MCB

H7: Mindfulness has a positive effect on MCB

The dotted lines indicate the mediating variable relationships for H8 to H10, which are explained as follows:

H8: Attitude significantly mediates the effect of eWOM on MCB

H9: Religiosity significantly mediates the effect of eWOM on MCB

H10: Mindfulness significantly mediates the effect of eWOM on MCB

METHODS

This type of research is explanatory, employing a quantitative approach. The population in this study consists of consumers who actively use digital media to search for information about products and receive information from electronic word of mouth (eWOM), particularly those with experience purchasing thrift products. The sampling technique in this study uses a non-probability sampling method based on a purposive sampling approach. The criteria for the research sample respondents are as follows:

a. Millennial and Generation Z consumers aged 18–40 years
b. Consumers who have purchased secondhand clothing through an e-commerce platform
c. Consumers who have read reviews or recommendations from other consumers before shopping.

The study used 240 samples, calculated using the Sövin formula. Furthermore, to meet the criteria for using the SMARTPLS research tool to obtain more accurate results, the researcher added 60 samples, bringing the total number of respondents to 300. The data in this study are primary data, which are data collected directly by the researcher from the first source through a specific method tailored to the research objectives, and have not been available previously (Ferdinand, 2019). The data sources for this study were obtained directly from the sample respondents who were selected based on specific criteria. Respondents provided information through a questionnaire.

Data analysis techniques used PLS-SEM Software, SMARTPLS. PLS-SEM

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analysis consists of two parts, namely the outer model and the inner model. The outer model analysis involved validity testing, reliability testing, and multicollinearity testing. Meanwhile, the inner model analysis involved model Goodness testing and hypothesis testing.

RESULTS AND DISCUSSION

Results

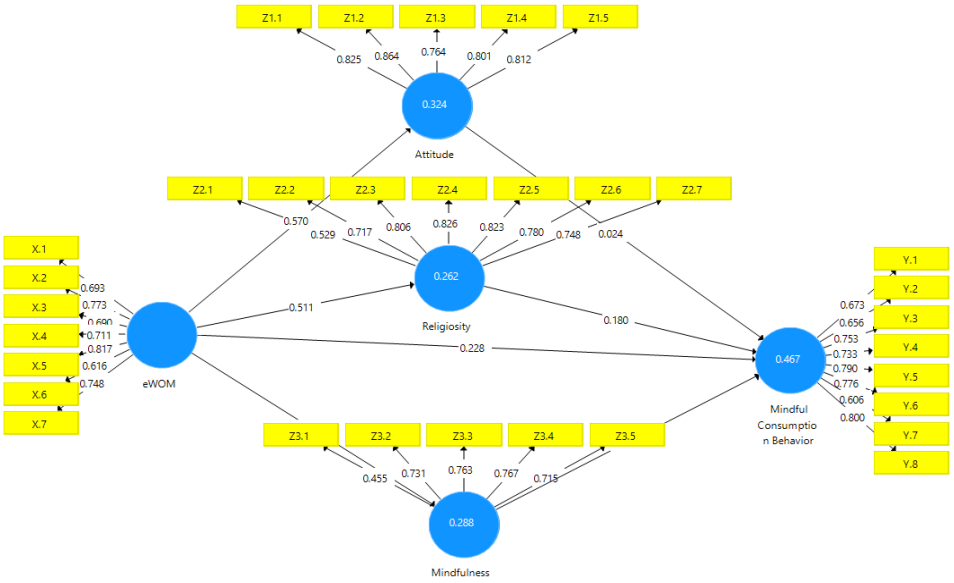

Figure 2. Outer Model Before Elimination

Figure 2 shows that there is a variable indicator with an outer loading value below 0.5, namely Z3.1. Therefore, Z3.1 will be eliminated, and the data will be reprocessed.

Convergent Validity

An indicator is considered to have convergent validity in the good category if the outer loading value is > 0.7 (Ghozali, 2019). The following are the outer loading values of each indicator in the research variables.

Table 1. Outer Loading Values Before Elimination

Variable	Indicator	Outer Loading	Description
EWOM (X)	X.1	0,693	Valid
	X.2	0,773	Valid
	X.3	0,690	Valid
	X.4	0,711	Valid
	X.5	0,817	Valid
	X.6	0,616	Valid
	X.7	0,748	Valid
Attitude (Z1)	Z1.1	0,825	Valid
	Z1.2	0,864	Valid
	Z1.3	0,764	Valid
	Z1.4	0,801	Valid
	Z1.5	0,812	Valid
Religiosity (Z2)	Z2.1	0,529	Valid

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	Z2.2	0,717	Valid
	Z2.3	0,806	Valid
	Z2.4	0,826	Valid
	Z2.5	0,823	Valid
	Z2.6	0,780	Valid
	Z2.7	0,748	Valid
Mindfulness (Z3)	Z3.1	0,455	Tidak Valid
	Z3.2	0,731	Valid
	Z3.3	0,763	Valid
	Z3.4	0,767	Valid
	Z3.5	0,715	Valid
Mindful Consumption Behavior (Y)	Y.1	0,673	Valid
	Y.2	0,656	Valid
	Y.3	0,753	Valid
	Y.4	0,733	Valid
	Y.5	0,790	Valid
	Y.6	0,776	Valid
	Y.7	0,606	Valid
	Y.8	0,800	Valid

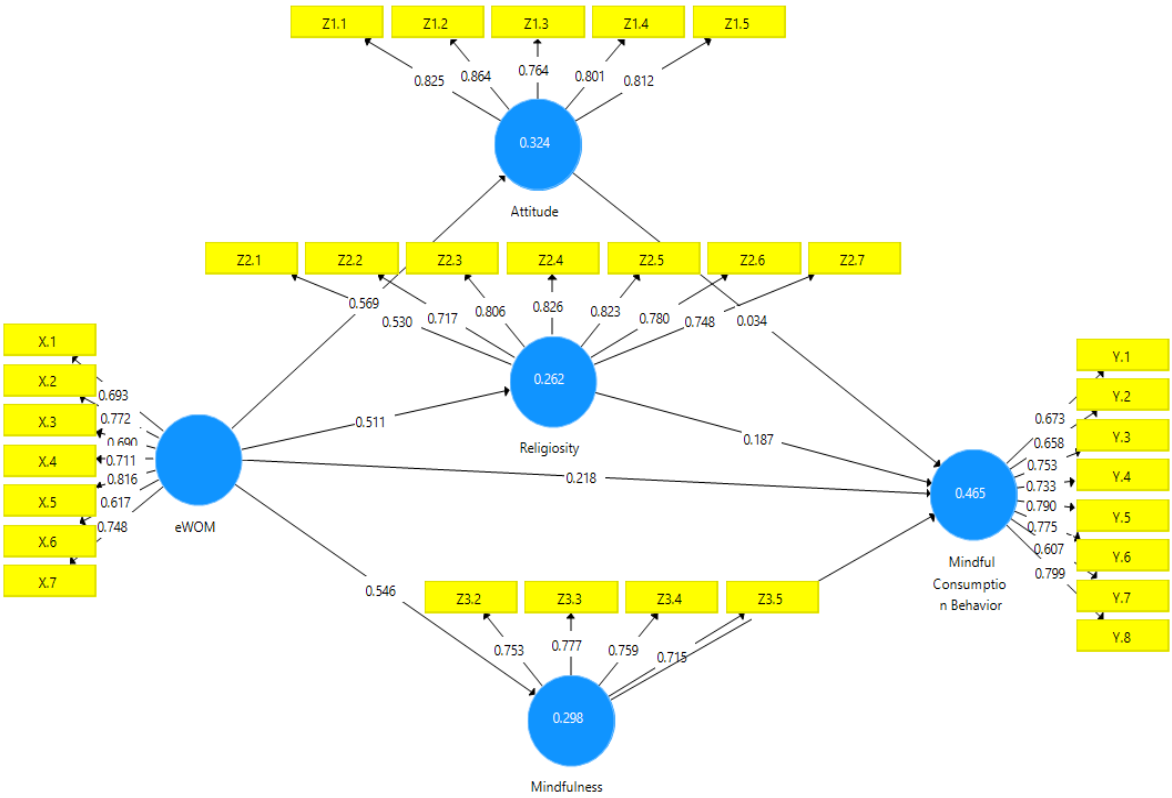

Figure 3. Outer Model After Elimination

Based on the table above, it can be seen that many of the research variable indicators have outer loading values > 0.7.

Table 2. Outer Loading Values After Elimination

Variable	Indicator	Outer Loading	Description

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EWOM (X)	X.1	0,693	Valid
	X.2	0,772	Valid
	X.3	0,690	Valid
	X.4	0,711	Valid
	X.5	0,816	Valid
	X.6	0,617	Valid
	X.7	0,748	Valid
Attitude (Z1)	Z1.1	0,825	Valid
	Z1.2	0,864	Valid
	Z1.3	0,764	Valid
	Z1.4	0,801	Valid
	Z1.5	0,812	Valid
Religiosity (Z2)	Z2.1	0,530	Valid
	Z2.2	0,717	Valid
	Z2.3	0,806	Valid
	Z2.4	0,826	Valid
	Z2.5	0,823	Valid
	Z2.6	0,780	Valid
	Z2.7	0,748	Valid
Mindfulness (Z3)	Z3.2	0,753	Valid
	Z3.3	0,777	Valid
	Z3.4	0,759	Valid
	Z3.5	0,715	Valid
Mindful Consumption Behavior (Y)	Y.1	0,673	Valid
	Y.2	0,658	Valid
	Y.3	0,753	Valid
	Y.4	0,733	Valid
	Y.5	0,790	Valid
	Y.6	0,775	Valid
	Y.7	0,607	Valid
	Y.8	0,799	Valid

Source: Processed primary data, 2025

Based on Table 2, it can be seen that many of the research variable indicators have outer loading values > 0.7. However, according to Ghozali (2019), a loading value scale of 0.5 to 0.6 is considered sufficient to meet the requirements of convergent validity. The data above indicate that no variable indicators have outer loading values below 0.5; therefore, all indicators are deemed suitable or valid for use in the research and can be used for further analysis.

In addition to examining the outer loading values, convergent validity can also be assessed by examining the Average Variance Extracted (AVE) value, which should be greater than 0.5, indicating that the variables are valid in terms of convergent validity (Ghozali, 2019). The following are the AVE values for each research variable:

Table 3. Average Variance Extracted Values

Variable	AVE	Description
EWOM (X)	0,523	Valid
Attitude (Z1)	0,662	Valid

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Religiosity (Z2)	0,567	Valid
Mindfulness (Z3)	0,564	Valid
Mindful Consumption Behavior (Y)	0,528	Valid

Source: Processed primary data, 2025

Table 3 presents the Average Variance Extracted (AVE) values for each variable in the study, which measure convergent validity. All variables show AVE values above 0.5, namely EWOM (X) at 0.523, Attitude (Z1) at 0.662, Religiosity (Z2) at 0.567, Mindfulness (Z3) at 0.564, and Mindful Consumption Behavior (Y) at 0.528. Based on these values, all variables are declared valid because they meet the minimum criterion of AVE > 0.5, indicating that the indicators in each variable can explain the variance of the construct well.

Discriminant Validity

The discriminant validity test utilizes cross-loading values. An indicator is considered to meet discriminant validity if the cross-loading value of the indicator on the variable is the largest compared to the other variables (Ghozali, 2019). The following are the cross-loading values for each indicator:

Table 4. Cross Loading

Indicator	EWOM (X)	Attitude (Z1)	Religiosity (Z2)	Mindfulness (Z3)	Mindful Consumption Behavior (Y)
X.1	**0,693**	0,343	0,319	0,310	0,370
X.2	**0,772**	0,374	0,399	0,392	0,396
X.3	**0,690**	0,507	0,249	0,392	0,333
X.4	**0,711**	0,455	0,296	0,381	0,343
X.5	**0,816**	0,483	0,488	0,466	0,512
X.6	**0,617**	0,331	0,368	0,416	0,343
X.7	**0,748**	0,378	0,433	0,391	0,431
Y.1	0,474	0,271	0,400	0,392	**0,673**
Y.2	0,316	0,178	0,262	0,352	**0,658**
Y.3	0,466	0,444	0,375	0,581	**0,753**
Y.4	0,289	0,301	0,298	0,409	**0,733**
Y.5	0,375	0,349	0,409	0,417	**0,790**
Y.6	0,430	0,323	0,384	0,416	**0,775**
Y.7	0,267	0,281	0,329	0,434	**0,607**
Y.8	0,483	0,312	0,397	0,509	**0,799**
Z1.1	0,496	**0,825**	0,302	0,429	0,410
Z1.2	0,594	**0,864**	0,401	0,466	0,435
Z1.3	0,314	**0,764**	0,237	0,337	0,230
Z1.4	0,426	**0,801**	0,325	0,410	0,276
Z1.5	0,406	**0,812**	0,388	0,395	0,343
Z2.1	0,161	0,197	**0,530**	0,200	0,144
Z2.2	0,303	0,361	**0,717**	0,377	0,361
Z2.3	0,376	0,270	**0,806**	0,340	0,334

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Z2.4	0,326	0,380	**0,826**	0,390	0,395
Z2.5	0,399	0,424	**0,823**	0,442	0,405
Z2.6	0,503	0,272	**0,780**	0,353	0,399
Z2.7	0,483	0,268	**0,748**	0,353	0,460
Z3.1	0,447	0,271	0,399	**0,753**	0,527
Z3.2	0,402	0,233	0,324	**0,777**	0,471
Z3.3	0,410	0,552	0,365	**0,759**	0,447
Z3.4	0,375	0,502	0,333	**0,715**	0,383

Sumber: Data primer yang diolah, 2025

Based on Table 4, each indicator in the research variable has the largest cross-loading value in the variable it forms compared to the cross-loading value in other variables. Based on the results obtained, the indicators used in this study have good discriminant validity in constructing their respective variables.

Reliability Test

The reliability test in this study used Composite Reliability and Cronbach's Alpha. Composite reliability is used to assess the reliability of indicators within a variable. A variable can be considered to meet composite reliability if it has a composite reliability value > 0.7. The following are the composite reliability values for each variable in this study:

Table 5. Composite Reliability

Variable	Composite Reliability	Cronbach's Alpha	Description
EWOM (X)	0,884	0,847	Reliable
Attitude (Z1)	0,907	0,875	Reliable
Religiosity (Z2)	0,900	0,873	Reliable
Mindfulness (Z3)	0,838	0,744	Reliable
MCB (Y)	0,899	0,871	Reliable

Source: Processed primary data, 2025

Table 5 presents the Composite Reliability values for each variable in the study, which were used to assess the internal consistency of the construct. All variables showed values above the threshold of 0.7, indicating high reliability. The EWOM (X) variable has a value of 0.884, Attitude (Z1) is 0.907, Religiosity (Z2) is 0.900, Mindfulness (Z3) is 0.838, and Mindful Consumption Behavior (Y) is 0.899.

Thus, all constructs in the model are reliable and can be used for further analysis. Cronbach's Alpha values for each research variable are, indicating internal reliability. All values exceed the minimum threshold of 0.7, indicating that the instruments used to measure each variable demonstrate good internal consistency.

The variables EWOM (X) had a value of 0.847, Attitude (Z1) of 0.875, Religiosity (Z2) of 0.873, Mindfulness (Z3) of 0.744, and Mindful Consumption Behavior (Y) of 0.871. Therefore, all variables can be considered reliable and suitable for further testing.

Multicollinearity Test

Multicollinearity can be seen from the tolerance and variance inflation factor (VIF) values. Multicollinearity can be detected with a cut-off value indicating a

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tolerance value > 0.1 or equal to a VIF value < 10. Below are the VIF values in this study.

Table 6. Collinearity Statistics (VIF)

	Attitude	Religiosity	Mindfulness	Mindful Consumption Behavior
EWOM (X)	1,000	1,000	1,000	1,850
Attitude (Z1)				1,629
Religiosity (Z2)				1,478
Mindfulness (Z3)				1,642
Mindful Consumption Behavior (Y)				

Source: Processed primary data, 2025

From Table 6, the results of the Collinearity Statistics (VIF) to test for multicollinearity with the results of the EWOM variable on Attitude, Religiosity, and Mindfulness are 1.000. Then, the value of the EWOM variable on Mindful Consumption Behavior is 1.850. The value of the Attitude variable on Mindful Consumption Behavior is 1.629. The value of the Religiosity variable on Mindful Consumption Behavior is 1.478. The value of Mindfulness on Mindful Consumption Behavior is 1.642. Each variable has a cut-off value > 0.1 or equal to a VIF value < 5, indicating that it does not violate the multicollinearity test.

Inner Model Analysis

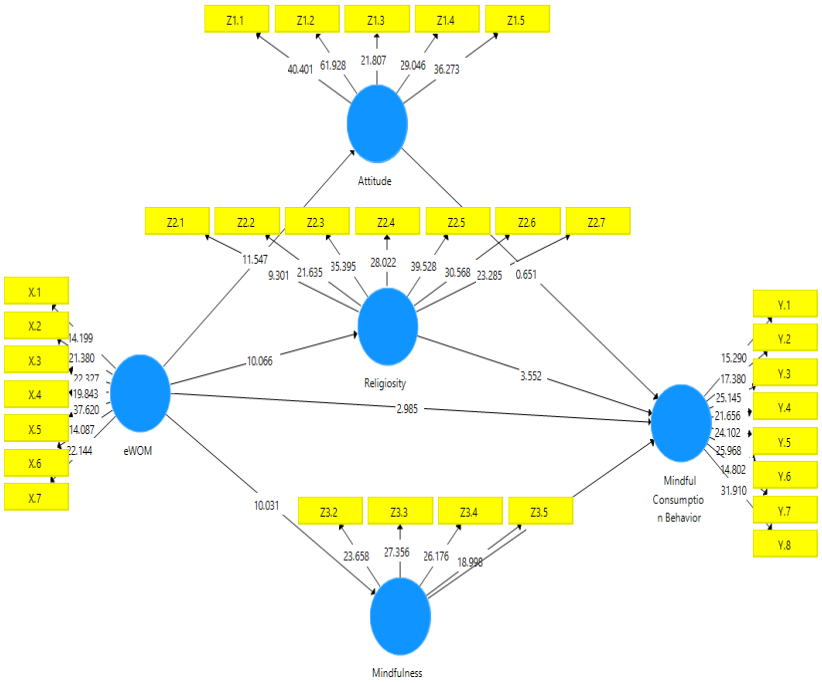

Figure 4. Inner Model
Source: Processed primary data, 2025

The inner model is used to test the influence of one latent variable on another. The inner model test can be conducted through three analyses: measuring the R^2 value

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(R-squared), the Goodness of Fit (GOF), the path coefficient, and the specific indirect effect.

Goodness of fit

Structural model evaluation is conducted to show the relationship between manifest and latent variables of the main predictor, mediator, and outcome variables in a complex model. Model Goodness of fit consists of two tests: R-Square (R^2) and Q-Square (Q^2).

The R-squared value indicates the degree to which exogenous variables determine endogenous variables. The higher the R^2 value, the better the level of determination. R2 values of 0.75, 0.50, and 0.25 can be interpreted as indicating strong, moderate, and weak models, respectively (Ghozali, 2019). The following are the values of the coefficient of determination in this study.

Table 7. R-Square values

Variable	*R-Square*
Attitude (Z1)	0,324
Religiosity (Z2)	0,262
Mindfulness (Z3)	0,298
Mindful Consumption Behavior (Y)	0,465

Source: Processed primary data, 2025

Based on Table 7, the R-squared value is used to assess the magnitude of the influence of the EWOM variable on Attitude, which is 0.324 or 32.4%. Therefore, this relationship is weak.

The EWOM variable on Religiosity has a value of 0.262 or 26.2%, indicating that this relationship is weak. The EWOM variable for Mindfulness has a value of 0.298, or 29.8%, indicating a weak relationship. The EWOM variable on Mindful Consumption Behavior, with a value of 0.465 or 46.5%, indicates that this relationship is weak.

The next test is the Q-Square test. The Q^2 value in structural model testing is determined by looking at the Q^2 value (Predictive relevance). The Q2 value can be used to measure how well the observations produced by the model and its parameters are. A Q^2 value > 0 indicates that the model has predictive relevance, while a Q^2 value < 0 indicates that the model lacks predictive relevance. The following are the results of the Q-Square value calculation:

Table 8. Q-Square Analysis (Q^2)

Variable	Model	Value
Attitude (Z1)	Q^2 (=1-SSE/SSO)	0,201
Religiosity (Z2)	Q^2 (=1-SSE/SSO)	0,136
Mindfulness (Z3)	Q^2 (=1-SSE/SSO)	0,163
Mindful Consumption Behavior (Y)	Q^2 (=1-SSE/SSO)	0,233

Source: Processed primary data, 2025

Table 8 presents the results of the Q-Square (Q^2) analysis, which measures the predictive value of the model for each latent variable: Attitude, Religiosity, Mindfulness, and Mindful Consumption Behavior. The Q^2 value indicates how well the model predicts the observed data.

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The analysis results show that the variables Attitude, Religiosity, Mindfulness, and Mindful Consumption Behavior have Q^2 values of 0.201, 0.136, 0.163, and 0.233, respectively. Since all Q^2 values are above 0, it can be concluded that the model has good predictive power for each variable in this study.

Hypothesis Testing

To test the hypothesis in this study, we can use the path coefficient table to examine direct effects and specific indirect effects (mediation).

Path Coefficient Test

A p-value < 0.05 indicates a direct effect between variables, while a p-value> 0.05 indicates no direct effect between variables. In this study, the significance value used is 1.96 (corresponding to a significance level of 5%). If the value of the t-statistic > 1.96, there is a significant effect. Table 10 shows the path coefficient values obtained from the test.

Table 9. Path Coefficient (Direct Effect)

	Hypothesis	*Original Sample*	*t-Statistics*	*P Values*	Description
EWOM (X) -> *Mindful Consumption Behavior* (Y)	H1	0,218	2,985	0,003	Significant Positive
EWOM (X) -> *Attitude* (Z1)	H2	0,569	11,547	0,000	Significant Positive
EWOM (X) -> *Religiosity* (Z2)	H3	0,511	10,066	0,000	Significant Positive
EWOM (X) -> *Mindfulness* (Z3)	H4	0,546	10,031	0,000	Significant Positive
***Attitude* (Z1) -> *Mindful Consumption Behavior* (Y)**	H5	0,034	0,651	0,515	Not positive, not significant
***Religiosity* (Z2) -> *Mindful Consumption Behavior* (Y)**	H6	0,187	3,552	0,000	Significant Positive
***Mindfulness* (Z3) -> *Mindful Consumption Behavior* (Y)**	H7	0,389	6,337	0,000	Significant Positive

Source: Processed primary data, 2025

Based on Table 9, the interpretation is as follows:

1. The results of the first hypothesis show that EWOM has a positive and significant effect on Mindful Consumption Behavior. Table 9 shows a t-statistic value of 2.985, with an effect size of 0.218 and a p-value of 0.003. With a t-statistic value > 1.96 and a p-value < 0.05, it can be concluded that the first hypothesis is accepted, indicating a positive and significant influence of EWOM on Mindful Consumption Behavior.
2. The results of the second hypothesis show that EWOM has a positive and significant effect on Attitude. Table 9 presents a t-statistic value of 11.547, an

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effect size of 0.569, and a p-value of 0.000. With a t-statistic value > 1.96 and a p-value < 0.05, it can be concluded that hypothesis two is accepted, indicating that there is a positive and significant influence between EWOM and Attitude.

3. The results of the third hypothesis show that EWOM has a positive and significant effect on Religiosity. Table 9 presents a t-statistic value of 10.066, an effect size of 0.511, and a p-value of 0.000. With a t-statistic value >1.96 and a p-value < 0.05, it can be concluded that hypothesis three is accepted, indicating a positive and significant influence between EWOM and Religiosity.
4. The results of the fourth hypothesis show that EWOM has a positive and significant effect on Mindfulness. Table 9 presents a t-statistic value of 10.031, an effect size of 0.546, and a p-value of 0.000. With a t-statistic value > 1.96 and a p-value < 0.05, it can be concluded that hypothesis four is accepted, indicating a positive and significant influence of EWOM on Mindfulness.
5. The results of the fifth hypothesis show that Attitude does not have a significant influence on Mindful Consumption Behavior. Table 9 shows a t-statistic value of 0.651, an effect size of 0.034, and a p-value of 0.515. With a t-statistic value <1.96 and a p-value >0.05, it can be concluded that hypothesis five is rejected, indicating no significant influence between Attitude and Mindful Consumption Behavior.
6. The results of the sixth hypothesis indicate that Religiosity has a positive and significant effect on mindful consumption behavior. Table 9 shows a t-statistic value of 3.552, with an effect size of 0.187 and a p-value of 0.000. With a t-statistic value > 1.96 and a p-value < 0.05, it can be concluded that hypothesis six is accepted, where there is a positive and significant influence between Religiosity and mindful consumption behavior.
7. The results of the seventh hypothesis show that Mindfulness has a positive and significant effect on mindful consumption behavior. Table 9 presents a t-statistic value of 6.337, an effect size of 0.389, and a p-value of 0.000. With a t-statistic value > 1.96 and a p-value < 0.05, it can be concluded that hypothesis seven is accepted, indicating a positive and significant influence between Mindfulness and Mindful Consumption Behavior.

Indirect Effect Test

If the P-values are < 0.05, then it is significant. This means that the mediator variable mediates the effect of an exogenous variable on an endogenous variable; in other words, the effect is indirect. If the P-value is greater than 0.05, the result is not statistically significant. This means that the mediator variable does not mediate the impact of an exogenous variable on an endogenous variable. In other words, the effect is direct (Juliandi, 2018). The following are the values of the specific indirect model.

Table 10. Indirect Effect Test

	Hypothesis	*Original Sample*	*t-Statistics*	*P Values*	**Description**
EWOM (X) -> Attitude (Z1) -> Mindful Consumption Behavior (Y)	H8	0,019	0,643	0,520	Not positive, not significant

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EWOM (X) -> Religiosity (Z2) -> Mindful Consumption Behavior (Y)	H9	0,095	3,394	0,001	Significant Positive
EWOM (X) -> Mindfulness (Z3) -> Mindful Consumption Behavior (Y)	H10	0,212	6,022	0,000	Significant Positive

Source: Processed primary data, 2025

Based on Table 10, the results show that:

1. The eighth hypothesis shows that Attitude cannot mediate the influence of EWOM on Mindful Consumption Behavior. Based on Table 10, the t-statistic value is 0.643, and the p-value is 0.520. With a t-statistic value <1.96 and a p-value > 0.05, it can be concluded that the eighth hypothesis is rejected, namely that Attitude cannot mediate the relationship between EWOM and Mindful Consumption Behavior.
2. The results of the ninth hypothesis show that Religiosity mediates the influence of EWOM on Mindful Consumption Behavior. Based on Table 10, the t-statistic value is 3.394, and the p-value is 0.001. With a t-statistic value > 1.96 and a p-value < 0.05, it can be concluded that the ninth hypothesis is accepted, namely that Religiosity mediates the relationship between EWOM and mindful consumption behavior.
3. The results of the tenth hypothesis indicate that Mindfulness mediates the influence of EWOM on Mindful Consumption Behavior. Based on Table 10, the t-statistic value is 2.019, and the p-value is 6.022. With a t-statistic value >1.96 and a p-value < 0.05, it can be concluded that the tenth hypothesis is accepted, namely that Mindfulness mediates the relationship between EWOM and Mindful Consumption Behavior.

The Influence of EWOM on Mindful Consumption Behavior

According to Kotler and Keller (2018), eWOM plays an important role in shaping consumer perceptions because it is considered more credible, relevant, and personal than company promotions. When consumers receive positive and repeated information about a product through eWOM, it can influence their decision-making process, including their consumption awareness. On the other hand, Brown and Kasser (2022) explain that consumers who are aware of the consequences of their consumption choices tend to seek more in-depth information before making a purchase, including through eWOM. Therefore, eWOM influences Mindful Consumption Behavior because it provides consumers with comprehensive information to evaluate the ethical value, sustainability, and benefits of a product before making a decision.

Based on the results of the path coefficient test above, a t-statistic value of 2.985 was obtained, meaning that 2.985 > 1.96 with an influence of 0.218 and a p-value of 0.003 < 0.05. Thus, EWOM has a positive and significant effect on Mindful Consumption Behavior. The results of this study align with those of Leong et al. (2022), which found that EWOM has a positive and significant effect on Mindful Consumption Behavior. This finding suggests that eWOM has a direct impact on

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consumers' attitudes toward sustainable products, encouraging them to adopt mindful consumption behavior (MCB).

In this context, eWOM serves as a valuable information source, capable of shaping consumers' awareness of the social, environmental, and ethical impacts of the products they purchase. Recommendations, reviews, and experiences shared through digital platforms provide strong stimuli for consumers to evaluate their consumption decisions more reflectively and less impulsively. This aligns with consumer behavior Theory, which posits that interpersonal information, particularly that gathered through social media or online platforms, can shape more conscious and sustainable attitudes and purchasing decisions.

The Influence of EWOM on Attitude

According to Kotler and Keller (2018), eWOM is one of the most influential forms of communication because it is considered more credible and unbiased than traditional marketing messages. Attitude, according to Schiffman et al. (2009) and Gabriella et al. (2021), is a psychological tendency reflected in positive or negative evaluations of an object, person, or idea. When consumers receive positive eWOM, they tend to form better attitudes toward the brand or product in question.

Based on the results of the path coefficient test above, a t-statistic value of 11.547 was obtained, which means that 11.547 > 1.96 with an influence of 0.569 and a p-value of 0.000 < 0.05. Thus, EWOM has a positive and significant effect on Attitude. The results of this study align with the research conducted by Miremadi et al. (2021), which found that EWOM has a substantial effect on Attitude. This finding suggests that positive emotions generated through eWOM also have a substantial impact on customers' attitudes toward products. Reviews indicate that positive emotions foster more favorable customer attitudes toward products, while negative emotions can reinforce existing negative attitudes.

This is because eWOM is considered a form of consumer-to-consumer communication that is credible, relevant, and easily accessible, thereby exerting a significant influence on consumer perceptions and evaluations. When consumers receive positive information from eWOM, they tend to develop more favorable and trusting attitudes toward the product being discussed. Conversely, negative eWOM can reduce positive attitudes and generate doubt.

The Influence of EWOM on Religiosity

According to Kotler and Keller (2018), eWOM has a strong influence because it is considered more authentic, personal, and trusted by consumers than commercial advertisements. In the context of Religiosity, eWOM can be a medium for disseminating religious values and views that influence consumers' mindsets and behavior. When eWOM contains religious content or content related to spiritual values, it can strengthen a person's spiritual awareness or even affect their level of Religiosity.

Based on the results of the path coefficient test above, a t-statistic value of 10.066 was obtained, which means that 10.066 > 1.96 with an influence of 0.511 and a p-value of 0.000 < 0.05. Thus, EWOM has a positive and significant effect on Religiosity. The results of this study align with those of Lim et al. (2023), who found that EWOM has a substantial effect on Religiosity. This finding indicates that information, experiences,

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or opinions shared through digital platforms can indirectly influence an individual's awareness and understanding of religious values.

In this context, eWOM containing religious-themed content, such as testimonials about halal products, reviews of religious figures, or promotions of products based on Islamic values, can enhance individuals' knowledge and awareness of religious teachings relevant to their consumption behavior or lifestyle. Additionally, interactions and discussions on social media about religious issues can strengthen spiritual values, shape religious identity, and foster a more compliant attitude toward religious principles. This demonstrates that eWOM not only impacts consumers' cognitive and emotional aspects but also deeper aspects of belief and values, such as Religiosity.

The Influence of EWOM on Mindfulness

According to Mohammad et al. (2021), Electronic Word of Mouth (eWOM) refers to any positive or negative statements made by customers about a product or company via the Internet. Yeh et al (2019) define Mindfulness as intentional attention to the present moment without judgment. When individuals are exposed to eWOM containing in-depth, honest, and relevant information, they are encouraged to pay more attention to the impact of their consumption choices, both on themselves and their social environment.

Based on the results of the path coefficient test above, a t-statistic value of 10.031 was obtained, which means that 10.031 > 1.96 with an influence of 0.546 and a p-value of 0.000 < 0.05. Thus, EWOM has a positive and significant effect on mindful consumption behavior. The results of this study align with those of Tsai et al. (2023), which found that consumers are more satisfied with positive electronic word of mouth (eWOM). This indicates that eWOM can have an indirect impact on mental well-being. This finding suggests that information and experiences shared by other users online can encourage individuals to be more aware, reflective, and cautious in their thoughts and actions, particularly in the context of consumption or decision-making.

Exposure to eWOM containing in-depth reviews, ethical considerations, or touching personal experiences can trigger cognitive processes that make individuals more aware of the impact of their choices on themselves, others, and the environment. In other words, eWOM not only provides information but also shapes self-awareness and encourages a mindful attitude toward the values underlying actions.

The Influence of Attitude on Mindful Consumption Behavior

Attitude is a psychological predisposition to consistently evaluate an object, either positively or negatively, which plays a crucial role in guiding individual behavior (Mohammad et al., 2021). According to Ajzen (2020), in his Theory of Planned Behavior, attitudes toward a behavior will influence the intention to perform it, which is ultimately reflected in actual actions. In the context of consumption, positive attitudes toward mindful, responsible, and sustainable consumption practices will encourage individuals to exhibit mindful consumption behavior.

Based on the results of the path coefficient test above, a t-statistic value of 0.651 was obtained, which indicates that 0.651 < 1.96, with an influence of 0.034 and a p-value of 0.515, which is greater than 0.05. Thus, Attitude does not have a significant effect on mindful consumption behavior. The results of this study are contrary to those

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of Milne et al (2020), which showed that Mindfulness can reduce aware consumption. This finding indicates that even though someone has a positive attitude toward conscious and responsible consumption behavior, that Attitude does not necessarily encourage them actually to apply it in real life.

This may occur due to other more dominant external factors, such as social pressure, economic constraints, or lack of access to products that support mindful consumption. Additionally, positive attitudes toward wise consumption may still be passive and have not yet progressed to actual behavior (action).

This insignificance suggests that attitude change alone is insufficient to encourage mindful consumption behavior. That support from other factors, such as perceived behavioral control and strong subjective norms, is necessary for individuals actually to engage in conscious, ethical, and responsible consumption.

The Influence of Religiosity on Mindful Consumption Behavior

According to Risdiyani (2023), Religiosity encompasses the dimensions of belief, practice, spiritual experience, and moral values that shape individual behavior. In the context of consumption behavior, Religiosity serves as a guideline for making decisions that align with religious teachings, such as choosing products that are halal, not excessive, and have a positive impact on others and the environment. Mindful consumption behavior, as explained by Gupta et al. (2023), is a form of consumption behavior that is carried out with full awareness of one's true needs and considers the social and environmental impacts of every consumption decision. Religious individuals tend to have a deeper understanding of spiritual and ethical values, which encourages them to be more discerning and reflective in their consumption of goods and services.

Based on the results of the path coefficient test above, a t-statistic value of 3.552 was obtained, which means that 3.552 > 1.96 with an influence of 0.187 and a p-value of 0.000 < 0.05. Thus, Religiosity has a positive and significant effect on mindful consumption behavior. The results of this study align with those of Suwarno (2024), who found that religious values provide moral guidance that helps people overcome social pressure to consume excessively. In other words, Religiosity encourages people to consume products in a more meaningful way. This finding indicates that the higher a person's level of Religiosity, the greater their tendency to engage in more mindful, wise, and responsible consumption behavior.

Religious individuals often use religious values as guidelines in their daily lives, including when choosing, using, and managing goods and services. Values such as simplicity, honesty, waste avoidance, and consideration of the social and environmental impacts of consumption are part of the principles they believe in and apply in their consumption activities.

The Influence of Mindfulness on Mindful Consumption Behavior

Mindfulness is a state of full awareness of the present moment, characterized by an open, accepting, and non-judgmental Attitude (Gabriella et al., 2021). Mindfulness enables individuals to distinguish between their needs and wants and to consider the social and environmental implications of every consumption decision. This concept is closely related to mindful consumption behavior, which refers to consumption behavior carried out with full awareness of its purpose, benefits, and consequences (Fink et al., 2024).

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Based on the results of the path coefficient test above, a t-statistic value of 6.337 was obtained, which means that 6.337 > 1.96 with an influence of 0.389 and a p-value of 0.000 < 0.05. Thus, Mindfulness has a positive and significant effect on mindful consumption behavior. The results of this study align with the research conducted by Nawaz et al. (2021), which found that Mindfulness is positively related to the desire to purchase environmentally friendly products and mindful consumption behavior. These findings illustrate that individuals with high levels of Mindfulness tend to be more aware and wise in every consumption decision they make.

Mindfulness, which involves being fully aware of the present situation without judgment, encourages individuals to consider the impact of their consumption on themselves, the environment, and society. Mindful individuals tend to reflect before making purchases, prioritize genuine needs over fleeting desires, and are more receptive to information related to ethics, sustainability, and product values. Mindfulness is a crucial factor in shaping more mindful consumption behavior, which not only benefits the individual but also contributes to social and environmental sustainability.

The Influence of EWOM on Mindful Consumption Behavior Mediated by Attitude

According to Kotler and Keller (2018), eWOM plays a significant role in shaping consumer perceptions and decisions because it is considered more credible and trustworthy than traditional advertising. Meanwhile, according to Ajzen (2020), the Theory of Planned Behavior posits that Attitude is one of the primary determinants of a person's intentions and behavior. A positive attitude toward mindful, frugal, and ethical consumption will encourage individuals to engage in mindful consumption behavior, which involves consumption carried out with a full awareness of their needs, personal values, and the social and environmental impacts (Harjanto et al., 2024).

Based on the results of the indirect effect test above, the t-statistic value is 0.643, which means 0.643 < 1.96, and the p-value is 0.520 > 0.05. Thus, Attitude cannot mediate the relationship between EWOM and mindful consumption behavior. The results of this study contradict those of Ilmalhaq et al (2024), who found that Attitude can play an important role in transforming eWOM data into more ethical consumption decisions. This finding indicates that although eWOM can influence individuals' attitudes toward more mindful consumption, these attitudes are not strong enough to serve as a mediator bridging the influence of eWOM on mindful consumption behavior.

This may occur due to an attitude-behavior gap, where individuals may have positive attitudes toward mindful consumption but do not translate them into actual actions. Other factors, such as perceived behavioral control, social norms, or external conditions like price and access to environmentally friendly products, may be more influential in shaping mindful consumption behavior. Thus, even though eWOM provides information that encourages awareness, and even though individuals' attitudes toward mindful consumption become more positive, these attitudes are not yet able to effectively bridge the gap between the influence of eWOM and actual behavior.

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The Influence of EWOM on Mindful Consumption Behavior Mediated by Religiosity

Electronic Word of Mouth (eWOM) is a form of communication between consumers conducted through digital media and is highly influential in shaping perceptions and purchasing decisions (Gabriella et al., 2021). When religious individuals receive information through eWOM, they do not necessarily accept the information passively; instead, they filter it through the spiritual values they hold. Religiosity. In the context of consumption, Religiosity acts as an ethical filter that influences how individuals respond to information, including from eWOM. Individuals with high Religiosity are more selective in responding to eWOM. They are more likely to engage in mindful consumption behavior, which involves considering their values, genuine needs, and the social and environmental impacts (Gupta et al., 2023).

Based on the results of the indirect effect test above, a t-statistic value of 3.394 was obtained, which means that 3.394 > 1.96 and a p-value of 0.001 < 0.05. Thus, Religiosity can mediate the relationship between EWOM and mindful consumption behavior. The results of this study align with the research conducted by Gupta et al. (2021), which found that Religiosity plays a significant role in shaping consumption behavior that prioritizes social and environmental responsibility. These findings suggest that the influence of eWOM on mindful consumption behavior does not occur directly, but rather through the internalization of religious values within individuals.

When someone has a high level of Religiosity, information obtained from eWOM will be more easily filtered and interpreted through the lens of religious values. In other words, eWOM reinforces Religiosity, and Religiosity ultimately influences individuals to behave more mindfully in their consumption. This mediation process demonstrates that Religiosity serves as a moral and spiritual bridge, directing the influence of eWOM toward real-world actions in the form of wise, ethical, and responsible consumption.

The Influence of EWOM on Mindful Consumption Behavior Mediated by Mindfulness

(Mohammad et al., 2021) defines Mindfulness as full awareness of the present moment, experienced with an open and non-judgmental attitude. Individuals with high levels of Mindfulness will process information from eWOM reflectively, without rushing, and consider its impact thoroughly.

This encourages the formation of mindful consumption behavior, which is characterized by consumption that is carried out with consideration of value, needs, and social and environmental impacts (Ilmalhaq et al., 2024). Based on the results of the indirect effect test above, a t-statistic value of 6.022 was obtained, which means that 6.022 > 1.96 and a p-value of 0.000 < 0.05.

Thus, to some extent, Mindfulness can mediate the relationship between EWOM and mindful consumption behavior. The results of this study align with the research conducted by Geiger et al. (2019), which found that Mindfulness can strengthen the relationship between sustainable consumption behavior and digital information, such as eWOM. This finding suggests that the influence of eWOM on conscious consumption behavior does not occur directly, but rather through an increase in individual Mindfulness.

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Mindfulness serves as an internal mechanism that helps individuals control their impulses, consider ethical values, and make more informed and responsible decisions about their consumption. Thus, eWOM not only conveys information but also triggers self-awareness and full attention to every consumption action taken. This mediation process shows that Mindfulness is key in transforming the influence of digital information into mindful consumption behavior, thereby enhancing the effectiveness of eWOM in shaping more conscious and sustainable consumption patterns.

CONCLUSION

Based on the results and discussion, EWOM has a positive and significant influence on Mindful Consumption Behavior. EWOM has a positive and considerable impact on Attitude. EWOM has a positive and significant effect on Religiosity. EWOM has a positive and substantial influence on Mindfulness. Attitude has no significant effect on Mindful Consumption Behavior. Religiosity has a positive and significant impact on Mindful Consumption Behavior. Mindfulness has a positive and significant effect on Mindful Consumption Behavior. Attitude cannot mediate the impact of EWOM on Mindful Consumption Behavior. Religiosity can mediate the relationship between EWOM and Mindful Consumption Behavior. Mindfulness can mediate the relationship between EWOM and Mindful Consumption Behavior.

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