Abstract

Research Proposal Title: *"Do the quality dimensions of m-fashion rental apps influence e-WOM intention of Gen Z? The roles of shame, perceived hygiene, and green altruism"*

Fashion rental apps have emerged as a sustainable alternative to fast fashion, particularly among Gen Z consumers who value convenience, affordability, and eco-consciousness. While prior research has primarily focused on adoption intentions, limited attention has been given to post-adoption behaviors such as electronic word of mouth (eWOM). Drawing upon the DeLone and McLean Information Systems Success (ISS) model, this study investigates how three key digital quality dimensions—information quality, system quality, and perceived interaction quality—influence Gen Z users' intention to engage in eWOM. Additionally, the moderating roles of shame, green altruism, and perceived hygiene are examined to provide a more comprehensive understanding of the psychological and contextual factors shaping this behavior.

Using a deductive reasoning approach, we plan to employ a quantitative research design with purposive sampling to collect data from active users of mobile-based fashion rental platforms. The hypothesized relationships will be assessed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings are expected to offer both theoretical and practical implications by enriching the post-adoption literature in digital fashion services and guiding practitioners in enhancing platform design, communication strategies, and user trust. This study also advances the applicability of the ISS model in the context of sustainable consumption and Gen Z user engagement.