



Content marketing and brand awareness as predictors of local streetwear purchase decisions on social media

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ABSTRACT

Local fashion labels now lean heavily on social platforms to stay visible, yet little quantitative work has looked at how two of these levers, content and brand recognition, jointly move someone toward actually buying from a local streetwear label. Working from a cross-sectional, quantitative design, this paper examined whether content marketing and brand awareness were associated with purchase decisions among buyers of Thanksinsomnia, a Jakarta-based streetwear brand. Two hundred Instagram and TikTok followers already familiar with the label took part, chosen through purposive sampling, with responses processed in SmartPLS 4 using partial least squares structural equation modeling. Both predictors showed a positive, statistically significant association with purchase decisions, content marketing ($\beta = 0.261$, $t = 3.362$, $p = .001$) and brand awareness ($\beta = 0.259$, $t = 3.367$, $p = .001$), though each carried only a small effect ($f^2 = 0.057$ and 0.058). Jointly, the two variables accounted for a modest 21.3% of the spread in purchase decisions ($R^2 = 0.213$), leaving most of the explanation to factors sitting outside this model. Put simply, buyers who encountered steadier, clearer content and recognized the brand more readily leaned somewhat more toward purchasing, though neither factor alone carries much weight. Results carry the usual caveats of a cross-sectional, non-probability design.

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INTRODUCTION

Fashion marketing has largely migrated onto social platforms, nudging brands away from traditional advertising and toward content built specifically for an online audience. One label for this shift is content marketing, broadly understood as producing and sharing material that draws an audience in and gives them something of value along the way (Perangin-angin et al., 2024). Instagram and TikTok, in particular, let a brand show off its products through photos, short clips, and visual styling, feeding directly into how engaged an audience becomes (Adheliana & Sandy, 2023).

Beyond simple visibility, content posted this way often works toward brand awareness, the degree to which buyers can recognize or recall a label on their own, widely treated as the earliest stage of building a product's identity in the market (Suardana et al., 2024). A name that comes to mind more easily tends to get a second look when a purchase decision is actually being made. Within fashion specifically, that decision rarely rides on product quality alone; it also hinges on how well a label has planted itself in buyers' minds through its digital presence (Fatimah et al., 2026).

Thanksinsomnia, a streetwear label based in East Jakarta, runs an active presence across Instagram and TikTok, posting product promos, campaign visuals, everyday lifestyle shots, and short-form video. Its accounts counted upward of 800,000 Instagram followers and 126,000 on TikTok at the time of this study. A large following, though, does not guarantee strong recognition or a greater pull toward purchasing, since much depends on whether the content itself actually holds attention and invites people to engage with it.

Earlier work has circled these two variables from several angles. Febriani et al. (2024) looked at how a content marketing strategy shaped brand awareness on a single TikTok account. Rahma et al. (2025) linked both content marketing and brand awareness to purchase decisions among Wardah cosmetics buyers in Surabaya. Oktaviani and Wandebori (2024) placed brand awareness between content marketing and word of mouth at Lazada Indonesia. Nguyen et al. (2024) reported that TikTok-based content marketing built brand awareness among platform users, while Hidayatullah et al. (2025) found awareness sitting between influencer and social media marketing on one side and purchase decisions on the other, among Gen Z TikTok Shop buyers. Izza et al. (2024) traced a similar pattern linking content and influencer marketing to brand awareness and purchase interest on TikTok Shop, and Shafiq et al. (2024) found awareness mediating the pull from social media marketing toward purchase decisions. Looking at Erigo, another Indonesian streetwear name, Prabowo and Komaladewi (2024) found Instagram marketing shaping both purchase intention and the decision itself, while Maharani (2025) reported content and influencer marketing driving purchase decisions through awareness as a go-between. Fatimah and Zaerofi (2025) tied content marketing to local clothing purchases on TikTok among Gen Z, and Wijaya and Genoveva (2025), again looking at Erigo, found social media engagement shaping both brand image and the purchase decision. Pandia et al. (2025) found content marketing, brand loyalty, and online reviews together moving purchase decisions on TikTok Shop, and Amperawati et al. (2024) linked brand awareness to purchase decisions among Indonesian online shoppers more broadly. Much of this work, though, sits in cosmetics, e-commerce, food service, or other streetwear names taken one at a time by platform, and treats brand awareness either as a direct predictor or as a mediator between marketing activity and purchase decisions, with little consistency in how that choice is made or justified across studies. This study treats content marketing and brand awareness as two parallel predictors of purchase decisions rather than positioning brand awareness as a mediator, since the goal here is to compare how much each variable contributes on its own, not to trace a sequential path from content exposure to recognition to purchase; a mediation model would also require a clear theoretical reason why content marketing's link to purchase decisions should run mainly through awareness, which the studies reviewed above do not establish consistently for a single local streetwear brand. How content marketing and brand awareness work together as parallel predictors, specifically for a local streetwear label active on both Instagram and TikTok, is where the evidence thins out, and that gap is what this study takes on.

A pilot study was conducted with 10 Instagram and TikTok users who met the eligibility criteria described in the Research Method section, to check the clarity and face validity of the questionnaire items before full distribution. All ten pilot respondents recognized Thanksinsomnia, nine reported that its content prompted them to browse its products further, and seven had purchased from the brand before. No wording or scaling issues emerged during the pilot, so the

instrument proceeded to the main survey unchanged. Given the small, non-random size of this pilot group, its results are reported only to document the pre-test process and are not treated as findings in their own right.

Against that backdrop, this study sets out to test whether content marketing and brand awareness are associated with purchase decisions for Thanksinsomnia products, built around three hypotheses drawn from the literature above. H1 holds that content marketing is positively and significantly associated with purchase decisions, on the premise that content perceived as shareable, clear, and engaging lowers the effort needed to evaluate a product and builds familiarity that carries into a purchase decision. H2 holds that brand awareness is positively and significantly associated with purchase decisions, on the premise that a brand consumers can recognize and recall more readily is more likely to be included among the options they actually consider. H3 holds that, taken together, content marketing and brand awareness account for a statistically significant share of the variance in purchase decisions, reflecting the expectation that the two predictors capture distinct but related routes, informational and reputational, through which a consumer arrives at a purchase decision. On the theory side, the study adds quantitative ground to digital marketing research focused on a local fashion label; practically, it offers Thanksinsomnia and comparable brands some direction for shaping content and building recognition on social platforms.

RESEARCH METHOD

A cross-sectional, quantitative explanatory design anchored this study, with every respondent answering at a single point rather than across repeated waves, built specifically to check whether content marketing and brand awareness were associated with purchase decisions for Thanksinsomnia products.

Respondents were drawn from Instagram and TikTok users who already knew of, or had crossed paths with, Thanksinsomnia's content on either platform. With no full list of this group available, its exact size could not be pinned down, so sampling proceeded through a non-probability, purposive route instead (Subhaktiyasa, 2024). Three conditions had to be met to qualify: recognizing the Thanksinsomnia brand, having seen its content on Instagram or TikTok, and being at least 17 years old. These criteria were set at brand awareness rather than at confirmed prior purchase, since the purchase decision items used here ask respondents to rate general purchase considerations, such as how product choice, price, or payment method would factor into a decision, rather than to recall one specific completed transaction; this allowed both past buyers and brand-aware non-buyers to respond, though it also means the construct captures purchase-related judgment more than confirmed purchase behavior, a distinction returned to in the limitations. Plugging a 95% confidence level ($Z = 1.96$), an assumed population split of 0.5, and a 10% margin into the Lemeshow formula put the floor at 96.04 respondents, rounded to 100. A separate a priori power check, run with a medium effect size $f^2 = 0.15$ (Hair et al., 2021), alpha at .05, power at .95, and two predictors in play, pushed that floor to 107. A medium effect size was assumed at this planning stage in the absence of prior effect-size estimates for this specific brand and product category; the effect sizes observed later ($f^2 = 0.057$ and 0.058) turned out smaller than this planning assumption, meaning the study was adequately powered to detect effects of the size it ultimately found, though a study planned around the true, smaller effect size would have called for a larger sample than 107. The study ultimately gathered 200 qualifying respondents, clear of both thresholds. Because purposive sampling draws from a non-probability pool rather than a random selection from the population, the resulting group makes no claim to standing in for the broader population statistically, and the associations reported later should be read as describing this sample rather than as effects that generalize causally beyond it.

Responses came in online between June and July 2026 through a self-administered Google Form. Screening questions up front checked brand familiarity and prior exposure to the brand's content, automatically ending the survey for anyone who answered no; age was captured separately in the identity section. Before moving further, respondents were told their identity and answers would stay confidential and serve academic purposes only, and continuing past that notice counted as informed consent.

The study traces how content marketing and brand awareness, each gauged through Instagram and TikTok, relate to purchase decisions for Thanksinsomnia, laid out conceptually in Figure 1.

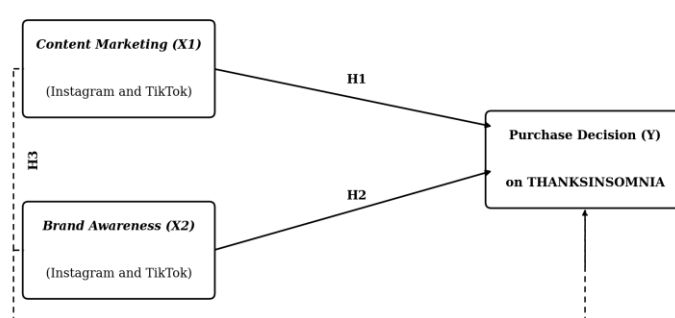


Figure 1. Conceptual Framework

Seventeen statements made up the instrument, rated on a five-point scale running from 1 (strongly disagree) to 5 (strongly agree). Five items covered content marketing, built around being shareable, easy to follow, incentive-driven, easy to find, and engaging (Oktaviani & Wandebori, 2024). Four covered brand awareness, spanning recognition, recall, familiarity, and top-of-mind status (Perangin-angin et al., 2024). Eight covered purchase decisions, touching product choice, brand choice, dealer choice, timing, quantity, and payment method, with dealer choice and payment method each split between Instagram and TikTok. All items were written directly in Indonesian by the researcher from these indicator sets without altering the underlying indicator definitions, so no translation step was needed, and every construct was treated as reflective, measured through multiple indicators apiece. Item clarity was checked through the pilot study described in the Introduction before the main survey was distributed; no formal expert-judgment panel was convened to validate item content beforehand, which is noted as a limitation on the instrument's content validation process.

Respondent characteristics were laid out descriptively, while the three hypotheses went through partial least squares structural equation modeling in SmartPLS 4 (Hair et al., 2021). Checking the measurement model meant three things: convergent validity, via outer loadings at or above 0.70 paired with an AVE of at least 0.50; discriminant validity, via a heterotrait-monotrait ratio staying under 0.90 (Hair et al., 2021); and reliability, via Cronbach's alpha and composite reliability each clearing 0.70 (Cheung et al., 2024). On the structural side, R-square and adjusted R-square captured overall explanatory power, an F-test on R-square checked whether the two predictors mattered jointly, and effect size (f^2) sorted contributions into small (0.02), medium (0.15), or large (0.35) (Hair et al., 2021). Bootstrapping supplied the path-coefficient tests, with a hypothesis counted as supported once its t-statistic cleared 1.96 and its p-value dropped under .05. Collinearity between the two predictor constructs was checked through the variance inflation factor (VIF), with a threshold below 5 indicating no problematic collinearity (Hair et al., 2021). Common method bias was assessed through Harman's single-factor test, in which a single factor accounting for less than 50% of the total variance indicates that common method bias is unlikely to

be a serious concern (Castillo et al., 2025). Path coefficients and HTMT values were further evaluated through 95% bootstrap confidence intervals based on 5,000 resamples, and predictive relevance was assessed through Q^2_{predict} using a 10-fold cross-validation procedure as an alternative to blindfolding, benchmarked against a linear regression model (Sharma et al., 2023). Because H3 concerns the joint, simultaneous contribution of both predictors rather than a single directional path, it was tested through an F-test on R-square rather than through an individual bootstrapped path coefficient, consistent with how joint explanatory power is assessed in PLS-SEM when no single path represents the hypothesis being tested.

RESULTS AND DISCUSSIONS

Respondent Characteristics

Table 1. Respondent Characteristics

Characteristics	Categories	Frequency	Percentage (%)
Gender	Male	164	82.00%
	Female	36	18.00%
Total		200	100.00%
Age	17–20 years	118	59.00%
	21–25 years	76	38.00%
	26–30 years	6	3.00%
	> 30 years	0	0.00%
Total		200	100.00%

Two hundred respondents cleared the sampling criteria and entered the final dataset, with their profile laid out in Table 1. Men made up the larger share at 164 (82.00%), against 36 women (18.00%), a skew that likely reflects both Thanksinsomnia's product styling and the purposive recruitment method, which drew disproportionately on the researcher's own network. By age, the 17–20 bracket dominated at 118 (59.00%), trailed by 21–25 at 76 (38.00%) and 26–30 at just 6 (3.00%), with nobody older than 30 represented. This profile, skewed young and male, likely narrows the range of brand familiarity and purchasing habits captured here, a point returned to in the limitations below. Characteristics beyond gender and age, such as occupation, income, or usage frequency, were not collected and are flagged as a gap for future research.

Outer Model Testing

Seventeen items made up the instrument in total, five for content marketing, four for brand awareness, and eight for purchase decisions. Convergent validity rested on outer loadings and AVE, and every one of the 17 indicators cleared the 0.70 loading mark (Hair et al., 2021), as Table 2 lays out.

Table 2. Outer Loading Results

Indicator	Content Marketing (X1)	Brand Awareness (X2)	Purchase Decision (Y)	Validity
CM1	0.864			Valid
CM2	0.873			Valid
CM3	0.867			Valid
CM4	0.843			Valid
CM5	0.731			Valid
BA1		0.813		Valid
BA2		0.873		Valid
BA3		0.908		Valid
BA4		0.876		Valid
KP1			0.826	Valid

KP2	0.847	Valid
KP3	0.806	Valid
KP4	0.801	Valid
KP5	0.862	Valid
KP6	0.928	Valid
KP7	0.882	Valid
KP8	0.804	Valid

AVE followed the same pattern, landing at 0.701 for content marketing, 0.754 for brand awareness, and 0.715 for purchase decisions, each comfortably past the 0.50 line and confirming convergent validity across all three constructs (Hair et al., 2021), per Table 3.

Table 3. Average Variance Extracted (AVE) Results

Construct	Criterion	AVE
Content Marketing (X1)	> 0.50	0.701
Brand Awareness (X2)	> 0.50	0.754
Purchase Decision (Y)	> 0.50	0.715

Table 4. HTMT Results

	Brand Awareness	Content Marketing	Purchase Decision
Brand Awareness (X2)			
Content Marketing (X1)	0.630		
Purchase Decision (Y)	0.433	0.439	

Table 5. Reliability Results

Variable	Criterion	Cronbach's Alpha	Composite Reliability
Content Marketing (X1)	≥ 0.70	0.893	0.905
Brand Awareness (X2)	≥ 0.70	0.891	0.906
Purchase Decision (Y)	≥ 0.70	0.943	0.944

Discriminant validity rested on the heterotrait-monotrait ratio alone here, detailed in Table 4, with every value sitting under the 0.90 ceiling and confirming that the constructs held apart from each other (Hair et al., 2021). The 95% bootstrap confidence intervals for these HTMT values (content marketing–brand awareness [0.495, 0.753], content marketing–purchase decision [0.299, 0.573], brand awareness–purchase decision [0.294, 0.572], 5,000 resamples) stayed well clear of 1, reinforcing that discriminant validity held up under resampling rather than resting on a single point estimate. Cross-loading and the Fornell-Larcker criterion were left out of this check, a gap flagged later as a limitation. Reliability held up too, Table 5, with Cronbach's alpha and composite reliability both clearing 0.70 across all three constructs, pointing to a dependable instrument (Hair et al., 2021). Collinearity between content marketing and brand awareness was low (VIF = 1.494), well below the threshold of 5, indicating that multicollinearity did not distort the path estimates. Harman's single-factor test showed that a single factor accounted for 46.5% of the total variance, below the 50% threshold, suggesting that common method bias was not a serious concern in this dataset (Castillo et al., 2025).

Inner Model Testing

Table 6. R-Square Results

	R-Square	R-Square Adjusted
Purchase Decision (Y)	0.213	0.205

R-square for purchase decisions landed at 0.213, adjusted to 0.205 (Table 6), sitting in the weak band (Hair et al., 2021). In practice, that means content marketing and brand awareness together are associated with only about a fifth of the variation in purchase decisions, leaving roughly 79% to factors sitting outside this model entirely, price or product quality among them. Because H3 concerns the joint, simultaneous contribution of both predictors rather than a single directional path, it cannot be represented as one row in a bootstrapped path-coefficient table; instead, it was tested through an F-test on R-square, the standard way of checking whether a set of predictors jointly explains a significant share of variance in a dependent variable. That test came back significant, $F(2, 197) = 26.66$, $p < .001$, supporting H3 even though the proportion of variance explained remains modest.

Table 7. Effect Size (f^2) Results

Path	f^2
Content Marketing (X1) → Purchase Decision (Y)	0.057
Brand Awareness (X2) → Purchase Decision (Y)	0.058

Table 7, meanwhile, puts both individual effect sizes in the small range (0.057 for content marketing, 0.058 for brand awareness), signaling that neither predictor carries much weight alone (Hair et al., 2021).

Hypothesis Testing

Table 8. Hypothesis Testing Results

Hypothesis	Path Coefficient	t-Statistic	p-Value	95% CI	Conclusion
Content Marketing (X1) → Purchase Decision (Y)	0.261	3.362	< .001	[0.105, 0.413]	Significant
Brand Awareness (X2) → Purchase Decision (Y)	0.259	3.367	< .001	[0.119, 0.416]	Significant

Bootstrapped results, gathered in Table 8, supported both paths. Content marketing showed a positive, significant association with purchase decisions ($\beta = 0.261$, $SE = 0.078$, $t = 3.362$, $p = .001$, 95% CI [0.105, 0.413]), backing H1, a pattern consistent with steadier, clearer, more engaging content going together with a stronger pull toward buying, though the cross-sectional design cannot establish that one produces the other. Brand awareness followed the same shape ($\beta = 0.259$, $SE = 0.077$, $t = 3.367$, $p = .001$, 95% CI [0.119, 0.416]), backing H2. Paired with the significant F-test reported above, these two results together back H3. Predictive relevance was further assessed through Q^2_{predict} using 10-fold cross-validation; the model produced a Q^2_{predict} value of 0.192, above zero and indicating small-to-moderate predictive relevance beyond the sample used to estimate the model (Sharma et al., 2023).

Discussion

Content Marketing and Purchase Decisions

Content marketing showed a positive, significant association with purchase decisions, echoing Rahma et al. (2025) on Wardah cosmetics, Oktaviani and Wandebori (2024), Satiawan et al. (2023) on TikTok, and Amarta and Sidharta (2024). In a streetwear context specifically, content that is shareable, clear, and engaging plausibly works by lowering the effort a buyer needs to evaluate a product: repeated exposure to campaign visuals and styling content substitutes, in part, for trying a garment in person, which matters more for apparel than for categories where quality is easier to judge from a distance. Statistically, the association is clear ($p = .001$); practically, an f^2 of 0.057 falls in the small-effect range, meaning content marketing shifts purchase decisions at the margin rather than driving them outright. That gap between statistical and practical significance is plausible here because a purchase decision for a streetwear item likely also answers to price, fit, and what peers

are wearing, none of which this model captures, and because the sample's young, brand-aware, purposively recruited composition may itself compress the variation that content marketing has room to explain.

Brand Awareness and Purchase Decisions

Brand awareness likewise showed a positive, significant association with purchase decisions, in step with Rahma et al. (2025), Adriyanto and Subakti (2023), and Pondra et al. (2024), the latter finding awareness operating as a mediator for a different local product, a role this study did not test for, as explained in the Introduction. A plausible mechanism here is that recognition narrows a streetwear buyer's consideration set before price or styling is even weighed: a brand that comes to mind unprompted gets a look that an unfamiliar one does not. As with content marketing, the effect size ($f^2 = 0.058$) is small despite the significant association, suggesting that brand awareness nudges rather than determines the decision, likely because streetwear purchases also hinge on peer influence, drop timing, and price points that awareness alone does not capture.

Content Marketing and Brand Awareness Together, and What Lies Outside the Model

Together, content marketing and brand awareness accounted for 21.3% of the variance in purchase decisions, a weak share by conventional R^2 benchmarks (Hair et al., 2021), though the F-test confirms this contribution is not attributable to chance. The low VIF and a Harman's single-factor result of 46.5% suggest this modest share is not an artifact of collinearity or common method bias, which strengthens confidence that the remaining 78.7% genuinely reflects factors this model did not include. Price is a likely candidate, since streetwear buyers often weigh cost directly against perceived exclusivity. Product quality and fit matter in ways that content and recognition alone cannot substitute for, ongoing promotions or discounts can override both variables at the point of decision, and brand trust, distinct from mere awareness, may determine whether recognition actually translates into a purchase. Electronic word of mouth, peer reviews and resale-market chatter in particular, also carries weight in streetwear communities and was not measured here. This pattern is broadly consistent with Hanaysha (2022), who found social media marketing features explaining only part of purchase decisions, with brand trust filling in much of the remainder. Prabowo and Komaladewi (2024) point to a similar ceiling on what marketing-side variables alone can explain for a local streetwear brand, and Wijaya and Genoveva (2025) found the same for Erigo. This study's distinct contribution is testing content marketing and brand awareness as parallel predictors, rather than as a mediated or single-variable model, for a different local label, Thanksinsomnia, offering a direct point of comparison for how much purchase-decision variance these two routes can jointly carry in this product category.

CONCLUSION

This study examined whether content marketing and brand awareness were associated with purchase decisions for Thanksinsomnia among 200 Instagram and TikTok users. Content marketing showed a positive, significant association ($\beta = 0.261$, 95% CI [0.105, 0.413], $t = 3.362$, $p = .001$, H1 supported), as did brand awareness ($\beta = 0.259$, 95% CI [0.119, 0.416], $t = 3.367$, $p = .001$, H2 supported). Combined, the two accounted for 21.3% of the variance in purchase decisions, a weak share, though their joint contribution still tested significant, $F(2, 197) = 26.66$, $p < .001$, backing H3, and the model showed small-to-moderate predictive relevance beyond the estimation sample ($Q^2_{\text{predict}} = 0.192$). Read together, these results point to steadier, clearer content paired with stronger brand recognition tracking with a somewhat greater pull toward purchasing Thanksinsomnia products, even though each factor's individual pull stayed modest and most of what drives the decision sits elsewhere. On the theory side, this adds quantitative weight to content marketing and brand awareness research within a local streetwear setting; practically, it

points Thanksinsomnia and similar labels toward steady, informative, relevant content alongside work on brand recognition, partnering with creators who fit the brand's identity being one route. Limitations here include the cross-sectional design, which rules out causal claims and means the associations reported should be read as patterns within this sample rather than effects that generalize beyond it; the reliance on non-probability purposive sampling, which, combined with a respondent pool skewed young and male, likely narrows the range of brand familiarity and purchasing habits captured and limits how far these findings extend to other consumer segments; a purchase decision construct that captured general purchase considerations rather than confirmed past purchases, and so may reflect purchase-related judgment more than actual buying behavior; the absence of a formal expert-judgment panel to validate item content; and a discriminant-validity check that leaned on the heterotrait-monotrait ratio alone, without cross-loading or the Fornell-Larcker criterion. Future work might bring in variables like price, product quality, brand image, or electronic word of mouth, move toward a longitudinal or probability-based design where feasible, and look at other local fashion brands for comparison.

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