

Driving Thrifting Purchase Intention Through Content Marketing and Consumer Attitude: A Mediating Role Approach

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Abstract - The rapid growth of digital marketing and the increasing popularity of thrifting products have changed the way consumers make purchasing decisions. Although previous studies have widely examined the influence of content marketing on consumer behavior, limited research has specifically investigated its effect on purchase intention toward thrifting products, particularly through the mediating role of consumer attitude among Generation Z consumers. Therefore, this study aims to examine the effect of content marketing on purchase intention with consumer attitude as a mediating variable in the context of thrifting products. A quantitative approach was employed using Structural Equation Modeling–Partial Least Squares (SEM-PLS). Data were collected through an online questionnaire distributed via social media platforms, resulting in 100 valid responses from Generation Z consumers. The findings reveal that content marketing has a significant positive effect on consumer attitude and purchase intention. Furthermore, consumer attitude significantly influences purchase intention and mediates the relationship between content marketing and purchase intention. The R-square values indicate moderate explanatory power, with 0.57 for consumer attitude and 0.68 for purchase intention. This study contributes to the literature by extending the understanding of the psychological mechanism through which content marketing influences purchase intention in the context of sustainable fashion consumption. The findings also provide practical implications for marketers in designing engaging, informative, and credible digital content to strengthen consumer attitudes and encourage purchase intention toward thrifting products.

Keywords: Content marketing; Consumer attitude; Purchase intention

1. Introduction

The rapid development of digital technology has significantly transformed marketing strategies, particularly in the way businesses communicate with consumers. The growth of internet access and social media usage has encouraged companies to adopt more interactive, flexible, and consumer-centered marketing approaches (Annur, 2023; Shilvina Widi, 2023; We Are Social, 2023). Social media platforms such as Instagram, TikTok, and WhatsApp have become dominant channels for delivering marketing content, especially among Generation Z, who are characterized by high digital engagement and strong responsiveness to online information (Csobanka, 2016; Lubis & Dasopang, 2020).

One of the consumption trends increasingly shaped by digital communication is the growing popularity of thrifting products. Thrifting refers to the purchase of second-hand or pre-loved fashion items that are still in good condition and offered at relatively affordable prices. In recent years, thrifting has gained increasing attention not only because of its economic value but also because of its relevance to sustainability and conscious consumption. Consumers are becoming more aware of environmental issues, encouraging a shift toward more responsible and sustainable fashion behavior (Adialita et al., 2022). In this regard, thrifting is often associated with affordability, uniqueness, and environmentally friendly consumption.

In the digital marketplace, content marketing has become one of the most important strategies for influencing consumer perceptions and behavioral responses. Content marketing emphasizes the creation and distribution of valuable, relevant, and engaging content in order to attract and retain a clearly defined audience. Compared to traditional promotional approaches, content marketing offers more opportunities for interaction, storytelling, and relationship building with consumers. Previous studies have shown that content marketing can significantly affect consumer buying behavior and purchase-related responses in digital environments (Ansari et al., 2019; Chen et al., 2021; Andasari & Anshori, 2023). This indicates that the quality and relevance of digital content can shape the way consumers evaluate products and brands.

From a consumer behavior perspective, the effect of content marketing on purchase intention is not always direct. Consumer responses to marketing stimuli often involve internal psychological processes before behavioral intentions are formed. One of the most important psychological variables in this context is consumer attitude, which refers to an individual's positive or negative evaluation of a product or object (Annisawati & Ayuninda, 2019; Nurtiah & Abdillah, 2021). Consumers who hold more favorable attitudes toward a product are generally more likely to develop stronger purchase intentions. Previous studies have also indicated that attitude can serve as an important mediating variable between marketing communication and behavioral intention (Ho Nguyen et al., 2022; Zain et al., 2024).

Despite the increasing relevance of content marketing and the growing popularity of thrifting products, previous studies have largely focused on general online shopping behavior, branded products, skincare, or conventional e-commerce contexts (Pasaribu et al., 2023; Rahmayanti & Dermawan, 2023). Limited studies have specifically examined how content marketing affects purchase intention toward thrifting products. In addition, the mediating role of consumer attitude in this relationship remains underexplored, particularly among Generation Z consumers who are highly exposed to social media and digital content.

The novelty of this study lies in integrating content marketing and consumer attitude into a unified framework to explain purchase intention toward thrifting products among Generation Z consumers. Unlike previous studies that generally focus on conventional products or broad online purchasing contexts, this research specifically addresses thrifting as a form of sustainable fashion consumption. Furthermore, this study highlights consumer attitude as a mediating variable, providing a more comprehensive explanation of the psychological mechanism through which digital content marketing influences purchase intention.

Therefore, this study aims to analyze both the direct and indirect effects of content marketing on purchase intention through consumer attitude. The findings are expected to contribute to the development of digital marketing and consumer behavior literature, especially in the context of sustainable fashion consumption, while also providing practical insights for businesses in designing more effective content-based strategies to attract Generation Z consumers.

Based on the literature review, this study proposes that content marketing influences purchase intention both directly and indirectly through consumer attitude. Content marketing provides valuable, relevant, and engaging information that shapes consumers' evaluations and perceptions of products. A positive consumer attitude is expected to strengthen consumers' willingness to purchase thrifting products. Accordingly, consumer attitude is proposed as a mediating variable in the relationship between content marketing and purchase intention. Based on the theoretical foundation and previous empirical studies, the following hypotheses are proposed:

H1: Content marketing has a positive and significant effect on purchase intention.

Previous studies suggest that informative, credible, and engaging digital content can enhance consumers' willingness to purchase products through increased trust and perceived value.

H2: Content marketing has a positive and significant effect on consumer attitude.

Content marketing provides relevant and valuable information that shapes consumers' positive evaluations and attitudes toward products.

H3: Consumer attitude has a positive and significant effect on purchase intention.

Consumers with more favorable attitudes toward thrifting products are expected to have stronger intentions to purchase those products.

H4: Consumer attitude mediates the relationship between content marketing and purchase intention.

Content marketing is expected to influence purchase intention indirectly by first creating positive consumer attitudes toward thrifting products.

2. Research Methods

This study adopts a quantitative research approach using a survey method to examine the relationships between content marketing, consumer attitude, and purchase intention in the context of thrifting products. A quantitative design is considered appropriate because it enables the researcher to test hypotheses and analyze relationships among variables using measurable data and statistical procedures (Yam & Taufik, 2021). This study is explanatory in nature, as it aims to explain the causal relationships between variables, particularly the direct and indirect effects of content marketing on purchase intention through consumer attitude.

The population of this study consists of Generation Z consumers who are active users of social media and have been exposed to content marketing related to thrifting products. Generation Z was selected because this generation is highly connected to digital platforms, frequently consumes online content, and is more likely to rely on social media in product evaluation and purchase decision-making (Csobanka, 2016; Lubis & Dasopang, 2020). The sampling technique used in this study is purposive sampling, which allows the researcher to select respondents based on specific criteria relevant to the research objectives (Lavrakas, 2013; Triyono, 2018).

The criteria for respondents in this study are:

1. belong to Generation Z,
2. actively use social media platforms such as Instagram, TikTok, or WhatsApp,
3. have seen or interacted with content marketing related to products, and
4. are familiar with thrifting products.

Data were collected using an online questionnaire distributed through social media platforms. The questionnaire was designed using a Likert scale of 1 to 5, ranging from strongly disagree (1) to strongly agree (5), which is commonly used in social science research to measure attitudes, perceptions, and behavioral tendencies (Budiaji, 2013). A total of 105 responses were collected. However, after the screening process, 5 responses were excluded due to incomplete or inconsistent answers, resulting in 100 valid responses used for analysis.

The research process was conducted systematically through several stages. First, the researcher identified the research problem and gap related to content marketing, consumer attitude, and purchase intention in the thrifting context. Second, a literature review was conducted to develop the theoretical foundation and conceptual framework of the study. Third, the questionnaire items were adapted from previous studies and adjusted to the research context. Fourth, the questionnaire was distributed online to respondents who met the specified criteria. Fifth, the collected data were screened to ensure completeness and consistency. Finally, the data were analyzed using the selected statistical technique to test the proposed hypotheses.

This study involves three main variables, namely content marketing as the independent variable (X), consumer attitude as the mediating variable (Z), and purchase intention as the dependent variable (Y). Content marketing was measured using indicators related to informativeness, entertainment, credibility, and relevance. Consumer attitude was measured based on evaluative responses toward thrifting products, while purchase intention was measured through respondents' willingness and interest to purchase thrifting products. All constructs were treated as reflective constructs.

The data analysis technique used in this study is Structural Equation Modeling–Partial Least Squares (SEM-PLS) with the assistance of SmartPLS 4.0. SEM-PLS was chosen because it is appropriate for predictive and explanatory models, can handle mediation analysis effectively, and is suitable for relatively small sample sizes (Musyaffi et al., 2022; Henseler & Fassott, 2010). The analysis consists of two main stages, namely the measurement model (outer model) and the structural model (inner model).

The measurement model was evaluated to assess the validity and reliability of the constructs. Convergent validity was examined through indicator loading and Average Variance Extracted (AVE), while reliability was assessed using Composite Reliability and Cronbach's Alpha. The structural model was evaluated to assess the explanatory power of the model and the significance of the hypothesized relationships. This includes the analysis of R-square (R^2) values, path coefficients, and bootstrapping procedures to determine the significance of direct and indirect effects.

To examine the mediating role of consumer attitude, this study used specific indirect effect analysis in SEM-PLS. A mediating effect is considered significant when the indirect relationship between the independent variable and dependent variable through the mediator is statistically supported. Through this approach, the study seeks to explain not only whether content marketing affects purchase intention, but also how that influence occurs through consumer attitude.

3. Results and Discussion

3.1 Respondent Characteristics

The respondents in this study consisted of 100 valid participants who met the research criteria and were included in the final analysis. These respondents were selected from a total of 105 collected questionnaires, of which 5 were excluded due to incomplete or invalid responses. The final sample represents Generation Z consumers who are active users of social media and have prior exposure to digital marketing content. This demographic group is highly relevant to the study because Generation Z tends to rely heavily on digital platforms when seeking product information, evaluating alternatives, and forming purchase decisions.

Based on gender distribution, the majority of respondents were female, accounting for 69%, while 31% were male. This finding suggests that female consumers may show relatively stronger engagement with fashion-related digital content and purchasing behavior, particularly in the context of thrifting products. In many cases, female consumers tend to be more involved in online product exploration, visual content consumption, and fashion-related social media interaction, which may influence their responses to content marketing activities.

In terms of age, the largest proportion of respondents was in the 17–21 years age group, representing 57% of the sample, followed by those aged 22–26 years at 31%. The remaining respondents were distributed across the age groups of 27–31 years (5%) and above 31 years (7%). These findings confirm that the majority of respondents fall within the core segment of Generation Z, which aligns with the intended target population of this study. This age group is generally characterized by intensive social media usage, digital literacy, and openness toward alternative fashion consumption such as thrifting.

Regarding occupational background, the largest group of respondents were students or university students, accounting for 45%, followed by employees at 31%. Other occupations included freelancers (9%), housewives (7%), entrepreneurs (5%), and others (3%). This distribution indicates that the respondent profile is dominated by younger consumers who are still in education or in the early stages of employment. This characteristic is particularly relevant in the context of thrifting products, as these consumers are often attracted to affordable, trend-driven, and value-oriented fashion alternatives.

In terms of monthly income, 38% of respondents reported an income between IDR 1,000,000 and IDR 4,000,000, while 31% earned below IDR 1,000,000, and another 31% reported income above IDR 4,000,000. This distribution suggests that respondents came from varied economic backgrounds, allowing the study to capture a broader perspective on purchase intention toward thrifting products. Since thrifting is often associated with affordability and cost-conscious consumption, income level may indirectly influence the appeal of second-hand fashion products among younger consumers.

Additionally, all respondents (100%) indicated that they had seen content marketing in social media and were familiar with product-related information in online platforms. This confirms that the respondents fulfilled the intended criteria and were considered suitable for examining the role of content marketing in shaping attitudes and purchase intention. The respondent characteristics overall indicate that the sample was highly relevant to the digital and fashion consumption context addressed in this study.

3.2 Measurement Model Assessment

The first stage of SEM-PLS analysis involved evaluating the measurement model (outer model) to assess the validity and reliability of the research constructs. This stage is essential to ensure that the indicators used in the study adequately measure the latent variables of content marketing, consumer attitude, and purchase intention.

Table 1. Results of Convergent Validity and Reliability Tests (Outer Model)

Variable	AVE	Composite Reliability	Cronbach' Alpha
Content Marketing (X)	0.613	0.905	0.873
Consumer Attitude (Z)	0.618	0.860	0.793
Intention To Purchase (Y)	0.629	0.871	0.803

Source: Data processed, 2026

a. Convergent Validity

Convergent validity was assessed by examining the outer loading values of each indicator. The results showed that all indicators had acceptable loading values and were therefore considered valid in measuring their respective constructs. For the content marketing construct, the indicators demonstrated strong loading values, indicating that dimensions such as informativeness, entertainment, credibility, and relevance were appropriate in representing the construct. Similarly, the consumer attitude construct showed acceptable loading values across its indicators, suggesting that the respondents' cognitive, affective, and evaluative responses toward thrifting products were adequately captured. The purchase intention construct also demonstrated strong loading values, confirming that the indicators successfully represented respondents' intention to purchase thrifting products. Convergent validity was also assessed using the Average Variance Extracted (AVE) value. The results showed that all constructs had AVE values above the acceptable threshold of 0.50, indicating that each latent variable explained more than half of the variance of its indicators. This confirms that the measurement items used in this study had sufficient convergent validity.

b. Reliability

Reliability testing was conducted using Cronbach's Alpha and Composite Reliability to assess the internal consistency of the measurement items within each construct. The results showed that all constructs achieved reliability values above the acceptable threshold, indicating satisfactory internal consistency. The content marketing construct demonstrated strong reliability, indicating that the indicators consistently measured the same concept. Likewise, the consumer attitude and purchase intention constructs also showed acceptable reliability values. These results confirm that the measurement instrument used in this study was both valid and reliable, and therefore suitable for further structural model analysis. Overall, the outer model evaluation indicates that all constructs in this study met the required standards of validity and reliability. This means that the measurement model was statistically sound and capable of supporting the testing of the structural relationships among the variables.

c. Discriminant Validity

Discriminant validity was assessed using the Fornell-Larcker criterion. The results showed that the square root of the Average Variance Extracted (AVE) for each construct was greater than its correlations with the other

constructs, indicating satisfactory discriminant validity. This finding demonstrates that each construct is empirically distinct from the others and adequately measures its intended concept. Therefore, the measurement model satisfies the recommended discriminant validity criteria.

Table 2. Discriminant Validity Results (Fornell–Larcker Criterion)

Variable	Content Marketing (X)	Consumer Attitude (Z)	Intention To Purchase (Y)
Content Marketing (X)	0.783		
Consumer Attitude (Z)	0.755	0.786	
Intention To Purchase (Y)	0.703	0.762	0.793

Source: Data processed, 2026

The diagonal values represent the square root of the Average Variance Extracted (AVE). All diagonal values are greater than the inter-construct correlations, indicating that the discriminant validity criterion has been satisfied.

3.3 Structural Model Assessment

After the measurement model was confirmed to be valid and reliable, the next stage involved evaluating the structural model (inner model). The structural model assessment was conducted to determine the predictive power of the model and to examine the relationships among the latent variables.

a. Coefficient of Determination (R-Square)

The structural model evaluation showed that the R-square value for Consumer Attitude was 0.570, indicating that Content Marketing explained 57.0% of the variance in Consumer Attitude. Meanwhile, the R-square value for Purchase Intention was 0.680, indicating that Content Marketing and Consumer Attitude jointly explained 68.0% of the variance in Purchase Intention. The detailed results are presented in Table 3.

Table 3. R-Square (R^2) Results of the Structural Model (Inner Model)

Variabel	R-Square	R-Square Adjusted
Intention To Purchase (Y)	0.680	0.673
Consumer Attitude (Z)	0.570	0.565

Source: Data processed, 2026

b. Effect Size (F-Square)

The F-square (F^2) value was also examined to determine the effect size of each exogenous variable on the endogenous variables. The findings revealed that content marketing had a strong effect on consumer attitude, while the effects of content marketing on purchase intention and consumer attitude on purchase intention were in the moderate range.

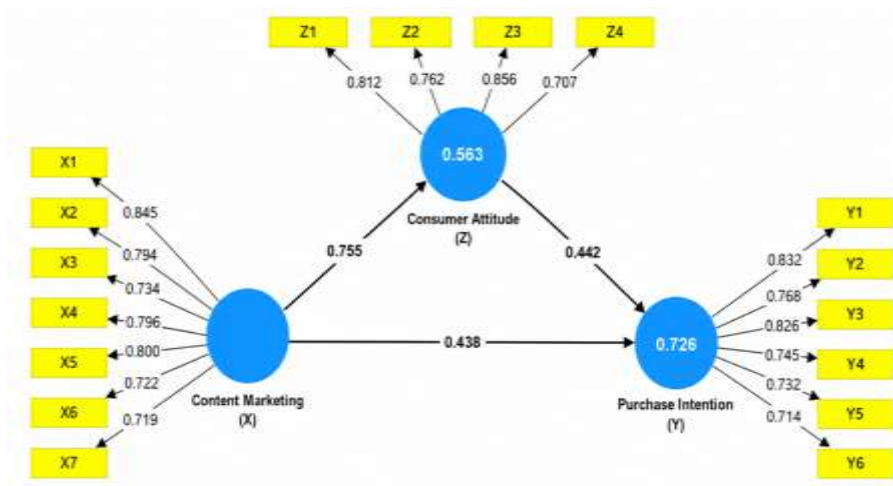
Table 4. Effect Size (f^2) Results of the Structural Model

	Content Marketing	Intention To Purchase (Y)	Consumer Attitude (Z)
Content Marketing (X)		0.257	1.325
Intention To Purchase (Y)		-	-
Consumer Attitude (Z)		0.263	-

Source: Data processed, 2026

To provide a visual representation of the measurement model evaluation, Figure 1 illustrates the relationships between the latent variables and their respective indicators. As shown in Figure 1, all indicators are associated with their corresponding constructs, demonstrating the measurement model used in this study.

Figure 1 shows the measurement (outer) model used in this study. The model consists of three latent constructs: Content Marketing (X), Consumer Attitude (Z), and Purchase Intention (Y), each measured by their respective indicators. The outer loading values indicate that all indicators adequately represent their corresponding constructs, supporting the convergent validity of the measurement model. The complete results of the validity and reliability evaluation are presented in Table 1.



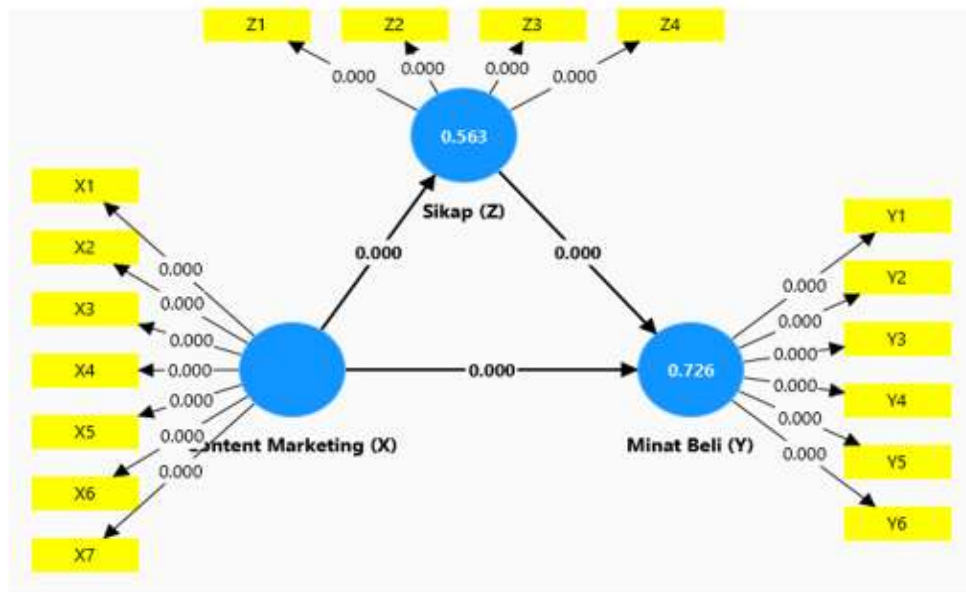
Source: Data Processed, 2026

Figure 1. Measurement Model Test

3.4 Hypothesis Testing

Hypothesis testing was conducted using the bootstrapping procedure in SmartPLS 4.0. The significance of the relationships was assessed based on T-statistic values greater than 1.96 and P-values less than 0.05. The results showed that all hypothesized relationships in the study were statistically significant.

To evaluate the proposed hypotheses, the structural model was analyzed using the bootstrapping procedure in SmartPLS 4.0. As shown in Figure 2, the bootstrapping results present the estimated path coefficients and t-statistics used to examine the significance of the relationships among the research variables.



Source: Data processed, 2026

Figure 2. Bootstrapping Test Result

Figure 2 presents the results of the bootstrapping analysis of the structural model. The figure illustrates the direct relationships between Content Marketing, Consumer Attitude, and Purchase Intention, as well as the corresponding path coefficients and t-statistics. These results provide the basis for testing the proposed hypotheses regarding the direct and indirect effects among the research variables. The detailed statistical results are presented in Table 4.

Table 5. Results of Direct and Indirect Effects (Hypothesis Testing)

Variable effect	Original Sample	t-statistic	t-table	Result
X -> Y	0.438	4.257	1.96	H1 supported
X -> Z	0.755	10.585	1.96	H2 supported
Z -> Y	0.442	4.427	1.96	H3 supported
X -> Z -> Y	0.334	3.154	1.96	H4 supported

Source: Data processed, 2026

The hypothesis testing results are presented in Table 5. Content Marketing had a positive and significant effect on Purchase Intention ($\beta = 0.438$; $t = 4.257$), supporting H1. Content Marketing also had a positive and significant effect on Consumer Attitude ($\beta = 0.755$; $t = 10.585$), supporting H2. Consumer Attitude had a positive and significant effect on Purchase Intention ($\beta = 0.442$; $t = 4.427$), supporting H3. Furthermore, the indirect effect of Content Marketing on Purchase Intention through Consumer Attitude was significant ($\beta = 0.334$; $t = 3.154$), indicating support for H4.

3.5 Discussion

The findings of this study provide empirical evidence that content marketing plays a significant role in influencing consumer attitude and purchase intention toward thrifting products. The results also demonstrate that consumer attitude functions as an important mediating variable, helping to explain how marketing content can translate into behavioral intention. These findings are particularly relevant in the current digital environment, where consumers, especially Generation Z, are highly exposed to visual, interactive, and persuasive content on social media platforms.

The first important finding of this study is that content marketing significantly influences consumer attitude. This result suggests that when consumers are exposed to marketing content that is informative, entertaining, credible, and relevant, they are more likely to develop favorable perceptions and emotional responses toward thrifting products. In the context of social media, content marketing does not merely provide product information, but also constructs meaning, lifestyle value, and symbolic appeal around the product. As a result, consumers are not only informed, but also cognitively and emotionally engaged.

This finding supports previous studies which emphasize that content marketing has a strong role in shaping consumer responses in digital environments (Ansari et al., 2019; Chen et al., 2021; Andasari & Anshori, 2023). In digital platforms, consumers are continuously exposed to large amounts of content, making it increasingly important for marketers to create content that is not only attractive but also meaningful and trustworthy. For thrifting products, this becomes especially relevant because consumers may initially hold mixed perceptions regarding product quality, cleanliness, originality, or social image. Through well-crafted content, these uncertainties can be reduced and replaced with more positive associations such as affordability, uniqueness, trendiness, and sustainability.

The second major finding is that content marketing has a direct and significant effect on purchase intention. This means that consumers who are exposed to high-quality digital content are more likely to develop interest in purchasing thrifting products. This direct effect can be explained by the persuasive power of content marketing in stimulating curiosity, increasing awareness, and generating product desire. When consumers perceive content as useful and attractive, they are more likely to imagine themselves using the product, evaluate its benefits, and ultimately consider making a purchase.

This result is consistent with previous studies that found content marketing significantly affects purchase-related behavior and buying intention in online contexts (Pasaribu et al., 2023; Rahmayanti & Dermawan, 2023). In the case of thrifting products, where physical inspection is often absent and product uniqueness is emphasized, content becomes one of the primary tools through which consumers assess attractiveness and value. Thus, content marketing serves not only as a communication medium but also as a substitute for direct product experience in digital purchasing environments.

The third key finding is that consumer attitude significantly influences purchase intention. This confirms the importance of attitude as a central psychological determinant in consumer behavior. Consumers who perceive thrifting products positively, whether in terms of value, usefulness, style, affordability, or environmental benefit, are more likely to express stronger intention to purchase them. This relationship supports the broader consumer behavior literature which explains that positive evaluations of a product tend to precede intention and behavioral action (Annisawati & Ayuninda, 2019; Nurtiah & Abdillah, 2021; Purwantini & Tripalupi, 2021).

In the context of thrifting, attitude is especially important because the product category itself may evoke diverse and sometimes contradictory perceptions among consumers. Some may view thrifting as stylish, sustainable, and economical, while others may associate it with uncertainty, lower prestige, or concerns about

quality. This means that marketers cannot rely solely on product visibility; they must also actively shape favorable consumer attitudes if they wish to stimulate stronger purchase intention.

The most theoretically meaningful contribution of this study lies in the finding that consumer attitude mediates the relationship between content marketing and purchase intention. This means that content marketing does not only affect consumers in a direct behavioral sense, but also works through a psychological process in which consumers first form favorable evaluations before developing stronger intention to buy. This mediating role confirms that consumer responses to digital content are not purely impulsive or superficial, but involve cognitive and affective interpretation processes that eventually shape behavioral intention.

This finding is in line with prior studies showing that attitude serves as an important mediating mechanism between digital communication and purchase-related intention (Ho Nguyen et al., 2022; Zain et al., 2024). It also suggests that the effectiveness of content marketing should not be evaluated only through immediate engagement indicators such as likes, views, or clicks, but also through its ability to influence internal consumer evaluations and emotional orientation toward a product.

From a practical perspective, the findings of this study suggest that thrifting businesses and digital marketers should place strong emphasis on content strategy as a driver of market response. Since Generation Z consumers are highly visual, socially connected, and value-oriented, marketers should prioritize content that is not only promotional but also authentic, engaging, educational, and aligned with audience values. Content that highlights styling ideas, product uniqueness, affordability, and sustainability messages is likely to be more effective in shaping both consumer attitude and purchase intention.

Academically, this study contributes to the growing body of literature on digital marketing and consumer behavior by applying the content marketing–attitude–purchase intention framework specifically to the context of thrifting products, which remains relatively underexplored in previous studies. While earlier research has often focused on general e-commerce, skincare, beauty, or branded products, this study extends the discussion into the domain of sustainable and alternative fashion consumption. In doing so, it demonstrates that digital marketing strategies are also highly relevant in influencing consumer responses to second-hand and sustainability-oriented product categories.

Overall, the findings suggest that content marketing is not merely an informational tool, but a persuasive and attitude-shaping mechanism that can significantly drive purchase intention in the thrifting market. The mediating role of consumer attitude further reinforces the importance of understanding the psychological pathways through which digital content affects consumer behavior. Therefore, businesses operating in the thrifting industry should develop more intentional, value-driven, and audience-centered content strategies if they wish to effectively influence Generation Z consumers in the digital era.

3.6 Research Limitations

Despite its contributions, this study has several limitations. First, the study involved only 100 respondents from Generation Z, which may limit the generalizability of the findings to other age groups or consumer segments. Second, this study focused exclusively on the context of thrifting products; therefore, the findings may not be directly applicable to other product categories or industries. Third, only three variables—Content Marketing, Consumer Attitude, and Purchase Intention—were examined, whereas other factors such as trust, perceived value, social influence, and electronic word-of-mouth may also influence consumers' purchase intentions. Future studies are encouraged to include larger and more diverse samples, investigate different product contexts, and incorporate additional variables to provide a more comprehensive understanding of consumer purchase behavior in digital marketing.

4. Conclusion

This study was conducted to examine the role of content marketing in shaping purchase intention toward thrifting products, with consumer attitude acting as a mediating variable. The findings indicate that content marketing plays an important role in influencing how consumers evaluate and respond to thrifting products. Marketing content that is informative, relevant, engaging, and credible can build more favorable consumer perceptions and encourage stronger behavioral intention to purchase. The results also show that consumer attitude is a crucial psychological mechanism in explaining how content marketing translates into purchase intention. In other words, the influence of content marketing on purchase intention does not only occur directly, but also indirectly through the formation of positive consumer attitudes. This confirms that consumer responses toward marketing content are not merely cognitive, but also affective and behavioral in nature. These findings are consistent with the main objective stated in the introduction, namely to understand how digital content strategies influence consumer behavior in the context of thrifting products. This study contributes to the digital marketing and consumer behavior literature by offering a more integrated explanation of the relationship between marketing communication, attitude formation, and purchase intention. More specifically, this study strengthens the argument

that consumer attitude remains a central explanatory construct in digital purchase behavior, especially in socially and environmentally relevant consumption contexts such as thrifting.

From a practical perspective, this study suggests that businesses operating in the thrifting market should focus not only on promotional intensity, but also on the quality and meaning of the content they produce. Content should be designed to educate, entertain, and emotionally connect with consumers in order to foster more positive attitudes and stronger purchase intention. For digital-based fashion businesses, especially those targeting younger consumers, content strategy should be treated as a long-term relationship-building tool rather than merely a short-term sales instrument.

This study also opens opportunities for further development. Future research is recommended to expand the model by incorporating additional variables such as trust, perceived value, social influence, sustainability awareness, or brand image in order to obtain a broader understanding of consumer behavior toward thrifting products. Future studies may also compare different consumer segments, digital platforms, or sustainable fashion categories to enrich the contextual relevance of the findings. In addition, longitudinal and mixed-method approaches are recommended to provide deeper insight into how consumer attitudes and purchase intentions evolve over time in response to changing digital marketing environments.

Overall, this study concludes that content marketing is an important strategic driver of thrifting purchase intention, both directly and indirectly, through the development of positive consumer attitudes. Therefore, businesses that seek to strengthen consumer engagement and purchasing outcomes in the thrifting market should prioritize effective content-based communication as a core marketing strategy.

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