ENTERTAINMENT FACTOR AND RELATABILITY'S EFFECT ON GEN Z AND MILLENNIAL'S INTERACTION IN MEDAN THROUGH THEIR EMOTION

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KEYWORDS	ABSTRACT
Entertainment Factor, Relatability, Personal Emotion, Consumer Interaction	The fashion industry experiences rapid development in today's era and intense competition to attract consumer interaction cannot be avoided. High consumer interaction can secure a high interest for a company and high interaction is needed to remain relevant and achieve desired targets. This study aims to determine and analyze the effect of entertainment factors and relatability in fashion brands' social media marketing content on consumer interaction through personal emotion on Genz and Millennial in Medan. This research is quantitative and associative, with data collected from the documented study and a questionnaire. The population in this study were all online shopping consumers from age 18 to 35 who have one social media account on Facebook/X/Instagram/TikTok and live in Medan. The sampling method used in this study is non-probability convenience sampling, with 180 respondents taken from five areas in Medan. This study used path analysis to analyze the data. The results from this study show that the entertainment factor has a significant effect on personal emotion, both positive and negative, but no significant effect on consumer interaction. However, the entertainment factor indirectly affects consumer interaction through negative personal emotions, not positive ones. Relatability has a significant effect on positive emotion, which also has a direct significant effect on consumer interaction and a significant effect mediated through positive personal emotion, yet relatability does not influence the negative one, directly and indirectly. Personal emotions, both positive and negative, have a significant effect on consumer interaction.

INTRODUCTION

As one of the industries with a huge number of consumers in the world, the fashion industry is experiencing rapid development, especially in Asia, which reached 38% of the global fashion demand in the past few years. This development results in tight competition between companies in this industry to attract consumer interaction, because a high interaction between consumers and a fashion brand through social media content, tends to end up with a

consumer having a high curiosity about the marketed product or service from the fashion brand (Ahmadi, Fakhimi, & Ahmadi, 2022).

The right marketing strategy and content could lead to a consumer interaction though the product itself is not quite attractive for the consumers (Rowles, 2022). Consumer interaction in fashion brands' social media could function as an information source, such as knowing about negative complaints, product research, and trend forecasting, also high interaction and consumption of social media content have a positive effect on brand image as a whole (Schultz, 2016), (Qin, 2020).

The youth is the most suitable target market for fashion brands because this age group is a trendsetter in society, such as pop culture, lifestyle, and fashion (Kotler, Kartajaya, & Setiawan, 2016), and in 2019, Gen Z and Millenial, as today's youth, contribute about 85% of total e-commerce transaction in Indonesia (Hidayat, 2020). The consumer environment determines the marketing strategy that needs to be used, a fashion brand is expected to always monitor various influences that may have an impact on consumers. This environmental monitoring aims to look at the competitive market situation and ecosystem of target consumers (Bowden & Mirzaei, 2021). The city of Medan consists of a quite large Gen Z and Millennial consumers (18-35 y/o), about 805,140 people in 2020 (Badan Pusat Statistik Kota Medan, 2023), 33% of the total citizens of Medan from all ages, this large amount signified a quiet huge potential to gain an economic advantage from this consumer pool.

An entertaining and enjoyable shopping experience could have a positive impact on fashion brands, such as increasing transaction volume, longer time spent on the website, and strong consumer loyalty for a very long time (Jensen, 2020). The entertainment factor becomes a very needed factor to be applied in a marketing strategy because young people nowadays tend to like entertaining ads and campaigns with celebrities or influencers (Kotler et al., 2016). Entertainment factors strongly motivate consumption activity and consumer interaction, also an entertaining experience in social media could increase consumer satisfaction and consumers' willingness to promote the content of a brand (Park & Jiang, 2021).

Gen Z and Millennials, no longer buy fashion products just because of the quality of the product, consumers expect a brand that shares certain values and views on various issues with them. Relatability is important because consumers also tend to interact with content or brands that are relatable to them (Abdelrazek & El-Bassiouny, 2023). The relevancy level between a fashion brand and the consumer could define the interaction level between the two, and this high interaction could lead to an economic gain for the fashion brand (Kotler et al., 2016). Relatability becomes an important factor for a fashion brand because an interaction formed between the consumer and the fashion brand could shape consumers' cognitive and affective behavior (Bowden & Mirzaei, 2021).

Shopping activities rely on good interaction with consumers because, amid increasingly tight competition between brands like now, a good emotional relationship with consumers will be able to guarantee a lifelong relationship with consumers (Wheeler, 2017). A marketing strategy that uses emotion could give a good first impression to the consumers and create an interaction with them (Decker, 2018). Consumers' personal emotions could motivate consumers to initiate interaction and connection towards one brand's content, and could mediate a transition process from satisfaction to loyalty (Magids, Zorfas, & Leemon,

2015); (Ghorbanzadeh & Rahehagh, 2021), and positive emotions were also found to affect consumers' buying intention (Cakici & Tekeli, 2022).
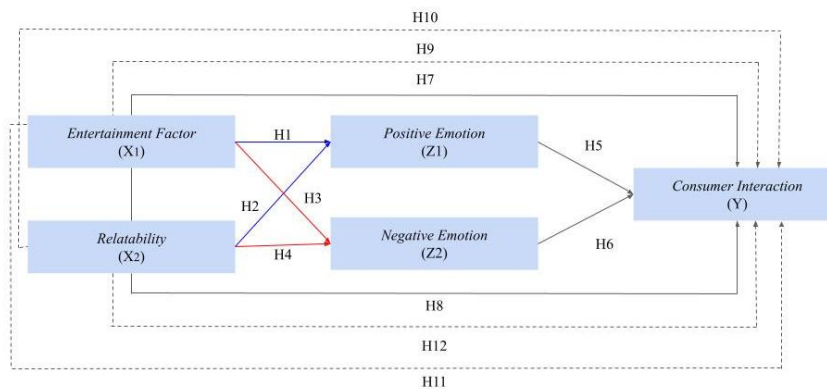

Figure 1. Conceptual Framework
Source: The authors

Based on the conceptual framework and argumentations above, below are the hypotheses offered in this study:

1. Entertainment factor in a marketing content of a fashion brand in social media has a positive and significant impact on Gen Z and Millennials' positive emotion in Medan (H1).
2. Relatability in the marketing content of a fashion brand in social media has a positive and significant impact on Gen Z and Millennials' positive emotion in Medan (H2).
3. Entertainment factor in the marketing content of a fashion brand in social media has a positive and significant impact on Gen Z and Millennials' negative emotion in Medan (H3).
4. Relatability in the marketing content of a fashion brand in social media has a positive and significant impact on Gen Z and Millennials' negative emotion in Medan (H4).
5. Gen Z and Millennials' positive emotion in Medan have a positive and significant impact on their interaction towards the marketing content of a fashion brand in social media (H5).
6. Gen Z and Millennials' negative emotion in Medan has a positive and significant impact on their interaction towards the marketing content of a fashion brand in social media (H65).
7. Entertainment factor in the marketing content of a fashion brand in social media has a positive and significant impact on Gen Z and Millennials' interaction in Medan (H7).
8. Relatability in the marketing content of a fashion brand in social media has a positive and significant impact on Gen Z and Millennials' interaction in Medan (H8).
9. Entertainment factor in the marketing content of a fashion brand in social media has a positive and significant impact on Gen Z and Millennials' interaction through their positive emotion in Medan (H9).
10. Relatability in the marketing content of a fashion brand in social media has a positive and significant impact on Gen Z and Millennials' interaction through their positive emotion in Medan (H10).
11. Entertainment factor in the marketing content of a fashion brand in social media has a positive and significant impact on Gen Z and Millennials' interaction through their negative emotion in Medan (H9).

12. Relatability in the marketing content of a fashion brand in social media has a positive and significant impact on Gen Z and Millennials' interaction through their negative emotion in Medan (H10).

RESEARCH METHODS

This study used a quantitative approach and was conducted in Medan from June to September 2023. The independent variable in this study is relatability (X), the dependent variable is consumer interaction (Y) and the intervening variable is personal positive emotion (Z1) and personal negative emotion (Z2). The measuring process in this study used a Likert scale in a questionnaire form given to the research sample.

Table 1.
Variable Operationalization

No	Variables	Dimension	Indicator
1	Entertainment Factor (Hackley & Tiswakul, 2006)	1. Aesthetically pleasing content	1. Good quality image/video 2. Interesting to see
		2. Product placement & endorsement	3. Product placement on media entertainment 4. Endorsement with celebrities/influencers
		3. Gamification	5. Interactive games 6. Quiz/giveaway
		4. Candid authentic content	7. Authentic content 8. Honest content
		5. Humorous content	9. Using a meme 10. Using parody format 11. Using humorous language
2	Relatability (Bandura, 1969; Hanna et al., 2013; Glucksman, 2017; (Wolf, 2020); (Reade, 2021); Ting et al., 2021)	1. Self-confidence & self-assurance	1. Content displays a confident persona 2. Content displays a persona that looks convincing
		2. Authenticity	3. Displaying an honest story 4. Displaying meaningful topic
		3. Interactivity	5. Displaying empathy to the audience 6. High update frequency 7. Displaying interactivity with the audience
2	Personal Emotion (Cabanac, 2002 ; Ackerman, 2019 ; (Cakici & Tekeli, 2022)	1. Positive emotion	1. Happy 2. Satisfied 3. Fascinated 4. Interested 5. Peace
		2. Negative emotion	6. Sad 7. Angry 8. Pissed
3	Consumer Interaction (Katz et al., 1973 ; Kamboj, 2020 ; (Qin, 2020); Kujur & Singh, 2020)	1. Building relation	1. Starting interaction by following/save/like 2. Maintaining connection by commenting/sharing/reposting/trend challenge/hashtag

2.	Searching for information	3. Asking about product detail 4.Watching tutorials/reviews from fashion brand's content
3.	Entertainment and leisure	5. Looking for an entertainment 6. Spending a free time
4.	*Brand likeability*	7. Interesting brand persona 8. Credible brand persona
5.	*Incentive*	9. There is a special service 10. There is a brand benefit

The sample design that is used in this study is the non-probability convenience sampling (Hair, Jr. et al., 2020) toward Gen Z and Millennials who actively shop online in Medan, with an age range from 18 to 35 years old, it is also required for them to at least have one social media account (Facebook/X/Instagram/TikTok) and interact in social media for one hour a day. The number of samples used in this research was determined based on the number of research questionnaires (Hair, Jr. et al., 2020), and because in this study there were 25 questions, the ideal sample size is:

Total sample = Total questionnaire items x 5 = 36 x 5 = 180 respondents

A total of 180 respondents were gathered from five subdistricts in Medan with a population density of over 100.000 people and a close distance from the city center, which are Medan Johor, Medan Tuntungan, Medan Amplas, Medan Sunggal, Medan Selayang (Badan Pusat Statistik Kota Medan, 2023). The total respondents will be equally divided, about 36 respondents for each subdistrict.

RESULT AND DISCUSSIONS

Before the data was analyzed, the data used here had already passed the classical assumption test. The coefficient of determination test shows that the entertainment factor and relatability affect positive emotion for 0.197 or about 19,7%, and the rest of the percentage is affected by other factors. The coefficient of determination test for structure II shows that the entertainment factor and relatability could affect negative emotion by 0.027 or about 2.7%. The coefficient of determination test for structure III shows that entertainment factor, relatability, positive emotion, and negative emotion could affect consumer interaction by 0.363 or about 36,3%.

Table 2.
Coefficient of Determination, Structure I: Entertainment Factor & Relatability to Positive Emotion

Model Summary				
Model	R	R Square	Adjusted Square	Std. Error of the Estimate
1	.454a	.206	.197	2.26384

a. Predictors: (Constant), Relatability, Entertaiment Factor

Table 3.

Coefficient of Determination, Structure II: Entertainment Factor & Relatability to Negative Emotion

			Model Summary	
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.195a	.038	.027	2.97006

a. Predictors: (Constant), Relatability, Entertaiment Factor

Table 4.

Coefficient of Determination, Structure III: Entertainment Factor, Relatability, Positive Emotion and Negative Emotion to Consumer Interaction

			Model Summary	
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.614a	.378	.363	3.08237

a. Predictors: (Constant), Negative Emotion, Relatability, Positive Emotion, Entertaiment Factor

The F test was used to test the simultaneous effect of the independent variable on the dependent variable. From the test result of the first structure, the F value (22.922) > Ftable, indicates that relatability and entertainment factors positively affect Gen Z and Millennials' positive emotions in Medan. The second structure's test result shows that F value (3.491) > Ftable, which indicates that relatability and entertainment factors positively affect Gen Z and Millennials' negative emotions in Medan. The third structure's test result shows that F value (26.542) > Ftable, which indicates that relatability, entertainment factors, positive emotion, and negative emotion positively affect Gen Z and Millennials' interaction in Medan.

Table 5.

The F Test, Structure I: Entertainment Factor & Relatability to Positive Emotion

				ANOVAª		
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	234.944	2	117.472	22.922	.000b
	Residual	907.117	117	5.125		
	Total	1142.061	179			

a. **Dependent Variable: Positive Emotion**
b. **Predictors: (Constant), Relatability, Entertaiment Factor**

Table 6.

The F Test, Structure II: Entertainment Factor & Relatability to Negative Emotion

				ANOVAª		
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	61.587	2	30.793	3.491	.033b
	Residual	1561.363	117	8.821		
	Total	1622.950	179			

a. **Dependent Variable: Negative Emotion**
b. **Predictors: (Constant), Relatability, Entertaiment Factor**

Table 7.

The F Test, Structure III: Entertainment Factor, Relatability, Positive Emotion and Negative Emotion to Consumer Interaction

Model		Sum of Squares	df	Mean Square	F	Sig.
		ANOVA[a]				
1	Regression	1008.719	2	252.180	26.542	.000[b]
	Residual	1662.675	175	9.501		
	Total	2671.394	179			

a. **Dependent Variable: Consumer Interacction**
b. **Predictors: (Constant), Negative Emotion, Relatability, Positive Emotion, Entertaiment Factor**

From the data result, it is shown that the entertainment factor with the t value (1.776) < t table and the Sig. value (0.077) > 0.05, which means that the entertainment factor insignificantly affects positive emotion. It is also shown that relatability with the t value (4.332) > t table and the Sig. value (0.000) < 0.05, which means that relatability positively and significantly affects positive emotion.

$Z_1 = \rho z_1 x_1.X_1 + \rho z_1 x_2.X_2 + \rho z_1.\varepsilon_1$
$Z_1 = 0,145.X_1 + 0,354.X_2 + 0,891.\varepsilon_1$

Table 8.

The t Test, Structure I: Entertainment Factor & Relatability to Positive Emotion

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
		Coefficiens[a]				
1	(Constant)	4.515	2.507		1.801	.073
	Entertaiment Factor	.105	.059	.145	1.776	.077
	Relatability	.370	.085	.354	4.332	.000

a. **Dependent Variable: Positive Emotion**

From the data result, it is shown that the entertainment factor with the t value (2.256) > t table and the Sig. value (0.025) < 0.05, which means that the entertainment factor positively and significantly affects negative emotion. It is also shown that relatability with the t value (-0.168) < t table and the Sig. value (0.867) > 0.05, which means that relatability negatively and insignificantly affects positive emotion.

$Z_2 = \rho z_2 x_2.X_1 + \rho z_2 x_2.X_2 + \rho z_2.\varepsilon_2$

$Z_2 = 0,203.X_1 + -0,015.X_2 + 0,980.\varepsilon_2$

Table 9.

The F Test, Structure II: Entertainment Factor & Relatability to Negative Emotion

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
		Coefficiens[a]				
1	(Constant)	1.888	3.289		.574	.567
	Entertaiment Factor	.175	.077	.203	2.256	.025

Relatability	-.019	.112		-.015	-.168	.867

a. **Dependent Variable: Negative Emotion**

From the data result, it is shown that the entertainment factor with the t value (1.866) < t table and the Sig. value (0.064) > 0.05, which means that the entertainment factor insignificantly affects consumer interaction. It is shown that relatability with the t value (2.042) > t table and the Sig. value (0.043) < 0.05, which means that relatability positively and significantly affects consumer interaction. Positive emotion with the t value (3.397) > t table and the Sig. value (0.001) < 0.05, which means that relatability positively and significantly affects consumer interaction. And negative emotion with the t value (5.930) > t table and the Sig. value (0.000) < 0.05, which means that relatability positively and significantly affects consumer interaction.

$$Y = \rho yx1.X1 + \rho yx2.X2 + \rho yz1.Z1 + \rho yz2.Z2 + \rho y.\varepsilon 3$$

$$Y = 0{,}139.X1 + 0{,}157.X2 + 0{,}231.Z1 + 0{,}366.Z2 + 0{,}788.\varepsilon 3$$

Table 10.
The F Test, Structure III: Entertainment Factor, Relatability, Positive Emotion and Negative Emotion to Consumer Interaction

Cofficients[a]						
Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	14.150	3.446		4.107	.000
	Entertaiment Factor	.153	.082	.139	1.866	.064
	Relatability	.250	.122	.157	2.042	.043
	Positive Emotion	.353	.104	.231	3.397	.001
	Negative Emotion	.470	.079	.366	5.930	.000

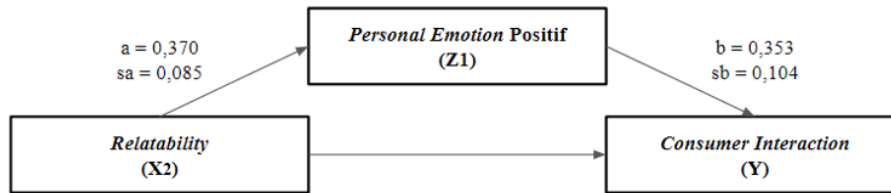a. **Dependent Variable: Consumer Interaction**
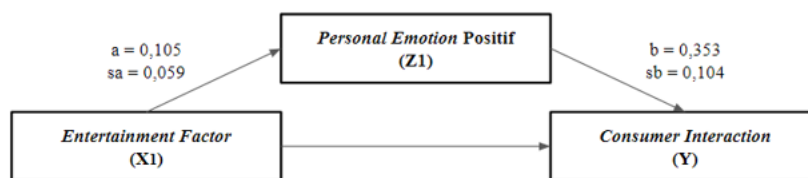
Sobel test statistics: 1,57614941
p-value: 0,11499137

Figure 2. Sobel Test Calculation Reference Entertainment Factor on Consumer Interaction through Positive Emotion
Source: The authors

This result shows that the statistical value of positive emotion as an intervening variable between entertainment factor and consumer interaction is 1.576 with a significance value is 0.114 > 0.05, which means that the indirect effect between the variables is insignificant.

Figure 3. Sobel Test Calculation Reference Relatability on Consumer Interaction through Positive Emotion
Source: The authors

This result shows that the statistical value of positive emotion as an intervening variable between relatability and consumer interaction is 2.676 with a significance value is $0.007 < 0.05$, which means that the indirect effect between the variables is positive and significant.
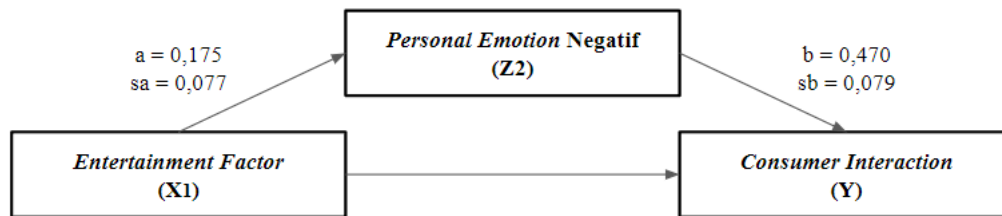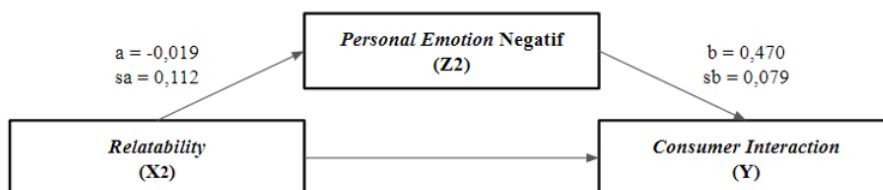

Figure 4. Sobel Test Calculation Reference Entertainment Factor on Consumer Interaction through Negative Emotion
Source: The authors

This result shows that the statistical value of positive emotion as an intervening variable between entertainment factor and consumer interaction is 2.123 with a significance value is $0.033 < 0.05$, which means that the indirect effect between the variables is positive and significant.

Figure 5. Sobel Test Calculation Reference Relatability on Consumer Interaction through Negative Emotion
Source: The authors

This result shows that the statistical value of positive emotion as an intervening variable between relatability and consumer interaction is -0.169with a significance value is 0.865 > 0.05, which means that the indirect effect between the variables is negative and insignificant.

Table 11.
Path Analysis Table

Variables	Significance Value	Hypotheses Support	Variables	Significance Value	Hypotheses Support
X1 → Z1	0,077	Unsupported	X1 → Y	0,064	Unsupported
X2 → Z1	0,000	Supported	X2 → Y	0,043	Supported
X1 → Z2	0,025	Supported	X1 → Z1 → Y	0,114	Unsupported
X2 → Z2	0,867	Unsupported	X2 → Z1 → Y	0,007	Supported
Z1 → Y	0,001	Supported	X1 → Z2 → Y	0,034	Supported
Z2 → Y	0,000	Supported	X2 → Z2 → Y	0,865	Unsupported

CONCLUSION

From a managerial perspective, these findings could be a consideration for all marketing and social media brand managers in the fashion industry to corporate entertainment factor and relatability in their marketing content that pays attention to consumers' personal emotions to increase their interaction. Fashion brands are advised to keep updated on consumers' constant preferences and customize them with the trending things or the things that they like. Content with an entertainment factor and a relatability factor should also contain an ability to please the consumers' eye, entertaining and provoke empathy and honest material.

This research certainly has many limitations, so it is recommended that further research to improve this research by adding other related variables, such as brand authenticity, emotional brand attachment, consumer behavior, consumer engagement, and brand image, or others that haven't been used in this study, increasing the sample size or conduct research in other locations.

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