

## **Sustainable Innovation 2019**

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**Road to 2030: Sustainability, Business Models, Innovation and Design**

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**Business School**

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This paper will analyse Generation Z and their unapologetic attitude towards fashion brands and products through an analysis of current digital marketing strategies and the consumer behaviour analysis of Generation Z. It will look at their ready acceptance of AI and as an integral part of their everyday life. They are the gaming generation and have grown up with technology and it is this readiness to accept technology into their lives which has provoked trend forecasters to look at how the Generation Z world will develop and how will it affect the development of brands of the future.

Social media platforms have given consumers the opportunity for dialogue and in turn brands are using this information to create the world Gen Z wants. We are led to believe that they unanimously want to save the environment they are not the frivolous generation – they are the thoughtful generation – a generation that has had volunteering, sustainability and caring at the heart of their school curriculums. A recent YouTube video went viral entitled Dear Future Generations: Sorry by Prince Ea has 2.5m subscribers and 13,010,991 views which shows the power and the emotions of these new digital platforms.

They have already caused marketing models to change and for brands to re-engage with ideas of conscious branding. Generation Z have in fact caused businesses to re-consider sustainability and have used the emotional power of the collective rather than the individual as the trigger for their own digital marketing strategies. New digital marketing strategies and theories have developed that are totally consumer centric and this has reflected in the development of sustainable products because the consumer demands this. This generation is a generation that seeks a collective happy state of mind rather than an individual state of self-fulfilment.

It is predicted that AI will play a much larger part in curating this world. A future where sophisticated AI appliances can be programmed to interact with ethical brands only and therefore reflect the belief systems of this generation.

Brands are already preparing for this revolution their futures rely on this. The trend is that the future will be about a “Post Growth Society”. Kate Raworth a visiting research associate at Oxford University suggests that growth economics no longer works and that businesses need to re-think their purpose. With earlier generations being obsessed by growth and GDP as a measure of success it is interesting that there is a call for brands to re-define consumption. LSN Global sees this as shift from ‘Gross Domestic Product to Gross Domestic Happiness’ and this is in line with ideals of Generation z.

This paper looks to the far futures, at Generation z’ s relationship with AI and its predicted applications and how together they will curate the world moving towards meaningful materialism, purposeful branding and moving into a new era of consumption.