

How Has the Fashion Industry Reacted to Gen z's Completely Different Consumption Concepts and Shopping Habits?

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Abstract: *The main purpose of this report is to explore the very different consumption concepts and shopping habits of Generation Z, Gen Z consumers' higher and unique expectations and requirements to fashion brands, and examples of how some brands can make some changes in their marketing approach and product types to meet the preferences of the majority of Generation Z and adapt to the new situation, and finally provide possible solutions to key issues for some brands that are ready to transform into what Gen Z consumers like. This report contains an executive summary, contents, and introduction, four objectives (Very Different Gen Zers, Brand Behavior & Gen Z's expectations, Gen Z in COVID-19 Crisis, and Possible Solutions) in the main body, conclusion, and references. The section named 'very different Gen Zers' analyses the completely different consumption concepts and shopping habits of Gen Z consumers compared to previous generations. They are very conscious of the personalization and uniqueness of products, they are willing to spend more on sustainable products, and they are concerned about racial equality and will resist brands that support racism. Next, the section entitled 'Brand Behaviour & Gen Z's expectations' analyses higher and more unique expectations and requirements that Gen Z consumers have of brands. And Gen Z expects brands to become more diverse and inclusive (e.g. body type, ethnicity, sexual orientation) and provides examples of brands that have made efforts to change in order to attract Gen Z's attention. Afterward, the section named 'Gen Z in COVID-19 Crisis' identified the changes in the way that Gen Z shops during the pandemic and the reasons why brands need to pay more attention to Gen Z. Some of the Gen Z consumers are limited by social distance and fear of in-store shopping infections. COVID-19 are likely to abandon physical store shopping, and there are more than half of Gen Z consumers choosing to shop online for convenience and cheaper prices. In addition, Gen Z will have over \$150 billion in buying power by 2020, brands will need to increase their focus on Gen Z. Some Gen Z will also help keep some brands from going out of business during the pandemic to keep them from going out of business. Finally, the section entitled 'Possible Solutions' discussed possible solutions to some of the key issues raised above. And providing some examples of brands that have successfully marketed to Gen Z, this can be used as a reference for some brands that are ready to market to Gen Z. Brands also need to give greater attention to social media marketing, which is the software that most Gen Z use on a daily basis, and the example of Louis Vuitton shows that the right marketing on social media can bring huge profits to a brand.*

Keywords: *Gen Z, Fashion brands, Shopping habits, Shopping consumption*

1. Introduction

Gen Z is becoming a major consumer with strong spending power in the worldwide fashion industry. The perspective of Gen Z consumers is crucial. In the US, this group represents a spending power of approximately \$150 billion. Furthermore, Generation Z will represent 40% of global consumers in 2020 [1]. Now and in the next few years is a turning point in the fashion industry as the mainstream customer changes from millennials to Gen Z. 'The Gen Z audience is constantly being described as elusive,' says Lindsay Peoples Wagner, editor-in-chief of Teen Vogue [4]. As the two generations have very different perceptions of fashion, Online, Gen Z has been critical of many sides of mainstream millennial style [2], it's time for fashion brands to react and search for Gen Z's consumption concepts and shopping habits, and start transforming. In the light of the background described above, it is very important to explore this topic, "How has the fashion industry reacted to Gen Z's completely different consumption concepts and shopping habits"? This report will critically discuss Gen Z's consumption concepts, shopping habits, explore Gen Z's requirements for fashion brands and how will the fashion brands react to this, will

COVID-19 affect Gen Z's status in the fashion industry, whether Gen Z's shopping habits changed during the pandemic and their plans for how they would shop after COVID-19, and provide fashion brands with solutions to Gen Z's key issues. The reactions of some fashion brands may determine their fate. For today's children, fashion is not about fitting in, but about making choices that mirror who they are [3]. If some fashion brands respond to Gen Z to their satisfaction, these brands are expected to weather the transition safely and may also have good sales later on. On the other hand, some fashion brands fail to respond to Gen Z to their satisfaction, these brands may face the risk of dismal sales or even be eliminated from the market when Gen Z becomes a fully mainstream customer. A report on DIGIDAY makes the same point, Conventional brands sometimes struggle to be flexible enough to follow the ever-changing mood of Gen Z. It's tough to stay on top of the zeitgeist for more than a week or two [48]. In addition, what is not yet clear is the possible solutions of some key issues about Gen Z, the major objective of this report was to investigate a couple of important, serious, and urgent key issues about Gen Z consumers and find out the possible solutions for each key issues.

2. Very Different Gen Zers

To begin with, it is important to understand Gen Z's consumer consumption concepts and shopping habits, so that fashion brands know exactly how to transform into the style that Gen Z consumers prefer. Many consider Gen Z to be an elusive generation, with a very different approach to the fashion industry, shopping preferences, and consumer attitudes compared to previous generations. A journal on BOF has analyzed one of Gen Z's shopping habits, Young people want fashion brands that not only mirror their values and faiths but also become an extension of them [5]. In another article, the author expresses a similar point of view, Gen Z sees fashion as an extension of their values. For them, distinctive items stand for personality [7]. Similar views also reported on FASHIONISTA, In a 2017 report, Futurecast discovered that 60% of Gen Z positively seek to spend money on brands that stand for social causes they trust [4]. It appears the case that Gen Z has very different shopping habits from the previous generations, they have a higher demand to show their uniqueness, to extend their value through fashion products and they are more willing to support the brands which support their beliefs. Moreover, Gen Z consumers are also focused on personalization and demonstrating their values compared to previous generations of mainstream consumers in the fashion industry. Personalization is not a commodity, it is an aspiration for Gen Z. Gen Z are searching for individualized experiences from brands [6]. A similar view was suggested by a senior retail analyst, Samantha Dover, who explained that in recent years, luxury has become increasingly individualistic: Gen Z consumers are more concerned with developing their style rather than following trends [8]. However, some believe that Gen Z is not very crazy about personalization in fashion, with the proliferation of eclecticism in online identities, asserting individuality has never been more sought after by young people [8]. Furthermore, sustainability in the fashion industry is what Gen Z wants to see and what they are committed to promoting. More than a third of Gen Z are looking for sustainable products and intend to buy them. According to a survey on Sigearth, a sustainable investment group, the research of members of Generation Z shows that 73% are willing to pay more for sustainability, with the majority willing to pay a premium of up to 10% [28]. Meanwhile, Gen Z has the highest preference for sustainable products of all four generations, in comparison, 28% of Gen X shoppers, compared to 32% of Boomers and 35% of Millennials [10]. In support, Richard Carufel who has expressed a similar view through his research, Gen Z still occupied the highest proportion, 62% of Gen Z survey participants would like to buy products from sustainable brands, matching Millennials, while 54% of Gen Xers and 44% of the Silent Generation said the similar opinion, but only 39% of Baby Boomers agreed [9]. A part of Gen Z said they are willing to pay more for sustainable products, more than half of Gen Z (54%) are willing to spend 10% or more incrementally on sustainable products [9]. This shows that Gen Z has high motivation and willingness to buy sustainable goods. However, some people in Gen Z are against spending more money on sustainable products. 57% of Gen Z consumers stated that they expect products to be environmentally friendly. Nevertheless, brands should not mix up Gen Z's willingness to pay full price with paying more [10]. What's more, Gen Z consumers are highly concerned about the brand's position on racial equality. After the Black Lives Matter protests, Gen Z consumers are now increasingly sensitive to racial discrimination, 68% of Gen Z say the Black Lives Matter protest has had a significant impact on their worldview, up from 47% in April [24]. If brands make racist comments, Gen Z consumers will probably no longer support them, 66% of Gen Z say that the way companies react to and express 'Black Lives Matter' will permanently influence their future purchasing decisions [24]. It shows that Gen Z customers believe it is important to uphold racial equality. In support, in another journal, the author Porter Novelli makes a similar point to Sakal, Generation Z firmly believes that the fight for racial equality must be a top priority for our leaders today, especially in the business world [25]. Some brands that have made racist comments will damage their reputation among Gen Z customers, Brands that are

not prepared to use their business as a means to promote racial equality will face a backlash from this generation's reputation and bottom line [25]. For example, dolce&gabbana released a video showing a Chinese model struggling to eat pasta and pizza with chopsticks. The advertising campaign has been accused of belittling Chinese culture and promoting unflattering stereotypes. The brand crisis deepened further after a message written by one of the founders, Stefano Gabbana, which included offensive comments about Chinese people, went viral [26]. The incident has hit a nerve with Gen Z customers, with nearly half of them saying they will not support a brand that has made racist comments, 45% of Gen Z say they are ready to 'cancel' or boycott brands that are unwilling to address racial inequality [25]. Dolce & Gabbana also almost lost the Chinese market after the racist incident through a boycott by Gen Z consumers and consumers in other age groups, a report found that Dolce & Gabbana's sales in China fell by 98% compared to the same period last year [27]. Conversely, if brands support racial equality, which most Gen Z consumers care about, the situation will be very different, brands' sales will have a significant increase. For example, Colin Kaepernick was dumped by the NFL after taking one knee during the playing of the national anthem before a game in a bid to fight for racial equality, Nike made a risky decision to use Colin Kaepernick as the face of their 'Just Do It' campaign. Despite the widespread backlash, the company did eventually see a surge in sales [34]. This demonstrates the opposition of Gen Z to racism and that most Gen Z consumers will spontaneously boycott racist brands and if brands support racial equality, it will increase Gen Z consumers' willingness to pay. This discussion has identified Gen Z's different consumption concepts and shopping habits compare to previous generations, this may help some fashion brands to better improve to Gen Z's liking.

3. Brand Behavior & Gen Z's expectations

Secondly, Gen Z has higher and unique requirements and expectations for fashion brands and it is important for brands to know these. People thought that most Gen Z believes that brands need to be socially and environmentally responsible. According to a journal in Sourcing Journal, A staggering 94% of Gen Z want companies to address pressing social and environmental issues [29]. To back up the persuasiveness of the journal above, another report written by Sarah Cavill makes a similar point, Youthful consumers will purchase goods with brands they believe to be socially responsible [11]. To further confirm that this requirement is real, another report on Deloitte expresses a similar view, Generation Z will visit and endorse companies that share their values. When they differ with a company's business actions, values, or political orientation, they will not delay in reducing or stopping their consumer connections [12]. This shows Gen Z's requirements for the brands about the social and environmental issues are real and they are very principled about this. No arguments have been found against this requirement of Gen Z yet, and there is still a gap in the opposition. Moreover, in the transition period when the mainstream consumers in the fashion industry are gradually becoming Gen Z, many brands have already started the transformation in line with Gen Z's requirements. Some fashion brands are starting to show their support for social issues that young people are concerned about, Levi's campaigning against gun violence. Gucci also stands for the cause, backing a student-led march for greater gun control [1]. The reason brands do this is to keep Gen Z consumers satisfied. Some of the leading fast fashion and luxury brands are already actively supporting or addressing social issues, these actions have been widely reported, and Uniqlo has strived to employ refugees and has given over \$5 million to support refugees in Asia since 2016. ASOS has taken a different way to stand up for refugees. H&M released its Pride collection in 2018 to back the LGBTQ+ community, and Balenciaga has partnered with the World Food Program [1]. Further, What Generation Z wants to see is action. Brands they respect - Everlane, TOMS, Impossible Burger, Lush, etc. - are demonstrating their commitment to solving the issues affecting Gen Z, rather than just talking about them. They don't rely on flashy campaigns to earn respect [33]. These actions may increase Gen Z's brand awareness and brand loyalty to these brands. However, there is also the appearance of the opposite, Most Gen Z is shunning brands like Whole Foods or parent company Amazon because of a perceived lack of protections for employees. 'I am disappointed that companies like Amazon issue Covid-19 sympathy statements but refuse to provide workers with proper personal protective equipment,' said Marnie Breading, a 21-year-old student. 'This has made me reconsider which companies I want to buy stock from when the crisis is over' [13]. A 16-year-old boy, Juan, who is also a Gen Z consumer, shared a similar opinion, he said, 'If I know that some stores are like, not environmentally friendly, or just treat workers badly, I usually don't buy anything there' (Williams and Hodges, 2020). The two-faced behavior of these brands has frustrated 75% of Gen Z consumers, 75% of Gen Z interviewees said that the very first action they expected to see was for brands to keep their employees and consumers safe. [13]. These brands that disappoint Gen Z will likely risk losing many Gen Z consumers, If the brand is not real, Gen Z will be the first to put up the red flag [20]. This shows that 75% of Gen Z consumers expect brands to be socially and environmentally

responsible, and brands need to carefully consider consumer sentiment before making any decisions to ensure that these actions are satisfactory to Gen Z consumers, Brands should move with caution (Edwin et al., 2020). If decisions are made that are not socially or environmentally responsible, brands will immediately lose many Gen Z consumers, and Some Gen Z consumers are willing to change their behavior to avoid supporting the store and/or brand [15]. In addition, Gen Z consumers expect brands to be more inclusive and diverse. According to a survey conducted by Quantilope in 2021 on brand diversity and inclusion, Significantly more consumers (60%) consider the topic of diversity and inclusion to be important than those who do not. 76% of Gen Z consider it to be an important topic [30]. To back up the persuasiveness of the Quantilope survey, a report written by Porter Novelli has mentioned a view that can support the survey. To Gen Z, they expect the brands they stand behind and the context they see to be as diverse and inclusive as the worlds they are willing to create - they simply won't affiliate themselves to brands that do not [25]. To further confirm that this expectation is real, two data can support the view above. More than half (51%) of Gen Z say they would like to see brands include more diverse actors and images in their advertising and branding [31]. Similarly, For Generation Z, this means representing a wide range of people in the real world. Brands that embrace diversity in body type, race, gender, and sexuality will have an improved image in the eyes of consumers [32]. This suggests that brands that are more inclusive and diverse are likely to attract more Gen Z consumers. As well as, Gen Z consumers expect brands to be true to their word and have authenticity. For instance, Generation Z desires authenticity in marketing, they appreciate social testimonials and word-of-mouth marketing from friends and influencers, and over 60% of Gen Z likes ads with 'real' people present, instead of celebrities [32]. Likewise, a report written by Sofia Serrano has a similar point of view, "Consumers don't want to see brands trying to be inclusive just for the sake of publicity," says Jenna Stearns, a researcher at Quantilope and head of the report. "They want to see something that is authentic and consistent" [31]. This shows that the majority of Gen Z consumers have paid more attention to inclusivity, diversity, and authenticity in brands and they are more likely to purchase products from brands that meet these requirements. Nonetheless, no oppositions have been found to Gen Z's expectation of inclusivity, diversity, and authenticity from brands yet, the information about these areas is still somewhat limited and it is believed that more extensive and detailed research will be available in the future when Gen Z becomes the dominant consumer group. This discussion has analyzed Gen Z consumers' unique and higher requirements and expectation to fashion brands and examples of some brands which Gen Z consumers wanting to buy and refuse to buy.

4. Gen Z in COVID-19 Crisis

Thirdly, the way Gen Z consumers shop may change as a result of covid-19, and Gen Z should also be taken more seriously by brands in the pandemic because of some special reasons. If you ask whether the way Gen Z shops has changed during and after the pandemic? The answer is yes. The ongoing COVID-19 crisis has changed how, when and where we shop, and digital has become more important than ever [35]. Many factors influence how gen z consumers shop. COVID-19 will be with us for a long time, Wu Dong, a professor at Peking Union Medical College Hospital, said COVID-19 will not be gone anytime soon [16]. According to this situation, people should continue to maintain social distance and comply with the rules during the outbreak, which will affect people go shopping, so that consumers' shopping habits may gradually change. Consumers' choices of where to shop are limited by blockades and social distancing [17]. Some people are restricted from shopping in-stores by lockdown and social distance, while others give up shopping in-stores for online shopping because they fear the risk of being infected in-store. 'Are they talkative and visible in terms of product treatment processes and cleaning?' Lapinsky asks, 'If not, consumers may be wary of pre-used clothing and accessories'. Nonetheless, e-commerce is still perceived by a lot of people as the safest way to shop [3]. It's been over a year since the COVID-19 outbreak began worldwide in March 2020, which is long enough for people to develop new shopping habits, such as online shopping, On average, it takes over two months for a new behavior to be automatic - 66 days to be precise [36]. As an illustration, a survey posted by BUSINESS WIRE shows that Gen Z consumers have changed their way to shop during COVID-19, the survey uncovered significant changes in the shopping behavior of Generation Z as a result of COVID-19 [37]. As proof, Young adults were already online shoppers before the Covid-19 and this study shows that they have turned further to digital channels during the pandemic, with 28% of Gen Z noting that they are likely to shop online more than they used to [38]. In support, a report posted on Total Retail made a similar observation, more than a quarter of Millennials and Gen Z participants plan to prefer online shopping after COVID-19 [18]. Similarly, during the COVID-19 crisis, more than half of young people found online shopping to be more convenient and less expensive than in physical shops, 55% of millennials and 51% of Gen Z believe convenience and price comparisons as their greatest online shopping

advantage [44]. On the other hand, some believe that online shopping has many disadvantages that are difficult to address compared to shopping in physical stores, such as unable to fully display items, how to choose the right size, lack of personalized experiences, and unable to touch the material of the goods so some consumers may feel a sense of disparity when they receive them. To take a case in point, 'Better fit technology' and 'better images' were the two main online elements that respondents would like to see improved. 'Waiting for deliver' and 'unpredictable fit' were ranked as the two most negative areas of online shopping [37]. On the contrary, compared to shop online, shopping in physical stores does not need to worry about these problems, Physical stores offer the opportunity to test products to make sure they are right for you. You get what you need right away - and there are no shipping costs. A knowledgeable salesperson who can help consumers to create a more personalized shopping experience [39]. If the disadvantages of shopping online can be solved, more young consumers would like to choose shopping online instead of shopping in-store, If online shopping was addressed, 43% of participants would be "likely" to shop less in-store, while 27% would stop shopping in-store altogether [18]. This shows the maintenance of the official online shop is a matter of urgency for fashion brands, while physical stores are losing consumers, improving the services of official online shops can re-engage young consumers. Furthermore, undervaluing the significance of Gen Z consumers places the future of brands at risk [19]. Gen Z's shopping habits should be given more importance during the pandemic, first reason is to give Gen Z a good impression of the brand and increase brand sales and brands loyalty when they become mainstream customers in the future, Gen Z will account for 40% of global consumers by 2020, a group of 2 billion people with approximately \$44 billion in purchasing power [33]. The second reason is that a greater focus on Gen Z shopping habits may save the brand from losing sales during the pandemic, 75% of Gen Z are ready to stand for companies that take care in lots of ways by putting their money on value (Edwin et al., 2020). Some fashion brands have realized that they need to take Gen Z's preferences more seriously, Fashion companies are being alert to social injustice and circulating widely on social media [1]). This discussion has identified the shift in the way Gen Z consumers shopped during the COVID-19 crisis and the reasons why Gen Z consumers should be taken more seriously in the pandemic.

5. Possible Solutions

Fourthly, here are some solutions for fashion brands to solve the key issues about Gen Z consumers, to help fashion brands become the type which is preferred by Gen Z consumers. The first key issue, Gen Z is more fanatical about sustainable products than previous generations, 62% of Gen Z, who will start the year in the labor market, are more willing to purchase from sustainable brands, with 54% of Gen Z saying they are happy to spend 10% or higher on sustainable products [21]. The possible solution for the first key issue is: With this data in mind, fashion brands should start upcycling the products they sell. Collecting materials that can be recycled and making them available for sale through special techniques will attract more Gen Z consumers to buy them. For example, 59% of Gen Z are purchasing up-cycled products. Up-cycled products are products that use waste pieces or materials to produce a higher quality or more valuable perception than the original [20]. Alternatively, brands can also reduce waste and invest in second-hand markets to recycle and re-sell clothes, which can be profitable and at the same time increase Gen Z consumers' goodwill towards the brand. For example, Gap and Everlane, have made investments in sustainable business practices, while other retailers have created their business patterns around it. Second-hand clothing marketplaces, consisting of companies such as RealReal and ThredUP, which buy and distribute high-quality second-hand clothes, are becoming increasingly popular as concern for the environment grows [41]. The second key issue, Gen Z will give up the brands without a sense of social responsibility. Gen Z consumers are willing to pay for every socially responsible brand and they want brands to speak out on important social issues, staying brand-neutral is no more a choice. Gen Z wants the brands to take a stand on social justice issues that they support. [22]. This shows that Gen Z consumers expect brands to stop being silent on social issues and that if brands don't make any changes, they are at risk of being eliminated by Gen Z consumers. The solution for these key issues is: Fashion brands should take a position on social issues that Gen Z consumers expect, for example, supporting protests such as "Black Lives Matter" or "Anti Racism". Usually, when the consumers are happy, the sales are better, Colin Kaepernick is a good example to explain this saying. Colin was a football player and he took one knee during the playing of the national anthem to express his protest against violent police enforcement and racial inequality in the United States. In 2017, Nike viewed its partnership with Kaepernick as a risky move as the NFL and its fans received protest demonstrations from the controversial Kaepernick kneeling. Nike eventually achieved record sales through Kaepernick-related merchandise [23]. Meanwhile, fashion brands can also follow some successful marketing examples of taking a stand on social issues and putting them into action. A good example would be Airbnb, Airbnb also committed to providing short-term housing for 100,000 refugees and gave \$4 million to the

International Rescue Committee, a statement that aligned with Airbnb's commitment to its mission and resulted in an 85% positive response [40]. This shows that it is important for brands to take a stand and speak out on social issues, and then take action, this often with a positive result. Third key issue: Generation Z is very focused on personalization and uniqueness. Gen Z wants to look unique [7], and they think fashion brands Not only should they mirror their values and beliefs, but should also act as an extension of them [5]. The solution for this is: Generation Z means people who were born after 1996, fashion brands can hire some designers who were graduated from university (oldest Gen Z) as their designer. The reason is that these young designers have a better understanding of what Gen Z consumers want. Furthermore, here is another possible solution for this issue, Brands can make a huge success by using AI and machine learning to rapidly analyze big data and provide valuable business intelligence from previous customer events in order to deliver on consumer expectations for accurate and frictionless content [43]. This method saves time in researching customer preferences and gives a precise idea of what each customer wants in terms of personalization. The fourth key issue: Gen Z consumers expect to be able to connect with brands and learn more about product information on social media, they always place more emphasis on brand marketing on social media. According to a report on Digital Business Lab, 73% of Gen Z want brands and retailers to share new arrivals and promotions with them via social media [42]. This is an important and urgent issue for brands to address, as gen z consumers rely more on information on social media to help them make purchase decisions. For instance, Social media is also very influential in their purchasing decisions. In specific, 64.2% of Gen Z stated that they gain their shopping inspiration from Instagram [44]. Conversely, there are those who disagree with this data, arguing that YouTube is the most popular and influential social media for Gen Z, in 2022, video will push 82% of all internet usage, and YouTube is still the most favored social media platform within Gen Z [14]. The possible solution for this key issue is: Collaborating with Gen Z's favorite influencers and posting ads on the social media platforms that Gen Z regularly uses, the data from VOGUE shows that brands that use this type of marketing usually get tens of times more than the cost of the ad. In support, Louis Vuitton collaborated with Generation Z YouTuber Emma Chamberlain and supermodel Karlie Kloss on a range of films to engage a younger audience, while also achieving purchases through clickable film ads. This strategy has generated an 11x return on ad expenditure for the brand [14]. This situation suggests that by marketing on Gen Z's favorite social media platforms and producing ads that match Gen Z's preferences, brands have a high chance of being successful and super profitable, while it is also important to choose the right social media platforms to place ads on. According to data on Hootsuite, before proceeding with a purchase, Gen Z is more inclined than Millennials to turn to YouTube, which is also the platform of choice when it comes to shopping referrals, topping the list among Gen Z at 24%, being followed by Instagram at 17% and Facebook at 16% [45]. These figures suggest that YouTube should usually be the first choice for brands to advertise as opposed to Instagram, as YouTube is the most used by Gen Z and has a greater chance for brands of being more profitable, with Instagram and Facebook being the next best choices. The last key issues are: Gen Z consumers are willing to see more brands diversity and inclusion in marketing, such as race, sexual orientation, and body type, LGBTQ people, people of color, and people with disabilities, in particular, are being awarded for embracing diversity and to share their values of inclusivity, which is more and more expected, notably from the Gen Z and Millennial audiences [46]. The possible solution for this issue is to change marketing and advertising programs to include more multicultural content in advertising. As an illustration, a pre-Super Bowl 2014 multicultural advertising promotion from Coca-Cola offers a wonderful example of diversity marketing. It highlights a multilingual version of "America the Beautiful" sung by actors of different cultures and ethnicities to signify the changing face of America. The ad became the top trending topic on Facebook after the Super Bowl when it was released [47]. Another good example is from Fenty Beauty, Fenty Beauty has launched a foundation in 50 shades in 2017, offering women of color a very wide range of options, Rihanna said, "It's important to me that every woman feels contained by this brand". Once the campaign was released, it generated a movement calling for brands to defy the status quo in advertising [47]. This section discussed five key issues regarding Gen Z consumers, such as sustainability in fashion, brands taking a stand on social issues, personalization and uniqueness of goods, social media marketing, and brand diversity and inclusion, and gives possible solutions to each key issue.

6. Conclusion

This report has argued the question "How has the fashion industry reacted to Gen Z's completely different consumption concepts and shopping habits?" by examining Gen Z's consumption concepts, shopping habits and preferences, requirements and expectations for brands, changing shopping habits during COVID-19 crisis, Gen Z's plans on in-store and online shopping after the pandemic, examples of brands which have made some changes or willing to make a change for Gen Z consumers, the importance

of social media marketing to Gen Z, couple of examples of brands successfully marketing to Gen Z consumers. There are some possible solutions to Gen Z's key issues for the fashion brands and fashion industry that have been suggested in this report. This report fulfills the research aim and answered the research questions, providing a clear, critical, logical, and detailed report of Gen Z consumers in fashion. All the data in this report was generated through the use of secondary research online. The findings were analyzed by using thematic analysis. This report is very well researched and highly academic in its topic, it will probably make a contribution to the fashion industry, but nonetheless recognized limitations. Theoretical limitations constrain the current research, mainly in the following areas: The available information does not provide a thorough study of Gen Z consumers yet, the range of the surveys on Gen Z consumers which have been posted online is not wide enough. By way of closure to this study, as Gen Z is gradually become a mainstream consumer in the fashion sector and has a strong purchasing power, this report was written to help brands address some important and urgent key issues by analyzing Gen Z's shopping habits, consumption concepts, requirements, and expectations to the brands. This report is valuable and will potentially solve some of the key issues in the fashion industry. The research method and the way of analysis used this time was very helpful and if with the addition of primary research will make future reports even better.

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