

GEN Z AND THE SUSTAINABILITY PARADOX:

Exploring marketing strategies within the pre-loved charity sector to appeal to Gen Z's evolving consumption habits.



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The online pre-loved apparel market is forecasted to double bricks and mortar charity stores by 2024, driven by Gen Z and their motivation towards conscious consumption

(Statista, 2022)



Background and Relevance

- The aftermath of the COVID-19 pandemic has seen rapid growth within the pre-loved fashion sector (BOF, 2021)
- Gen Z fashion consumer preference continues to move towards social ecommerce platforms (McKinsey & Co., 2022)
- An increased usage of online resale platforms and social media has led to a shift in how pre-loved items are being exchanged (Lee & Malik, 2021).
- Gen Z often prioritise cost over ethical values resulting in the term 'apathetic activists' (WGSN, 2022).





Objectives

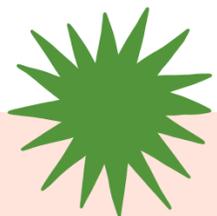
- Identify Gen Z's current attitude towards the pre-loved charity sector within the identified framework; *Diffusion of Innovation* (Rogers, 2003)
- Explore the target market's evolving consumer preferences in order to allow for more successful marketing strategies within the pre-loved charity fashion sector.
- Implement an explorative study which will create a testable hypothesis investigating the effectiveness of the primary findings.



Study Framework

Diffusion of Innovation (Rogers, 2003)

- Stages of Innovation
- Innovation - Decision Process
- Adopter Categories

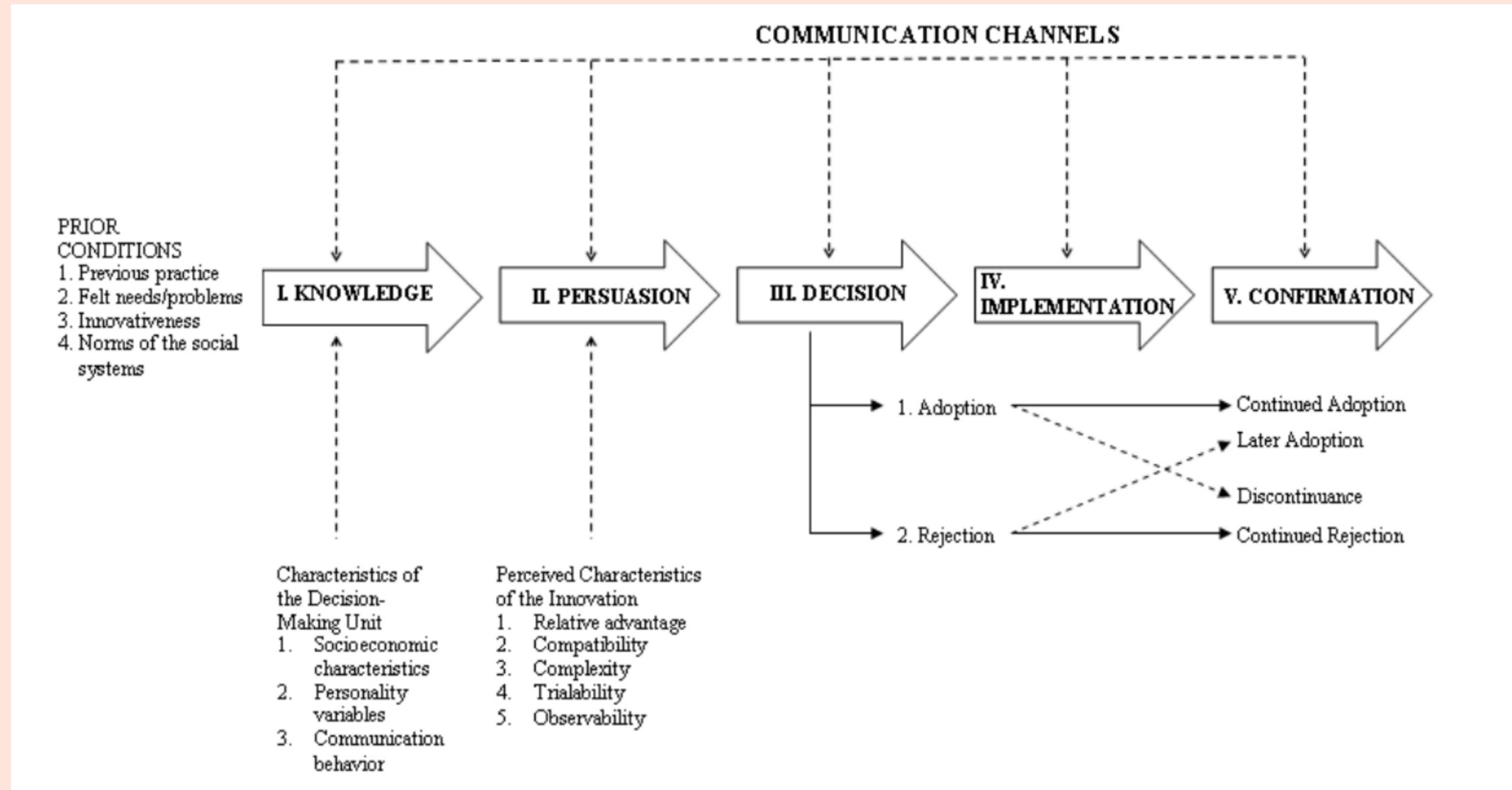


The Stages of Innovation

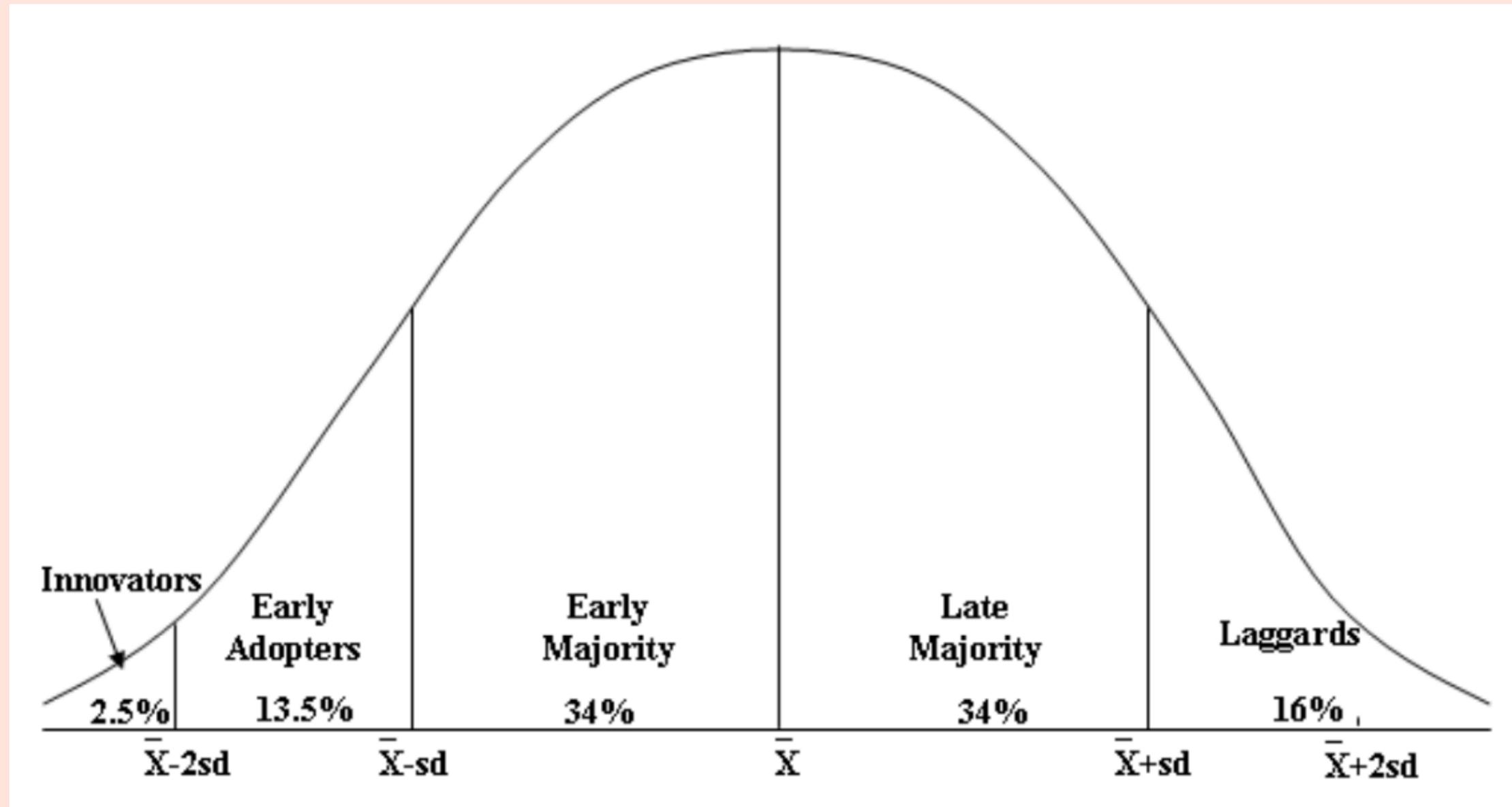


- Innovation
- Communication Channels
- Time
- Social Systems

The Innovation - Decision Process



Adopter Categories



Proposed Study Design



Reach

A collaborative civic engagement project between Cardiff Metropolitan University x Air Ambulance Wales

Data Collection

Multi-method qualitative approach

Semi-structured interviews:

Gen Z consumers

Director of the charity

Emic observation study

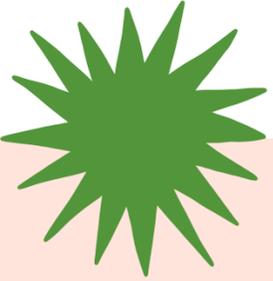
(Hague, 2022)

Analytics

Transcribed and analysed through thematic analysis

(Allen, 2017)

Next Steps and Implications

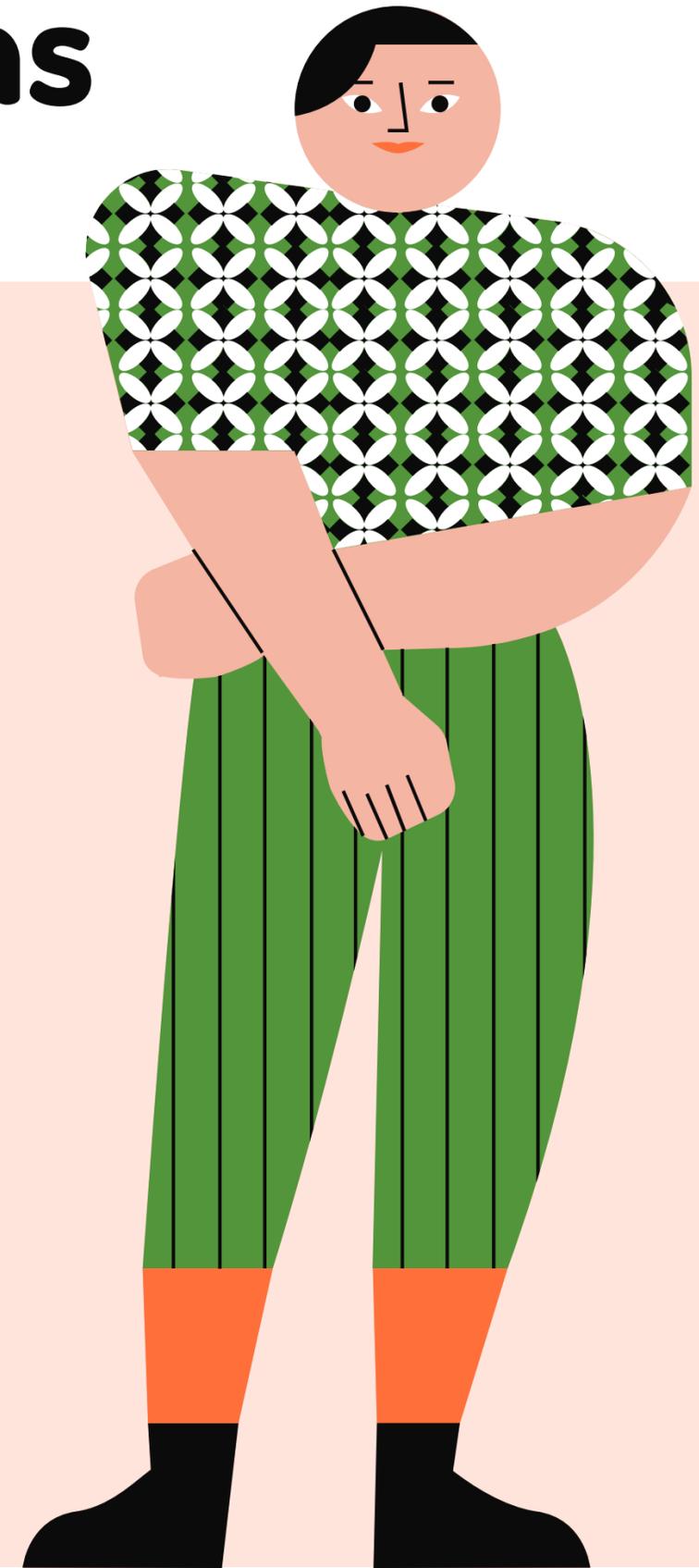


Estimated study start date and duration:

- Data collection October 2022 for a period of 4 weeks
- Data analysis November 2022

Intent:

Explorative study to create a hypothesis for further testing



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