

INTERNATIONAL CONFERENCE ON BUSINESS, INNOVATION AND SUSTAINABILITY IN DIGITAL ERA (AAC-iCON-2023)

Book of Abstracts

Editor
Dr. Preeti Gupta



**ALLIANCE
UNIVERSITY**

Private University established in Karnataka State by Act No. 34 of year 2010
Recognized by the University Grants Commission (UGC), New Delhi

2023

**INTERNATIONAL CONFERENCE ON BUSINESS,
INNOVATION AND SUSTAINABILITY IN DIGITAL ERA
(AAC-iCON-2023)**

Book of Abstracts

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About the Conference

This conference aims at capturing the role of changing business, innovations, and sustainability in the current dynamic business environment. The Conference seeks to deliberate upon the emerging theories, concepts and models in general, practical challenges are encountered and innovative solutions adopted with respect to different functional areas under management in the digital era. Today business organizations are required to adapt themselves to cutting-edge technology to ensure their sustainability. They are required to harness their resources and redefine obsolete models to implement new technologies in the business processes such as customer-focused applications, business-critical production and logistics management or financial solutions, among others. Businesses in all sectors are facing a situation where technology is changing the landscape around them, transitioning from the back room of an organization into the hands of customers, employees, and society.

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Chikkahagade Cross, Chandapura - Anekal Main Road, Anekal, Bengaluru – 562 106, Karnataka, India.

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PERCEPTION OF FASHION AND SUSTAINABILITY AMONG GEN Z

Dr. Noor Firdoos Jahan, Deepak Girish Kalyani, Gurubasavaraj K M,
Chetan Singh

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Abstract

In response to environmental and social challenges, the fashion industry has been under increasing pressure to embrace sustainable and creative practices. This research paper will look at marketing strategies that encourage the adoption of sustainable and innovative practices in the fashion industry. A literature review and a qualitative technique will be used in the research. The study will attempt to demonstrate if sustainability may be a critical competitive advantage for fashion enterprises, as buyers become more aware of their choices, and environmental and social consequences.

According to the literature review, younger generations are becoming more conscious of changing trends, which has shifted consumer attitudes about fashion. Considering this, we will undertake research to investigate how sustainability principles are influencing the attitudes of younger generations of buyers towards fashion. This report will show the results of a survey conducted using an anonymous questionnaire designed by us. The study will be carried out after mapping upcoming fashion trends and analyzing the role of sustainability from both

the demand and supply sides. The survey's findings are anticipated to illustrate how students react to new fashion trends, focusing on sustainability in fashion. The survey findings will be analyzed from both a descriptive and quantitative standpoint to evaluate the diverse perspectives on sustainable fashion, with a significant emphasis on the so-called Generation Z.

Keywords: Generation Z, Perspectives, Attitudes, Fashion Industry, Fashion Trends, Sustainable Fashion, Sustainable Practices, Marketing strategies, Demand and Supply Sides.