

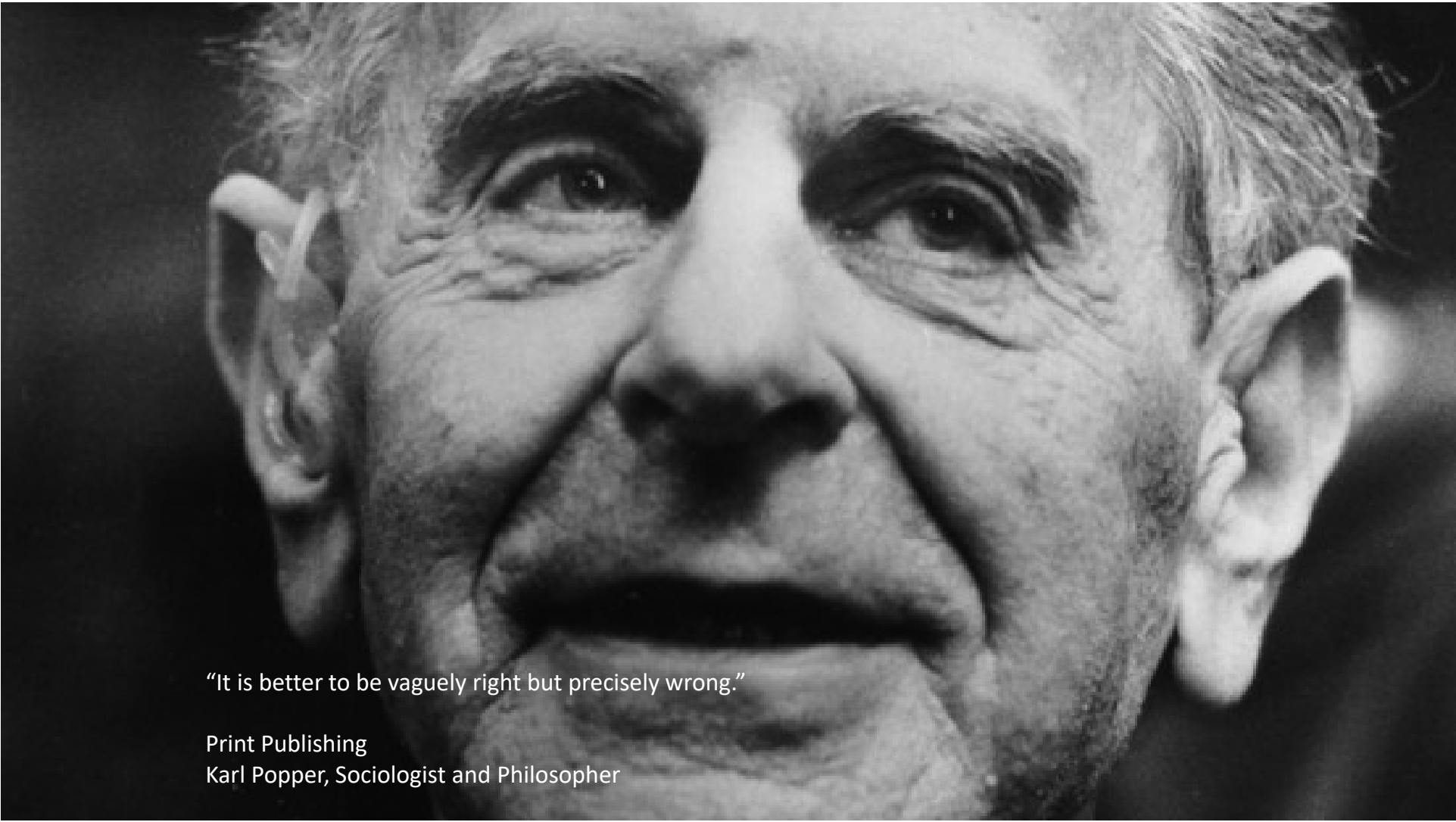


HOCHSCHULE RUHR WEST
UNIVERSITY OF APPLIED SCIENCES

International Marketing

2. Trends: an introduction

Prof. Dr. Simone Roth

A black and white close-up portrait of Karl Popper, an elderly man with a thoughtful expression. He has short, light-colored hair and deep-set eyes. The lighting is dramatic, highlighting the texture of his skin and the contours of his face. The background is dark and out of focus.

“It is better to be vaguely right but precisely wrong.”

Print Publishing
Karl Popper, Sociologist and Philosopher

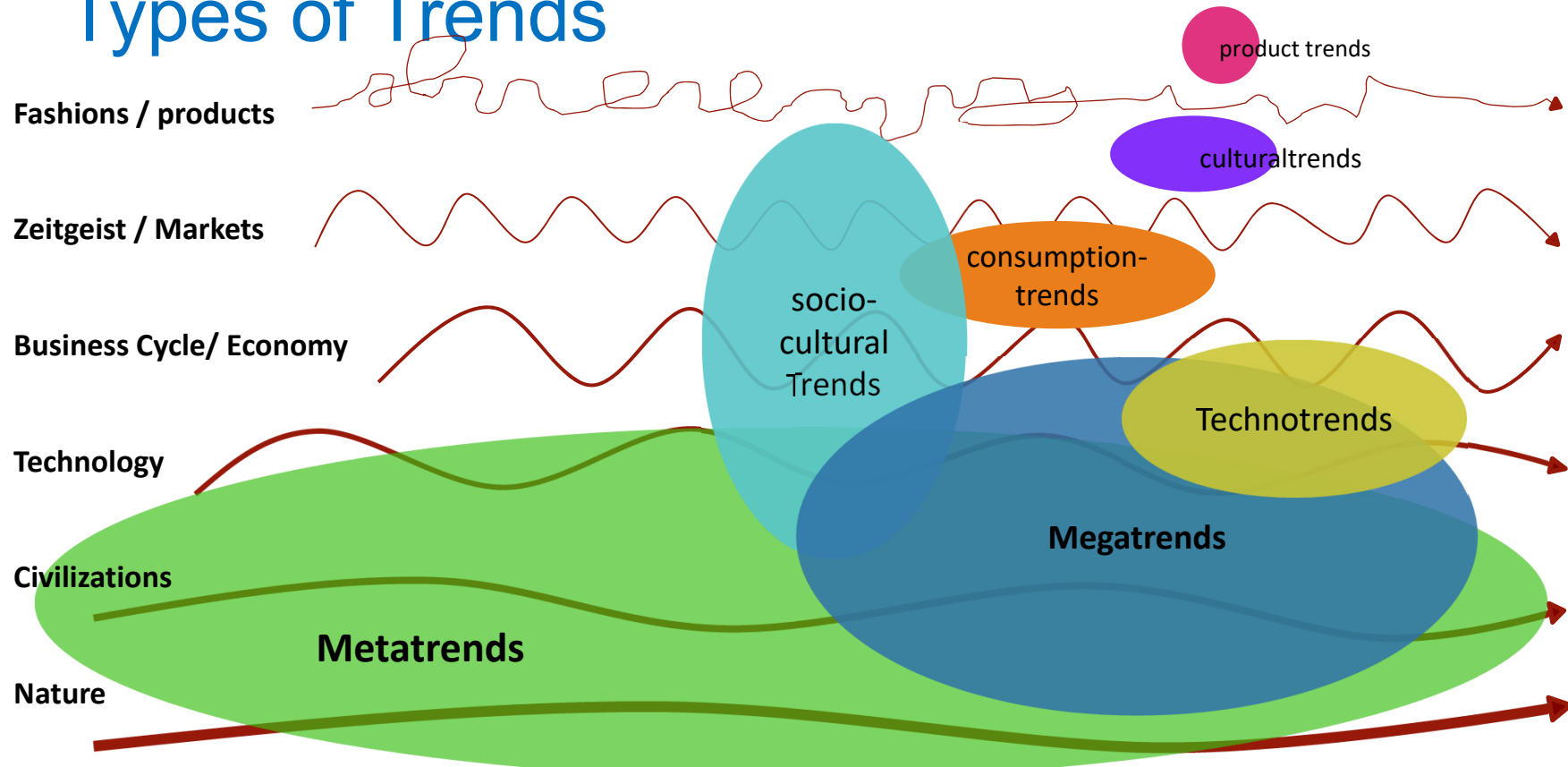
Importance of Trends

- The process of **'liquefying our culture'** is called the birth of trend.
- Trends are **multi-dimensional, complex phenomena** with a high range and effect over a period, which influence living conditions, values, the (consumer) behaviour of broad sections of the population and socio-cultural milieus.
- **They are processual - in trends.**
- A trend is **evident in the product** as well as **the living environment.**



Source: Müller & Müller-Stewens 2009, P. 4f.; Horx and Wippermann 1996

Types of Trends

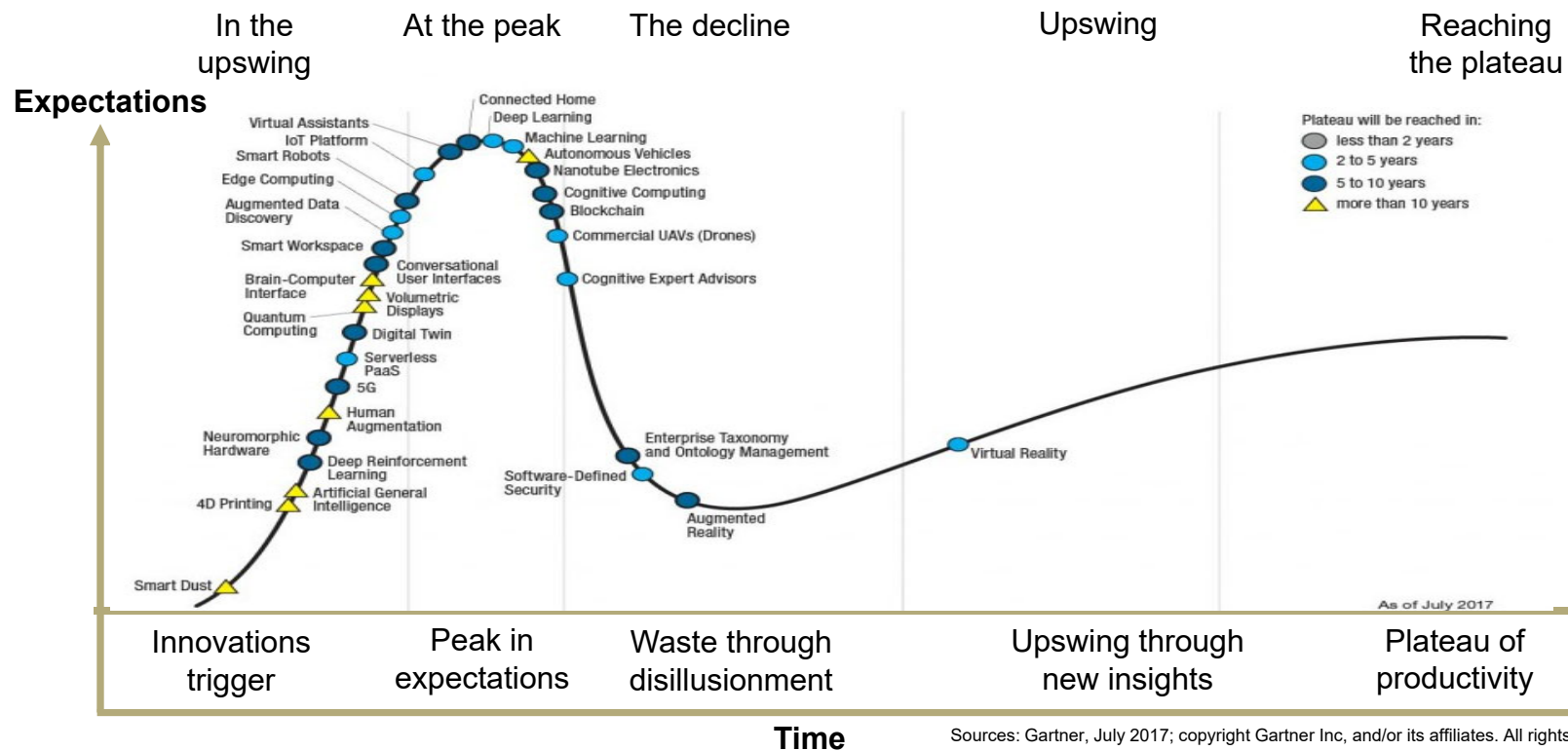


Source: Trend Definitionen, Horx Zukunftsinstitut 2010

Megatrend Healthstyle



Gartner hype cycle for technology 2017



Hype Cycle for Emerging Technologies, 2020



gartner.com/SmarterWithGartner

Source: Gartner
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Six assumptions on trends

- # Trend research is the constant exploration of the new
- # People's basic emotional needs are the driving force behind new trends
- # Trends are an expression of ideals and eternal themes, always staged anew
- # Trends give our perception a new filter and thus our reality a new form
- # Trends are temporary systems for orientation
- # Trends are both the result and signpost of social change processes