**The NPC Problem**

The Gen Z demographic has a reputation of being a bunch of mindless sheep who choose their personality based on everything apart from their own genuine thoughts and feelings. But if you were to ask a Gen Z person to describe themselves they’d probably say the opposite to that. Also if you were to ask them why they act how they act their answer would probably be related to trying to upset the status quo but in reality they’re not, in fact they tend to bend in with the new norm over time. You could describe them as a bunch of ordinary people trying to be unique in the same way.

You see it feels like for a percentage of this demographic their whole personality is based on whatever is trending on the internet that week. One week they want to be the sigma male equivalent of Patrick Bateman from American Psycho then the next week they want to be Ken from Barbie. Now there have been some interesting names for these types of people over the years but the most popular one would be the term NPC, I personally just call them lost souls.

One of the interesting things that has happened with this topic of NPC’s is the conspiracies that people come up with, and in this post were going to focus on one specifically and no it has nothing to do with the Matrix or any divine power. But it has everything to do with marketing and how companies are thriving thanks to the NPC’s.

You see in an ideal world humans would be unique and interesting in their own way and life would be wonderful and unpredictable, well that sounds great as long as you’re not trying to sell a product. Think about it if you own a clothing brand and you want to sell a 100 shoes, would you want to sell 100 different types of shoes to a 100 people or do you want to what sell 1 type of shoe to 100 people. It doesn’t take a rocket scientist to figure out the answer to this scenario because at the end of the day it’s a lot cheaper and less time consuming to make 1 shoe for everybody instead of trying to figure out what a 100 different people want. So you can imagine marketing teams saying a prayer to sweet baby Jesus to produce more NPC’s before they go to bed because they know that all they have to do is get it right once and like a moth to a flame they will come.

One of the biggest examples there is of NPC’s helping an industry to make big profits is in the fashion industry, now of course trends have always been in fashion but now a days it’s on a whole new level especially with the Gen Z Demographic, and that’s exactly what happened with Adidas or the Adidas Gazelles to be exact.

Even though they were once popular and you would still see them around from time to time ultimately they were forgotten from pop culture for the longest time. So how did they come back to prominence, well it started the same way most trends start now a days and that’s on Tic Tok. It felt like it happened over night, one day you would see people doing reviews on how to style Adidas Gazelles and by next week you would see someone out and about wearing them and within a few months it felt like everyone was wearing a pair of Gazelles. It was truly amazing to see NPC culture as it was happening, there was no campaign no nothing it was just the Gen Z kids seeing something and deciding were going to make it popular even if it means we all look the same.

The same thing happened with guys getting mullets, I mean I don’t know how so many people looked in the mirror and thought to themselves wow this mullet looks amazing. Honestly while we its one thing to laugh and joke about this trend of NPC culture is doing more harm than just convincing lads to get dodgy haircuts. Because while people are worried about robots replacing them they should be worried about protecting the only thing in this world that they truly own which is their personality, and stop allowing it to be tainted and controlled by any external force. Because regardless of how advanced it is even a robot can’t be a better version of you than you… the real you that is.

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