

**The impact of Fashion Branding in building brand equity. A study on Sri Lankan sportswear brands.**

**Avinthi Weerasinghe.**

UOW Student ID: W18713051

**University of Westminster  
MA Fashion Business Management  
May 2023**

**The impact of Fashion Branding in building brand equity. A study on Sri Lankan sportswear brands.**

## Abstract

Any brand's success and sustainability are greatly influenced by its brand equity, and fashion branding has become a potent instrument for building and enhancing brand equity. In the context of Sri Lankan sportswear firms, this study investigates the role that fashion branding plays in establishing brand equity. This research intends to offer insights into the efficacy of fashion branding in creating brand equity in the Sri Lankan sportswear sector by examining the techniques used by these businesses and consumer views.

In-depth interviews and focus groups with sports personalities are done as part of the study's qualitative methodology in order to acquire a thorough grasp of the fashion branding and brand equity strategies used by Sri Lankan sportswear brands as well as the underlying customer attitudes. Data on customer impressions of fashion branding factors such as brand image, brand associations, perceived quality, and brand loyalty will also be collected through interviews. Examining the connections between fashion branding tactics and brand equity aspects will be made easier thanks to this. Thematic analysis is then used to find recurrent themes and patterns in the qualitative data.

The findings of this study will have real-world applications for Sri Lankan sportswear companies, enabling them to create consumer-focused fashion branding strategies that build brand equity. Additionally, by providing a deeper comprehension of the distinctive dynamics within the Sri Lankan sportswear sector, this research will contribute to the academic literature on fashion branding and brand equity.

**Keywords:** fashion branding, brand equity, sportswear brands, Sri Lanka, consumer perceptions