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**Factors affecting fashion brands' awareness and marketing
in the support of LGBTQ community.**

Dissertation

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Abstract

Inclusion of LGBTQ (Lesbian, Gay, Bisexual, Transgender, and Queer) in fashion marketing can be seen more prominent than ever as it's a social call and more than just marketing. But this differ when it come sot the Sri Lankan fashion industry. Inclusivity in marketing specifically in relation to LGBTQ community is almost as if it doesn't exist. Examining how fashion firms interact with and support the LGBTQ community is critical as society perceptions of sexual orientation and gender identity continue to change. This thesis investigates factors affecting fashion brands' awareness and marketing in the support of LGBTQ community in Sri Lanka.

This study examines the theoretical underpinnings and current research on fashion marketing, brand awareness, and LGBTQ inclusivity through a thorough literature analysis. It also explores Sri Lanka's distinct cultural, legal, and social contexts, identifying potential and obstacles for fashion companies looking to help the LGBTQ population

The methodology for the study entails qualitative interviews with significant participants, such as representatives of fashion brands, LGBTQ individuals from Sri Lanka and individuals related to human rights activism. The data gathered will be evaluated using thematic analysis techniques with the goal of uncovering recurrent themes and patterns pertaining to factors that affect fashion brands' awareness marketing approaches for the LGBTQ population.

The outcomes of this study can help fashion brands create strategies that will assist the LGBTQ population and raise brand visibility. It will also give policymakers, advocacy organizations, and other stakeholders new perspectives on how to support diversity and inclusivity in Sri Lanka's fashion industry.

Overall, by examining the factors impacting fashion brands' awareness and marketing actions in favor of the LGBTQ population in Sri Lanka, this thesis seeks to add to the academic literature and industry knowledge. It aims to promote better communication and cooperation between the fashion industry and the LGBTQ community by emphasizing the potential, problems, and best practices, ultimately fostering inclusivity and acceptance within Sri Lankan culture.

Keywords

Homosexual imagery, LGBTQ, Inferences of manipulative intent, Consumer perceptions, fashion industry in Sri Lanka, Brand Activism, Gender Stereotypes.