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**Exploring Customer
Attitudes to Diversity,
Equity and Inclusion in
Entrepreneurial
Marketing for Creative
Start-ups.**



Background and Relevance



Research Objectives

1.

To explore the target audience's awareness of and attitude towards the inclusion of DEI elements in a start-up's brand; and

2.

to derive tangible recommendations for entrepreneurs in terms of embracing DEI as part of their entrepreneurial marketing efforts.

Study Design



**21 semi-structured
interviews**



**Gen Z consumers (18-25)
based in Greater London**



**Zoom interviews
between 46-71 mins**



**Conducted between
Oct and Dec 2021**



Findings

Theme 1: Only Authentic DEI Wanted

‘Everyone can say they support equality, but that doesn’t mean they actually do it.’ (O)

‘Actions speak louder than just random promises.’ (R)

‘Are you really here for us, or just yourself?’ (B)



Findings

Theme 2: Expectation for Brands to Embrace Plurality and Intersection of DEI

‘Really, the changes we’re talking about making should be the bare minimum anyway.’
(P)

‘Just ticking one box.’ (M)

‘I’d buy more often from a brand if I could trust that they honestly stand for diverse-diversity, yeah.’ (U)



Findings

Theme 3: Lack of Visibility and Awareness of Start-ups Embracing DEI

‘Where to begin, where do I start to find these brands?’ (N)

‘It's hard to find UK based black owned fashion brands.’ (E)

‘Should hit me with what it stands for right when I encounter the brand for the first time.’
(T)



Findings

Theme 4: Limited Danger of Cancel Culture

'I don't feed into cancel culture because it's too exhausting carrying all that fire and anger for brands who use our rage for publicity.' (P)

'As long as they are honest about it and learn their lesson, I'd not cancel a start-up.' (D)

'I might lose some interest in it [the brand], yes. Completely cancel it? No, I wouldn't.' (U)



Recommendation 1:
Embrace Diversity Internally
and Externally.



Recommendation 2:
Build and Foster a
Community.

Implications for Entrepreneurial Marketing





Recommendation 3:
Sign up to Existing
Associations Working in DEI.



Recommendation 4:
Put DEI Efforts Front and Centre
of Branded Communications.

Implications for Entrepreneurial Marketing



Concluding Remarks and What's Next?

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