The Rainbow Dichotomy: Evaluating Perceptions of 'Rainbow-Washing' in Pride Month Marketing Campaigns Among Lgbtq+ and Heterosexual Consumers in Thailand

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Abstract

This research aims to critically evaluate the perceived authenticity of Pride Month marketing campaigns in Bangkok, Thailand, as well as the willingness for multiple cohorts of consumers to buy products advertised by the LGBTQ+ or Pride initiatives. The population of interest is LGBTQ+, heterosexual, and heterosexual people who are uninterested or opposed to the rights benefited by LGBTQ+ people. A total of 383 participants were stratified and randomly sampled, so that each group is represented. Research instruments consist of structured and unstructured questionnaires and in-depth interview guides for quantitative and qualitative data. Descriptive statistics, inferential statistics (such as ANOVA and regression analysis), and thematic analysis were applied to the statistical analysis of research questions by descriptive measures, ANOVA, and regression analysis, in a simple and effective manner.

This finding shows that different demographic groups have radically different perceptions about the authenticity of Pride Month marketing. In general, LGBTQ+ people and allies find more authenticity in these campaigns than indifferent or opposed to LGBTQ+ rights, who often demonstrate skepticism for fears that the campaigns are 'rainbow washing.' Response to emotional experiences represented through affect clues reveals how purchase willingness is driven by positive emotions across LGBTQ+ populations and possessed by negative emotions in alternative populations. What the study points out, most importantly, is that marketing is about enabling that authenticity and building trust in something consumers believe in, which in this case is supporting LGBTQ+ rights. Brands should work closely with LGBTQ+ communities and create campaigns that are LGBTQ+ inclusive, and avoid superficial practices which will repel potential audiences.

Keywords: Rainbow-Washing Authenticity Consumerism Inclusivity

Introduction

The use of the rainbow flag as a symbol of LGBTQ+ pride dates back to 1978 as a strategy employed in Pride Month marketing for brands to show their support for their LGBTQ+ customers. Absolut Vodka (1981), Levi Strauss & Co. (1992), and others have always stayed engaged in Pride initiatives, for campaigns like Ben & Jerry's (Australia) "I Dough, I Dough" promoting marriage equality. Yet such campaigns are often lampooned for 'rainbow washing'—appearing more commercial than genuine.

Known for being some of the biggest campaigns with the potential to push LGBTQ+ inclusivity, there is still a big debate about the rainbow washing with some wondering whether these campaigns are truly authentic. Although this phenomenon has been widely studied in Western markets, its applicability to other culturally different markets such as Thailand, where the cultural dynamics may draw different consumer perceptions and responses, has been underexplored.

To fill this gap, this study suggests that Affect Theory proposed by Tomkins is integrated into the analytical framework to create a robust model of how specific emotions are generated by marketing campaigns, such as interest, excitement, and enjoyment, and joy. The research investigates how different Pride campaigns elicit different kinds of emotional responses and if there is a link between these emotional responses and improved brand recall and perceptions of authenticity amongst Thai consumers.

An empirical analysis of the influence of emotional response to Pride campaigns on purchasing decisions and perception of authenticity within the Thai context will be presented in the study. In addition, it will indicate how cultural factors affect emotional impact from marketing strategy and more culturally sensitive marketing strategies. This research will contribute to scholarly understanding and practical uses of 'rainbow-washing' in Thailand by extending the application of Affect Theory in marketing research to illustrate the application of emotions in consumer responses to cause-related marketing campaigns.

Research Objectives

1. Demographic Analysis: Examine the distribution of gender and sexual orientation among respondents and highlight differences that are significant between groups.

2. Campaign Visibility and Recall: An evaluation of the levels of recall for Pride Month marketing campaigns as well as examining differences in visibility amongst respondent homosexual and heterosexual.

3. Perceptions of Authenticity: A study designed to analyze how homosexual and heterosexual respondents perceive the authenticity of Pride Month marketing campaigns and the factors influencing such perceptions.

4. Support for LGBT Rights and Brands: Identify how campaign exposure relates to support for LGBT rights, and willingness to support brands engaging in Pride Month marketing campaigns.

5. Predictors and Cultural Insights: The study seeks to understand what predictors of LGBT rights support and the influence of cultural factors on emotional engagement and consumer response to Pride Month campaigns.

Literature Review

Academic Discourse in LGBTQIA+ in Thailand

Thailand's perception as a "gay paradise" contrasts with the complex realities for its LGBTQ+ citizens (Winter, 2009; Jackson, 1999). Early academic discourse, influenced by Western paradigms, pathologized homosexual and transgender identities (Jackson, 1997). A significant shift in the late 1980s, led by scholars like Yot Santasombat, advocated for a sociocultural understanding of Thai LGBTQ+ identities (Jackson, 1997). In the 1990s, scholars like Rosalind C. Morris and Peter Jackson further evolved this discourse, offering new perspectives on Thai gender and sexual systems (Morris, 1994; Jackson, 1989, 1995). Despite

progress, societal norms continue to enforce binary and heteronormative standards (Sinnot, 2004; Boellstorff, 2004).

Rainbow-Washing and Related Concepts

The concept of 'rainbow-washing' refers to the superficial use of LGBTQ+ symbolism for commercial gain without genuine support (Stych, 2020; Varadarajan & Menon, 1988). Related concepts like 'pinkwashing' and 'performative allyship' highlight the complexity of cause-related marketing and the need for authenticity (King, 2006; Schulman, 2012; Kendall, 2020).

Marketing Efforts and Perceptions of Authenticity in LGBTQ+ Contexts

There has been a rise in LGBTQ+-themed marketing campaigns, but their authenticity is often scrutinized (All1, 2019; Stych, 2020; Holloway et al., 2019). Accurate representation is crucial for societal acceptance. The Perceived Organizational Authenticity (POA) scale measures this in organizational communication with LGBTQ+ stakeholders (Bekaroglu et al., 2020; Lim, Ciszek, & Moon, 2022; Ciszek, 2020).

Perceived Brand Authenticity and LGBTQ Practitioners' Perspectives

This study, drawing from Ciszek and Lim (2021), centers on the experiences of LGBTQ practitioners to understand the dimensions of perceived brand authenticity within LGBTQ marketing. These practitioners, as both creators and consumers of brand messages, provide a unique perspective on what makes communications authentic. Key dimensions include:

- **Credibility**: Truthfulness and reliability of a brand's commitment to LGBTQ+ inclusion.
- **Integrity**: Moral and ethical standards maintained consistently, not just during Pride Month.
- **Symbolism**: Use of symbols like the rainbow flag, which can enhance community or lead to accusations of rainbow-washing if used superficially.
- **Continuity**: Historical and ongoing commitment to LGBTQ+ issues, building trust over time.
- **Representativeness**: Diversity and inclusion of various LGBTQ+ identities in brand communications.

A Comprehensive Framework of Affect Theory

Affect Theory, as developed by Silvan Tomkins and expanded by Gilles Deleuze, Félix Guattari, and others, offers a multifaceted framework for examining emotional engagement (Tomkins, 1962; Deleuze & Guattari, 1980). This theory provides insights into the complex interplay between media stimuli and audience emotional responses (Gibbs, 2007; Stiegler, 2006; Warner, 2002; Tarde, 1901).

Application to Pride Marketing Campaigns

In light of Affect–Expectations Theory (Aurier & Guintcheva, 2014), this study examines how Pride marketing campaigns can harness the power of experiential emotions to enhance consumer satisfaction. Unlike traditional models, this approach considers the alignment of emotional outcomes with consumer expectations. Noland's study (2021) on mood and consumer response to controversial advertising posits that mood significantly impacts the effectiveness of Pride marketing campaigns. Campaigns that evoke a sense of solidarity and resilience against adversity might be more effective if aligned with a collective positive mood during periods of significant social advocacy.

Research Methodology

This section outlines the mixed-methods approach employed in the study, integrating both quantitative surveys and qualitative interviews to gather comprehensive data from participants.

Participant Selection and Division

To ensure a representative and unbiased sample, 350 individuals residing in Bangkok were selected using a random sampling method via an online questionnaire. These participants were stratified into three distinct cohorts based on their identification and attitudes towards LGBTQ+ rights:

LGBTQ+ Individuals (n=150)

Participants who identify as part of the LGBTQ+ community.

Heterosexual Supporters (n=100)

Heterosexual individuals who demonstrate active support for LGBTQ+ rights.

Heterosexual Non-Supporters (n=100)

Heterosexual individuals who are indifferent or do not support LGBTQ+ rights.

This stratification allows for nuanced analysis across different perspectives within the population.

Research Instruments

1. Survey Questionnaire: A structured questionnaire will be designed to capture data on respondents' perceptions of Pride Month marketing campaigns, their emotional responses, and their views on brand authenticity. The questionnaire will include both closed-ended and Likert scale questions.

2. In-Depth Interviews: Semi-structured interviews will be conducted with LGBTQ+ marketing practitioners to gain deeper insights into the nuances of perceived brand authenticity and emotional engagement in Pride marketing.

Data Collection and Statistical Analysis

This study employs a mixed-methods approach, integrating both quantitative surveys and qualitative interviews to address comprehensive research objectives. The quantitative surveys are designed to gather large-scale data suitable for statistical analysis, ensuring a broad understanding of consumer reactions to Pride Month marketing campaigns. Table 1 Methodological Approach to Research Objectives and Statistical Analyses identifies each usage and objectives.

Table 1: Methodological Approach to Research Objectives and Statistical Analyses

Research Method	Data Collection Technique	Statistical Analysis	Addressed Objective	Purpose and Details
QuantitativeMethod	Survey	Chi-Square Test	Objective 1,2	Assess categorical relationships and initial patterns.
	Survey	Logistic Regression	Objective 3	Analyze influences on binary outcomes (e.g., purchase decisions).
	Survey	Linear Regression	Objective 2,3	Evaluate impact of continuous variables on perceptions and behaviors.
	Survey	ANOVA/MANOVA	Objective 2,3	Compare means across different demographic groups.
	Survey	Factor Analysis	Objective 1	Identify latent factors within emotional and authenticity constructs.
Qualitative Method	In-Depth Interviews	Thematic Analysis	Objective 1, 4	Provide deeper insights into personal narratives and detailed feedback.

Ethical Considerations

Ethical integrity was prioritized throughout the study. Participants gave informed consent prior to their involvement in the research, and anonymity and confidentiality were maintained to protect their identities. Ethical approval for the study was sought and obtained from the relevant institutional review board.

Conceptual Framework

      This framework focuses on the interplay between consumer demographics, emotional responses, campaign recall, perceived authenticity, and support for brands and LGBTQ+ rights. It seeks to provide a holistic understanding of how marketing campaigns during Pride Month influence consumer behavior, with particular attention to cultural and social contexts.
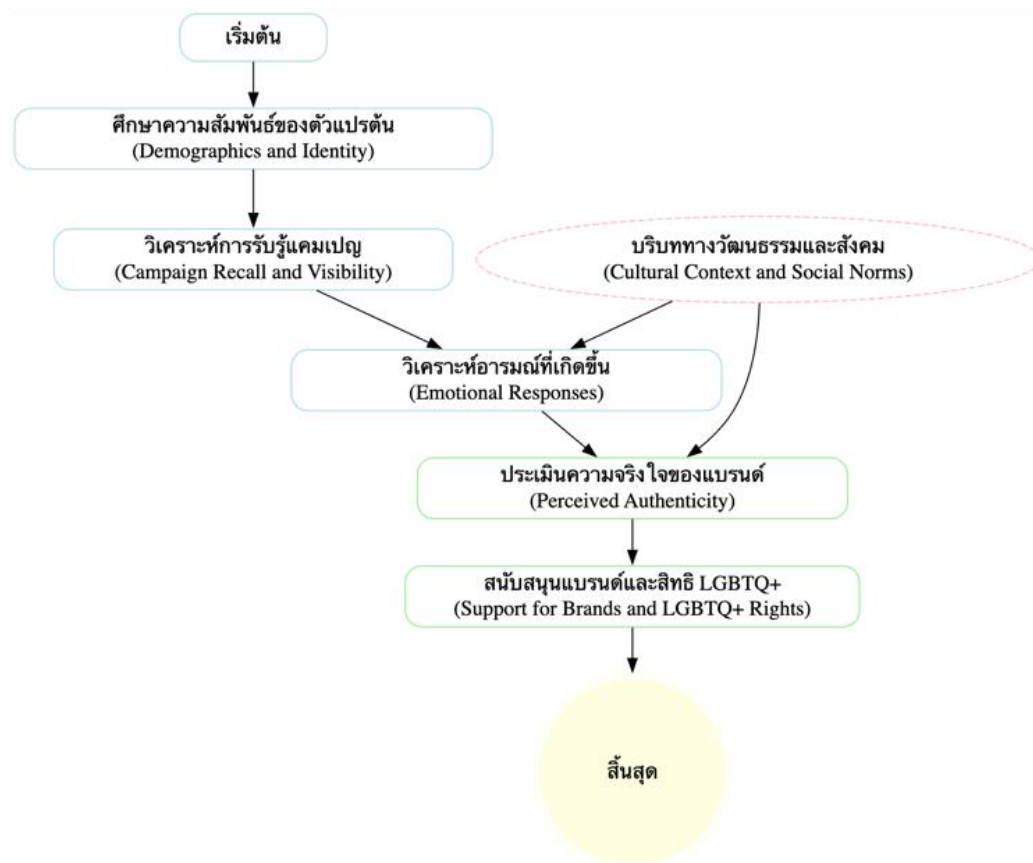
Figure 1: Conceptual Framework

      Proposed Relationships:

      1. Demographics and Emotional Responses: Consumer identity (e.g., gender, sexual orientation) influences emotional reactions to campaigns, with LGBTQ+ consumers exhibiting more critical evaluations due to higher personal relevance.

      2. Campaign Recall and Perceived Authenticity: Higher recall of Pride marketing campaigns is associated with stronger perceptions of authenticity among engaged audiences but may also trigger skepticism of "rainbow-washing."

      3. Emotional Responses and Consumer Behavior: Positive emotional engagement leads to higher support for brands and advocacy for LGBTQ+ rights, while negative emotions can diminish brand trust and support.

      4. Cultural Context and Perceived Authenticity: Cultural nuances, such as societal norms and collective attitudes, shape how consumers perceive and respond to LGBTQ+ marketing efforts.

Results

Research Objective: Demographic Distribution

The data for this analysis was derived from a sample of 383 respondents and was analyzed using the Statistical Package for the Social Sciences (SPSS) version 25. However, upon excluding 61 individuals who did not see the campaign from the total of 383, the number of respondents who were aware of the campaign was reduced to 322. The data was further categorized by gender and sexual orientation, leading to the following findings.

Table 2: Frequency and Percentage Distribution of the Sample (N=322)

Factors Under Study	Number of Respondents	Percentage (%)
Birth Gender		
Male	170	52.80
Female	152	47.20
Sexual Orientation		
Bisexual	71	22.05
Homosexual	167	51.86
Heterosexual	84	26.09

The sample reduction predominantly affected the heterosexual group, decreasing from 144 to 84 respondents, while the homosexual group remained relatively stable, decreasing from 168 to 167 individuals aware of brand campaigns during Pride month. For focused comparative analysis, the bisexual group (71 individuals) was excluded, narrowing the comparative sample to 251 respondents - specifically contrasting homosexual (167) and heterosexual (84) groups.

Table 3: Frequency and Percentage Distribution of the Sample (N=251)

Factors Under Study	Number of Respondents	Percentage (%)
Birth Gender		
Male	148	58.96
Female	103	41.04
Sexual Orientation		
Homosexual	167	66.53
Heterosexual	84	33.47

As a result, the subsequent data comparison focuses on the groups Homosexual (167 individuals) and Heterosexual (84 individuals), with the findings as follows:

Research Objective: Campaign Visibility and Recall, Perceptions of Campaign Authenticity, and Support for LGBT Rights and Brands

Table 4: Number and percentage of data/factors studied from the sample groups of Homosexuals and Heterosexuals
** The percentage values are calculated based on the number of individuals within each group (column-wise).

Factors Under Study	Homosexual (n=167)		Heterosexual (n=84)	
	Amount	Percentage	Amount	Percentage
Birth Gender				
Male	106	63.47	42	50.00
Female	61	36.53	42	50.00
Recollection of Viewing Pride Month Marketing Campaigns				
1 Campaign	8	4.79	42	50.00
2 Campaigns	33	19.76	16	19.05
3 Campaigns	41	24.55	18	21.43
4 Campaigns	47	28.14	5	5.95
5 Campaigns	38	22.75	3	3.57
Average "Mean ($\pm$ Standard Deviation, SD)	3.44 $\pm$ 1.18		1.94 $\pm$ 1.13	
Grouping of Campaign Views				
1-2 Campaigns (Low)	41	24.55	58	69.05
3 Campaigns (Medium)	41	24.55	18	21.43
4-5 Campaigns (High)	85	50.90	8	9.52
Perceived Authenticity in Campaign				
Perceive negative authenticity	128	76.65	3	3.57
Neutral	7	4.19	63	75.00
Positive authenticity	32	19.16	18	21.43

Likelihood to Support Brands engaging In Pride Marketing Campaigns				
No Support	128	76.65	22	26.19
Undetermined	5	2.99	44	52.38
Support	34	20.36	18	21.43
LGBT Rights Support Standpoint				
Limited Support	-	-	6	7.14
Moderate Support	25	14.97	63	75.00
Highly Support	142	85.03	15	17.86

From Table 4, the comparative data analysis between the Homosexual (167 individuals) and Heterosexual (84 individuals) groups yielded notable results. The majority (63.47%) of the homosexual group are male, compared to an equal male and female representation in the heterosexual group. A significant portion of the homosexual group (28.14%) recalled seeing four Pride month marketing campaigns, higher than the most common response in the heterosexual group, which was recalling only one campaign. About 76.65% of the homosexual group perceived Pride marketing campaigns as insincere, contrasting with the heterosexual group where the majority (75%) perceived these campaigns as moderately sincere. A large majority (85.03%) of the homosexual group strongly support LGBTQ+ rights, whereas in the heterosexual group, the predominant level of support (75%) was moderate. These points highlight interesting differences in campaign recall, perception of sincerity, and levels of support for LGBTQ+ rights between the two groups.

Table 5: The relationship between the variable of sexual orientation and the factors of interest studied using Univariate Statistical Analysis. *Percentages are calculated based on each specific sub-factor of interest (row-wise)*

| Factors Under Study | Sexual Orientation | | | | χ^2 | p-value |
| | Homosexual (n=167) | | Heterosexual (n=84) | | | |
	Amount	Percentage	Amount	Percentage		
Birth Gender					4.193	0.041*
Male	106	71.62	42	28.38		
Female	61	29.22	42	40.78		
Recollection of Viewing Pride Month Marketing Campaigns					54.108	
1-2 Campaigns (Low)	41	41.41	58	58.59		
3 Campaigns (Medium)	41	69.49	18	30.51		
4-5 Campaigns (High)	85	91.40	8	8.60		
Perceived Authenticity in Campaign					157.108	<0.001
Perceived negative authenticity	128	97.71	3	2.29		
Neutral/Uncertain	7	10.00	63	90.0		
Perceived Positive authenticity	32	64.00	18	36.0		
Likelihood to Support Brands engaging In Pride Marketing Campaigns					93.667	<0.001**
No Support	128	85.33	22	14.67		
Neutral	5	10.20	44	89.80		
Support	34	65.38	18	34.62		

LGBT Rights Support Standpoint					109.69	<0.001**
Low/Unaware	0	0.00	6	100.00		
Moderate	25	28.41	63	71.59		
Strong	142	90.45	15	9.55		

$**p < 0.01, *p < 0.05$

Employing the Pearson Chi-square test, our study uncovers significant correlations that enhance our understanding of the dynamics between different sexual orientations and their interactions with various aspects. The subsequent paragraphs will present an in-depth examination of these key findings, emphasizing their significance and implications in both social and marketing realms.

The Pearson Chi-square test reveals a statistically significant relationship at the 0.05 level between sexual orientation (Sex Orientation) and gender (Gender) within the sample. Intriguingly, a predominant majority of 71.62% of males were found to be part of the same-sex attracted group, and a significant 59.22% of females were also found to be in the same category. This highlights a compelling association between gender identity and sexual orientation, indicating nuanced gender dynamics within sexual preference groups.

The analysis further shows a significant correlation at the 0.01 statistical level between sexual orientation (Sex Orientation) and the frequency of noticing Pride month marketing campaigns. Notably, lower campaign visibility (1-2 campaigns) was associated with the heterosexual group, whereas higher campaign visibility (3 campaigns and above) was predominantly observed within the homosexual group, with percentages as high as 69.49% and 91.40%, respectively. This finding suggests that the homosexual group is more engaged or targeted in Pride month marketing efforts compared to their heterosexual counterparts.

There is a striking difference in how marketing campaigns during Pride month are perceived, with a statistically significant correlation at the 0.01 level. The homosexual group overwhelmingly perceived these campaigns as insincere (97.71%), whereas the heterosexual group primarily felt the campaigns had moderate sincerity (90.00%). This stark contrast in perception could reflect differing expectations and interpretations of brand intentions during Pride month, based on sexual orientation.

The relationship between sexual orientation and the tendency to support brands participating in Pride month campaigns is highly significant (0.01 level). A substantial 85.33% of the same-sex attracted group chose not to support these brands at all, while 89.80% of the heterosexual group were undecided. However, a noteworthy 65.38% of the same-sex attracted group were still inclined to support the brands. This suggests a complex relationship between brand engagement during Pride and consumer loyalty, particularly within the LGBTQ+ community.

Each of these findings offers a rich insight into the complex interplay of sexual orientation with factors like gender identity, marketing campaign visibility, brand perception, and support, particularly in the context of Pride month. These insights not only enhance our understanding of consumer behavior across different sexual orientations but also underscore the importance of nuanced and sensitive marketing strategies

Research Objective: Predictors and Cultural Insights
Logistic Regression Quantitative Method Survey

A logistic regression analysis was performed to ascertain the elements that may predict the level of support for LGBT rights (LGBT Rights Support Standpoint). The findings indicated that individuals identifying as homosexual were 16.924 times more likely to advocate for Pride rights compared to those identifying as heterosexual. The quantity of seen Pride campaigns had a statistically significant effect on support for LGBT rights. Participants exposed to a moderate number of campaigns (3 campaigns) and a substantial amount (4-5 campaigns) were 4.016 and 6.368 times more likely, respectively, to endorse Pride rights compared to those who encountered fewer campaigns (1-2 campaigns).

This indicates that sexual orientation, namely identifying as homosexual, and the frequency of Pride campaigns observed (with a higher number being preferable) can significantly forecast the propensity to endorse LGBT rights. These individuals are more inclined to acknowledge the significance of LGBT rights. Nonetheless, variables such as gender, perceived authenticity of the advertising, and brand loyalty tendencies did not demonstrate statistical significance in forecasting support for LGBT rights.

Table 6: Results of Logistic Regression Analysis for Factors Predicting Support for LGBT Rights

Factor under study	B	S.E.	p-value	Exp(B)	95% C.I.	
					Lower	Upper
Sex orientation	2.829	0.382	<0.001**	16.924	8.004	35.785
Recollection of Viewing Pride Month Marketing Campaigns			<0.001**			
3 Campaigns (Medium)	1.390	0.442	0.002**	4.016	1.689	9.551
4-5 Campaigns (High)	1.851	0.445	<0.001**	6.368	2.661	15.240

**p < 0.01

Discussion

Building upon the findings from "The Rainbow Dichotomy: Evaluating Perceptions of 'Rainbow-Washing' in Pride Month Marketing Campaigns among Gay and Heterosexual Consumers in Thailand," the analysis presents a nuanced tapestry of consumer perception dynamics.

A marked divergence in the recall of Pride Month marketing campaigns emerged between the homosexual and heterosexual groups, with homosexual individuals exhibiting higher campaign visibility. This contrast in visibility aligns with the striking discrepancy in perceived authenticity. A staggering 97.71% of the homosexual group perceived these campaigns as insincere, suggesting a critical lens through which these individuals evaluate corporate intentions during Pride Month. In contrast, the heterosexual group mainly perceived these campaigns as moderately sincere, indicative of differing levels of engagement and understanding of LGBTQ+ issues.

Furthermore, the relationship between sexual orientation and brand support during Pride Month campaigns revealed complex consumer behavior. A significant 85.33% of the same-sex attracted group opted not to support the brands involved in these campaigns. This finding points to a discerning consumer behavior influenced by deeper connections to LGBTQ+ issues and a critical evaluation of the authenticity of corporate advocacy efforts.

The marked divergence in campaign visibility and perceived authenticity of Pride Month marketing campaigns between homosexual and heterosexual groups can be attributed to several factors. Firstly, the concept of 'rainbow-washing,' as described by Stych (2020) and supported by research on cause-related marketing strategies (Varadarajan & Menon, 1988; King, 2006; Schulman, 2012), likely contributes to the skepticism observed among homosexual individuals towards these campaigns. This skepticism is rooted in the perceived superficial use of LGBTQ+ symbolism for commercial gain without genuine support.

Secondly, Affect Theory, as developed by Silvan Tomkins and expanded upon by Gilles Deleuze, Félix Guattari, and others (Tomkins, 1962; Deleuze & Guattari, 1980; Gibbs, 2007; Massumi, 1993, 2003), provides a theoretical framework explaining the emotional engagement shaping perceptions and recall. For the homosexual group, this heightened sensitivity and emotional connection to LGBTQ+ issues may lead to a critical evaluation of the campaigns' authenticity, perceiving them as insincere. In contrast, the heterosexual group's perception of these campaigns as moderately sincere could stem from a less pronounced emotional engagement with LGBTQ+ issues, resulting in less critical scrutiny. This differential engagement and understanding highlight the complex interplay of personal relevance, societal norms, and emotional responses in shaping perceptions of marketing campaigns.

These insights are invaluable for understanding consumer behavior across different sexual orientations, especially in the context of sensitive and inclusive marketing strategies. They underscore the necessity for brands to navigate the complex terrain of genuine advocacy versus superficial engagement to build authentic and sustainable relationships with diverse consumer segments.

Conclusions

The "Rainbow Dichotomy" study is also a valuable and helpful study of how gay and heterosexual consumers understand Bangkok's Pride Month themed marketing campaigns. Most gay people have experienced rainbo washing type campaigns from corporations in the past, and so they view these campaigns as insincere. Whereas heterosexual consumers respond to moderate sincerity in the campaigns, they perceive them as somewhat sincere, than the queer consumers are who have more engagement in LGBTQ+ issues. Extensive emotional responses were evidenced and it was found that positive emotions can be a big influence in prompting more brand trust, and advocacy of LGBTQ+ rights, especially among gay consumers, while skepticism does deter supporting a brand. This shows why authentic and culturally sensitive marketing strategies to be made with the LGBTQ+ community should be in place. However, the study's focus on a specific demographic in Bangkok limits its broader applicability. Future research should expand geographically and use qualitative methods for deeper insights. The findings are crucial for marketers aiming for genuine LGBTQ+ engagement and inclusivity.

Recommendations

Based on the study findings, the following suggestions are proposed:

1. Practical Application for Marketers

- Incorporate Stakeholdrs from LGBTQ+ in design and execution of the marketing strategy, developing authentic and inclusive marketing strategies.

- Instead of superfluous support, avoid superficial displays of support (is that what you'll call tokenism or "rainbow washing"?) and instead focus on real dedication and ongoing support for the causes of LGBTQ+ people.

2. Corporate and Policy Guidelines

- Lay out the polices at a corporation level to assist in creating trust with diverse buying segments as well as guiding marketing practices to be inclusive of the LGBTQ+.

- Work with LGBTQ+ organizations to create initiatives together, that are authentic to the community.

3. Further Research Directions

3.1 Expand Geographical Scope: To understand the variation in consumer response across different cultural and social contexts conduct similar studies in other regions or countries.

3.2 Explore Diverse Demographics: Incorporating other LGBTQ+ sub groups be it transgender, non binary persons, and heterosexual allies to get more comprehensive gains.

3.3 Qualitative Approaches: Get a deeper insight into the subtle drivers and perceptions that shape consumer response by incorporating in depth interviews and focus groups.

4. Education and Awareness

Informing campaign strategy from the insights of the LGBTQ+ community, leverage the insights of the LGBTQ+ community to educate consumers and marketers of the importance of an authentic cause related campaign.

5. Longitudinal Studies

Study how consumer perception and response changes with time as more authentic brand advocacy for the LGBTQ+ community is adopted by brands.

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