

Gender Differences in Reactions to Homosexual Representations in Advertising: The Mediating Role of Perceived Integrity

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Abstract

This study examines gender differences in reactions to LGBTQIA+ advertising representation, focusing on perceived brand integrity's role in shaping purchase intentions. As brands increasingly incorporate LGBTQIA+ aspects to reflect societal values, understanding gender-specific responses is essential. Using a causal research design, the results indicate that men are more likely than women to reject homosexual orientations and report lower purchase intentions for products advertised with homosexual couples. Additionally, perceived integrity mediates the relationship between gender and purchase intentions, with women perceiving higher integrity in LGBTQIA+ inclusive brands, leading to higher purchase intention. These findings highlight the importance of nuanced, gender-sensitive approaches while using diversity aspects in marketing. This study contributes to understanding gendered consumer responses in inclusive marketing and provides implications for brands aiming to integrate diversity into their marketing communication authentically.

Track: Sustainability, CSR and Marketing