

“Changing Perceptions”: Inclusive Campaigns as Tools against Identity Stigma

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The emergence of inclusive marketing strategies has changed the landscape of marketing communication. Thus, the mainstream acknowledgment of vulnerable consumers and the identity-based stigma warrants attention. This study attempts to explore how the stigma unfolds for the marginalized Indian LGBTQIA+ consumers where inclusive campaigns can be used as tools to mitigate such stigma. Using twenty-four in-depth interviews, this study decodes how the stigmatization of LGBTQIA+ identities occurs wherein these identities are segregated, discriminated, and deprived of the basic resources. It is also proposed that LGBTQ-inclusive campaigns can mitigate the effects of the stigmatized social identity of the LGBTQIA+ consumers by the virtue of providing them visibility, legitimizing their consumer status, sensitizing the heterosexual cisgender consumers, act as a proof-of-value for the idea of inclusion, and create a safe space for LGBTQIA+ consumers. This study lies at the intersection of identity-based stigma and marketing communications, providing novel insights for the academia, practitioners, and society.

Keywords: *Marketplace stigma, Inclusive campaigns, Identity stigmatization*

Track: *Advertising & Marketing Communications*