

# The Power of Diversity: The Impact of Diversity Representation Strategies on Consumers with and without Stigma

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## Acknowledgements:

We acknowledge the support and funding received from Social Trends Institute STI 2023

## Cite as:

Martínez Moraleda Rocio, Reutskaja Elena, Lamberton Cait (2025), The Power of Diversity: The Impact of Diversity Representation Strategies on Consumers with and without Stigma. *Proceedings of the European Marketing Academy*, 54th, (125721)

Paper from the 54th Annual EMAC Conference, Madrid, Spain, May 25-30, 2025



# **The Power of Diversity: The Impact of Diversity Representation Strategies on Consumers with and without Stigma**

**Abstract:** We investigate how different representation strategies—mixed, stigmatized, and unstigmatized—affect consumer behavior and perceptions of inclusion. Across 12 studies (N=11,920), we examine their effects on interest, word of mouth, and purchase intentions. Findings demonstrate that mixed representations, featuring individuals with and without stigmatized and unstigmatized attributes, significantly outperform stigmatized and unstigmatized strategies, signaling inclusion and mitigating non-target market effects. This paper introduces inclusion as a novel mechanism driving consumer responses, building on but distinct from established constructs like anticipated devaluation. It also highlights mixed representation as a dignity enhancing strategy contributing to laying the foundations of a dignity architecture. These findings expand theoretical understandings of diversity and inclusion in marketing while offering practical guidance for fostering feeling of belonging in consumer environments.

**Key Words:** *Inclusion, Stigma, Consumer Behavior*

**Track:** *Consumer Behavior*