

EFFECT OF INTEGRATED MARKETING CAMPAIGNS ON TECHNOLOGY ADOPTION OF LGBT COMMUNITY IN INDIA

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DECLARATION

I, hereby declared that the presented work in the thesis entitled “Effect of Integrated Marketing Campaigns on Technology Adoption of LGBT Community in India” in fulfilment of degree of **Doctor of Philosophy (Ph. D.)** is outcome of research work carried out by me under the supervision Dr. Preeti Mehra, working as Professor, in the Department of Marketing, Mittal School of Business of Lovely Professional University, Punjab, India. In keeping with general practice of reporting scientific observations, due acknowledgements have been made whenever work described here has been based on findings of other investigator. This work has not been submitted in part or full to any other University or Institute for the award of any degree.

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CERTIFICATE

This is to certify that the work reported in the Ph. D. thesis entitled “Effect of Integrated Marketing Campaigns on Technology Adoption of LGBT Community in India” submitted in fulfillment of the requirement for the reward of degree of **Doctor of Philosophy (Ph.D.)** in the Department of Commerce, Mittal School of Business, is a research work carried out by Aayushi Singh, 11916866, is bonafide record of his/her original work carried out under my supervision and that no part of thesis has been submitted for any other degree, diploma or equivalent course.

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Abstract

At the time, India was witnessing massive social and economic transformations. Prestigious businesses are competing to extend their operations on Indian soil, and Indian customers are becoming more familiar with multinational companies and their brand messaging. Despite the fact that the value based Indian market looks to be extremely profitable choice for companies to broaden into, brands are increasingly discovering that it is incredibly hard to establish a foothold and then flourish in such a challenging and cluttered situation that companies need to do something very unique to ensure their appearance in the crowd of companies. Context has appeared as a new ruler, even businesses are attempting to study the industry environment and discover concepts that will earn them devoted end user in order to differentiate themselves. In addition, a few businesses have already begun the procedure. I expect the report to raise a few issues and spark a few conversations that will help to fine-tune the process. However, one must keep in mind that practically every component of classical market alignment has been attempted and is quite congested. To expand swiftly, marketers must enter a hitherto untapped market: the LGBT community.

Throughout this research, we attempted to determine, using multiple sources, the projected market in India that is solely driven by LGBT customers; we also attempted to evaluate their purchase motivations and behaviour intentions. In India, there aren't any publicly available statistics on the LGBTQ+ community's population, but during the year 2012, the Indian government provided statistics to the Supreme Court that indicated there were roughly 2.5 million gay citizens in India. These statistics only include those who self-reported to the Ministry of Health (BBC News, 2012). These data solely include people who've self-declared opened themselves to the Ministry of Health. People who have hidden their identities may have substantially larger numbers. The Institut Public de Sondage d'Opinion Secteur (Ipsos), a multinational research company, has published a report on the LGBTQ+ Pride 2021 Global Survey, which was carried out from April 23 to May 7, 2021. It was performed as a twenty-seven-market survey by the institute named Ipsos on its worldwide advisor forum, with interviews conducted on a sample of 500 people within the boundary of India. According to the survey, 3% of the Indian populace is homosexual (which includes gay as well as lesbian), 9% is bisexual, 1% is pansexual, and 2% is asexual. Approximately 17% of respondents do not recognise them as heterosexual (excluding responses such as "prefer not to disclose") (LGBT+ Pride 2021 Global Survey). As a result, collecting data from the overall population was impossible. As a result, we must not underestimate the influence of Indian culture on end-

users purchase decision-making and purchasing trends. As a result, we attempt to determine whether a certain aspect of LGBT cultures or a socio-psychological element may be infer on a worldwide scale in sequence to blend further into chosen countries' marketing context. We attempted to comprehend consumer demographics from a measurable standpoint and produce information and insight gained from them in the scenario of technological products. When building campaigns for this audience, the choice of promotional channel becomes essential. In order to do so, we thoroughly examined the media consumption patterns of community members for technological products, as well as the sociocultural representations and codes that are inherent to the group's culture. Lastly, by following worldwide signifiers as well as other domestic patterns, we attempted to understand which promotional channel can act as a potential kick-start marketing revolution, since it would not only benefit the firm stand out in a crowded market but will also serve as a trailblazer in developing an entirely new market avenue to explore in India.

According to LGBT Capital, the global LGBT population is currently estimated to be around 371 million, with a nominal global GDP of 3.9 trillion dollars. Whereas the estimated LGBT population in India is 64.6 million, with a national GDP (nominal) of 132 billion dollars in 2019. Considering the dynamic global trends, the scenario in India is rapidly evolving. The new research adds to the previous knowledge of technology products in a variety of ways, the LGBT community, and the role of integrated marketing campaigns (IMC) by addressing the existing research gaps. IMC is not only beneficial for the companies, but it also plays a major role in normalising the LGBT community by generating awareness in the audience about the LGBT community, which leads to the betterment of society. Scholars have discovered that in the modern period, the use of technological products has been booming. Not only that, a Newsd article, India is believed to be wasting and over \$billion annually by continuing to marginalise the LGBTQIAP+ community members which are considered as minority, which clearly indicates how lucrative and unexplored this market avenue is. The model used in this study aims to determine what kind of behaviour the LGBT community in India will exhibit regarding technology products. In the discourse analysis that follows, we endeavor to get a better and broader comprehension on the community. This research basically tries to find out about the awareness of the LGBT community regarding technology products in India. Not only that, we even tried to understand the effectiveness of the integrated marketing campaign (IMC) on the LGBT community regarding technology products. Along with it, we even identified and suggested a few effective mediums of promotion for the companies that consider the LGBT community as their target audience. which was later

extended to identifying the factors that influence the LGBT community's choice when purchasing technology products.

However, the proposed investigation emphasises the importance of intentions to recommend notable significant structures, specifically behavioural intention, user behavior, and consumer technology adoption, to predict the role of IMC in recommending technology products in the future. This study also introduces a new dimension of socio-psychological groups and their influence on the acceptance of any technological product. The study's findings should provide useful information about how to consider socio-psychology effects when introducing a technology product to the world in order to improve its success rate and operational efficiency. IMC has undoubtedly enormous possibilities for enterprises functioning in the domain of technical products. Our study attempted to investigate the factors influencing the role of IMC in this community's decision to recommend a technology product, which is rarely addressed in previous thread. This study contains aspects that have rarely been addressed before in the unified theory of acceptance and use of technology (UTAUT) model, especially for studying the influence of a socio-psychological group like the LGBT community. As a consequence, this investigation is able to produce several major discoveries while also adding to IMC, LGBT, technology products, and UTAUT models, which could give new faces to its elements. This study reveals strong inter-relationships between elements contributing to awareness within the UTAUT framework for a technological product in India. Also, with this research, we pin-pointed that the UTAUT model was limited to "psychological gender." So, the current study is trying to focus on and closely examine the importance of sexual orientation and explore the socio-psychosocial basics of gender, which are now a significant part of society. As a conclusion, this present study employs a thorough evaluation of the introspective assessment methodology (relationships between variables and their respective latent components).

Acknowledgement

This thesis is the culmination of three years of work (2019–2023) at Lovely Professional University. And during this phase of my life, I have clearly understood what Aristotle, the legendary Greek philosopher, said about human nature: "Man is by nature a social animal; an individual who is unsocial naturally and not accidentally is either beneath our notice or more than human."

I strongly believe on the cover of this thesis, it is important to list not only the name of the researcher but also the names of those unsung people who assisted, encouraged, and guided the researcher during the course of the research. I would like to take this opportunity to express my warmest thanks to my supervisor, Dr. Preeti Mehra, for bringing the weight of her considerable experience and knowledge to this project. I would also like to express my warm and sincere thanks to Dr. Roktim Sarmah, Manager (Market Research and Pharmacoeconomics) at Pharmazz Inc., who acted as an unofficial mentor in this project and provided invaluable guidance as I transitioned from student to academic.

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I recall the time when I decided to focus my research on the LGBT community and was in desperate need of an expert to understand the community's ground realities. All of the hard work appears to be vanishing into thin air, but in November 2019, Ms. Jyothsna, Co. founder, Zaradize Foundation, became a part of it. I wish to thank Ms. Georgina Louella Maddox for sharing valuable insights as well as for always being there for me.

I would like to dedicate my work to my father Mr. A. P. Singh, I owe hugely to my dear mother and sister Mrs. Pratibha Singh and Ms. Mansi Priya. Their permanent love and confidence in me have encouraged me to go ahead in my studies and career. I would personally like to thank my father for always trying to help me out with my research without considering anything. He believed in me when I lost the strength to believe in myself. As to my sweet little sister, Ms. Mansi Priya, my love and longing for her are beyond words. She is the softest point

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As you set out for Ithaka

hope your road is a long one,

full of adventure, full of discovery.

Laistrygonians, Cyclops,

angry Poseidon—don't be afraid of them:

you'll never find things like that on your way

as long as you keep your thoughts raised high,

as long as a rare excitement

stirs your spirit and your body.

...But do not hurry the journey at all.

Better if it lasts for years.

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CHAPTER 1 – Introduction

INTRODUCTION

1.1. What is Technology Adoption

There is zero debate about the enormous effect technology has on industries around the globe. The usage of technology has also opened up a whole new range of insights and opportunities for these businesses, allowing them to obtain more knowledge from their clients, develop their goods and services, automate their processes, and more. However, the adoption of modern technologies is not straightforward, and there is generally a great deal of opposition from workers who are accustomed to and relaxed performing their work in a manner that they don't want to alter. Technology Adoption is described as an anthropological model that explains the adoption or approval of modern technology or invention according to the demographic as well as psychological characteristics of established adoptive classes. All that means in layman's words is that if a business incorporates modern technologies into the operational community, it will take into consideration that not all of its workers are the same. In order to earn profit as much as possible from this technology, it will tailor the start-up strategy to match the various styles of workers in the business. Much of the time, such organizations adopt innovative technology and develop a traditional one-size-fits-all start-up system that treats all workers similarly, resulting in opposition, poor productivity, and a very small return on investment.

The early adopter segment, which is described as customers who counter their purchasing decisions on whether or not a technology product or service is technologically advanced and has a high-performance potential, is specifically examined with a concentrate on LGBT consumers because they are seen as trendsetters for other customers (Vandecasteele and Geuens, 2009). Although LGBT consumers are drawn in by technology brand messages and can influence other customers, advertising to them is a strategy that technology firms can follow (Fejes and Lennon, 2000). These individuals are therefore the trendsetters and early adopters who like more expensive goods and services (Pinho et al., 2012; Akermanidis and Venter, 2014). One of the main theories in the study of technology adoption is the technology acceptance model (TAM) (Davis, 1989). The "denial of the potential of impact from institutional, social, and human control elements" is a significant theoretical flaw in TAM (Elliot and Loebbecke, 2000). To overcome the limitations of TAM, the researcher tried to study the technology adoption with the help of the UTAUT extended model (Widodo et al., 2019). To develop a comprehensive approach to users' acceptance of the framework of information technology, the first iteration of the Unified Theory of Acceptance and Use of

Technology (UTAUT) was suggested in 2003 (Venkatesh et al., 2003). The UTAUT model must increase its conceptual range and operational capabilities to accommodate modern technologies even after twenty years of its discovery and the swift evolution of information system technology. Therefore, keeping the base of the previous model (Venkatesh et al., 2012) advocated the creation of UTAUT2, an augmentation of UTAUT, to thoroughly investigate consumer perceptions of technology adoption and use in the framework of digital technology. As a result, the researchers propose to expand UTAUT.

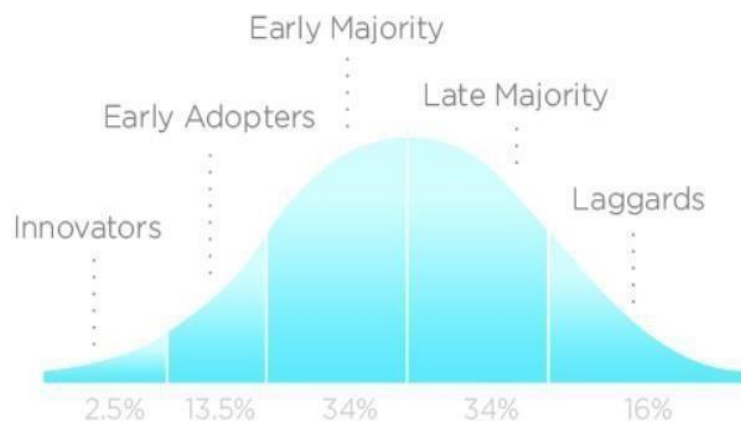


Figure 1.1 – Innovation Adoption Lifecycle

1.1.1. Stages of the innovation adoption lifecycle

Building a good technology adoption plan that minimizes opposition, encourages transition, and improves the return on investment in technology. The first thing businesses need to do is to consider the various adoptive classes that their workers come under as follows:

- a. **Innovators** (2.5 per-cent of workers) - These workers are the innovators, the first to implement emerging technology in the office, are not scared to adopt changes, and typically explore various innovations in their personal lives.
- b. **Early Adopters** (13.5 per-cent of workers) - These workers are not risk-takers as innovators, but they care about making improvements with their employment, developing credibility in the business, and having an impact. Typically, at a higher level of the business hierarchy, they are willing to participate in whatever it takes to make the organization prosper.
- c. **Early Majority** (34 per-cent of workers) - Usually middle and line executives, these staff appear to be sluggish in the adoption phase, generally stay to see how modern technology is progressing and how the big wigs are implementing it before they agree to use

it too.

d. **Late Majority** (34 per-cent of workers) - These people are generally very cautious regarding technology and emerging developments and would only accept them if they see a significant majority of the organization utilizing them. They are typically mature in age and have been with the business for a considerable time.

e. **Laggards** (16 per-cent of workers) - These people appear to be older, typically with an emphasis on traditions v/s innovations. Such people prefer to adopt modern technologies in one of two circumstances: There is no option for them to perform the job without utilizing technologies. They are required to utilize the technology & will be penalized for not having it.

1.1.2. Technology Products

To retain high profitability in the current business environment, companies frequently need to continuously produce innovative products or services that meet previously unfulfilled demands. Demands are particularly relevant for businesses that concentrate on goods with rapid innovation speeds, or the rate at which product technology is upgraded in the market (such products can also be called innovative products) (Fisher, 1997). Due to the frequent introduction of novel products into the market, the likelihood of consumers repurchasing innovative products is low. Consequently, enterprises with innovative products try to timely adapt to market shifts through fresh product development and effective product dispersion rather than focusing on maintaining product sales (Larina, 2017).

Particularly with regard to consumer technology products, where revenues tend to peak during their brief boom phase before rapidly declining subsequently, businesses won't have much time to respond and put measures into place if lifecycle forecasting is only done at the very end. So, we believe it is significant to study the behavior of the LGBT community in respect of the adoption of technology products. We have applied our research to consumer technology products such as E-commerce (Kjellberg et al., 2003), E-learning (Henry, 2001), Mobile Banking/E-banking (Machogu et al., 2015), Social Media (Orlandi et al., 2020), Voice Assistants (Fernandes & Oliveira, 2021), Chatbots (Zumstein & Hundertmark, 2017), Speech Recognition (Schultz & Waibel, 2001), Navigation Technology (Henfridsson et al., 2014), Weather Prediction Technology (Kussul et al., 2009), Image Recognition Technology (Agrawal et al., 2017).

1.2. Introduction of IMC

There is now a variety of brands, local and international in every type of product. So now a day it is very important for companies to be in a unique way either by producing a unique product or by promoting it uniquely, but the key relies on communicating about the product which is being offered by the companies. Nonetheless, it is never an easy journey to attract consumers, as they are already muddled with the rise in media preferences, indeed all businesses tend to have a range of programs to achieve customers. Thusly, it ought to be not just about trying to communicate with consumers, it's really about communicating with a long-term goal in view, and it's regarding building goodwill for the company. Marketing is a mixture of the 4P's namely Product, Price, Place, and Promotion but if we talk about services, it involves 3 more P's including People, Process, and Physical evidence. Marketing requires meticulous preparation and implementation of all 4 or 7 P's so that there can be an interaction between the consumer and the company, culminating in the fulfillment of the corporate goal, the need, and the gratification of the consumer. The P on which this study is going to concentrate on is 'THE PROMOTION'. This relationship isn't just a fungible one but consists of a relation between the consumer and the production company. Thereby, the organization must concentrate on the worth that it creates for the consumer in the vein of its commodity and ensure that it manages and creates a bond with its consumer for the lengthy-term asset of the organization.

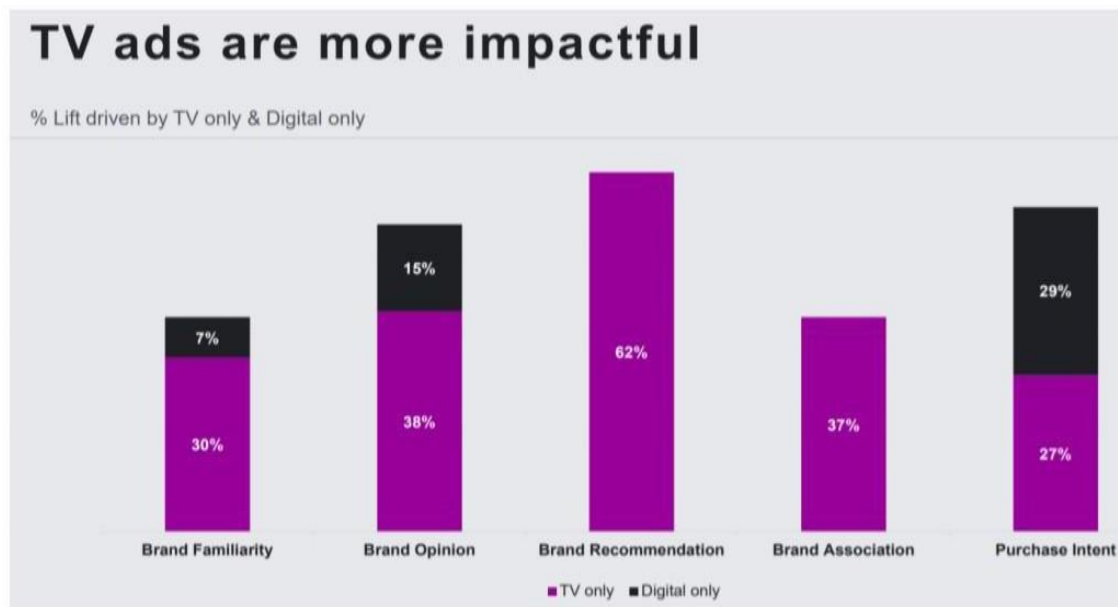
Promotion can be explained as the whole series of actions which interact the commodity, brand or service to the customer. The point is to make the market aware, impress and stimulate them to make a purchase, preferably over others.

Controlled, integrated program of communication methods and material designed to present an organization and its product to prospective customers; to communicate need-satisfying attributes of products to facilitate sales and thus contribute to long-run profit performance.” It is significant for the organization to insist on continuing to communicate with existing and propensity consumers in a variety of forms to encompass pre-purchase and consumption as well as post-purchase phases. The promotion mix comprises of five types of communication that is advertising, personal selling, sales promotion, direct marketing, and publicity. Technology has linked the globe more and more, allowing businesses to build marketing campaigns through various media platforms. Since customers are continually linked to their mobile technology, they also want to have passage to a brand wherever they go. When they hear an amusing commercial on the air, they will take out their phones and glance up at the

company behind them – hoping for them to discover a fully integrated website. They hope to be guided to something like a closely associated looking landing page when they check a QR code on a poster. A huge design-up of platform-wide branding will boost the credibility of a company. This can also make this much harder to re-brand on the glide, making the companies coordinate with various marketing departments and make significant adjustments to brand recognition. Nonetheless, the benefits of digital marketing are good enough to justify the visibility and expense management incentives. Traditionally, Integrated Marketing definitions concentrate on Integrated Marketing Communications (IMCs), however, we genuinely think that they are no longer appropriate, as they insinuate an oldfashioned media mentality of broadcasting and pushing campaigns that are oneway rather than mutual. Electronic media as well as the internet have provided us with a chance to share through social media (such as customer-generated content) and to generate unique experiences on internet sites and smartphone applications. We can, however, personalize throughout advertisements, websites, and emails using techniques such as re-targeting and website customization. With this modified marketing reality today, the American Association of Advertising Agencies (4A's) defines Integrated Marketing as:

‘A marketing communications planning paradigm that acknowledges the additional value of a thorough plan that assesses the strategic responsibilities of numerous communication disciplines - for instance, public relations, sales promotion, direct response, and general advertising which incorporates such areas to offer clarity, uniformity, and the greatest possible impact on communications.’

That isn't admitting unification stops liaising throughout digital platforms. Several other mainstream promotional genres have remained successful and ought to be combined with new programs as well. TV (Television) has clearly demonstrated to be notably resistant in this reference, as can be seen in the frame below from Think Box Television as well as the doggedness of asynchronous media as an elevated percentage of investment in IAB (Interactive Advertising Bureau) commercial records.



Source: IAB/Research Now Cross Media Effectiveness Study

Figure 1.2 – Percentage lift is driven by Television and by Digital

Various streams have various abilities and vulnerabilities, and unique styles of information which best suited to different platforms like, Twitter is designed for short, funny, effective, and trenchant tweets, Pinterest is ideal for design-related content, and Instagram's idealistic material fits well. The question arises why shouldn't leverage the attributes and communication strategy of every platform exclusively for each channel, instead of trying to coalesce all channels? The response is that people don't matter sufficiently to devote heed to each of the various advertisements, and by not having an open communication approach to reinforce the brand, its message would ultimately be buried in the continuous flood of information that all users are amenable to day to day for example, the company narrative data revealed that 85 percent of customers could not remember a spectacular plot mentioned to them by a company. 55 percent of the responders are more likely to buy the product in the future if they love a brand story and 66 % of the population want to see and hear stories about regular people. After going through all this we can easily recognize that companies usually spend numerous amounts for the promotion of the product and try to build it integrated marking concept and its communication very strong.

1.2.1. Need and Importance of IMC in 21st Century

Businesses searching for greater visibility and attention and ensuring coordinated communications spanning different platforms/media will have outstanding effects from the use of an advanced digital engagement approach. In yesteryear, marketing communications constituted primarily conventional marketing strategies intended to achieve the best feasible

outcomes. Nevertheless, in the 21st century, businesses require more than mere conventional media platforms. Companies will require a blend of digital marketing streams, the correct tools, and the right people to keep their ads gaining the attention of as many potentials as feasible. A successful integrated marketing strategy can mostly incorporate the finest traditional and the most advanced and innovative digital marketing methods/techniques which would lead to the best possible outcomes. If appropriately applied, integrated marketing communications is an effective "cumulative-arms" strategic tool. That's why numerous giant companies regularly implement a robust strategic marketing communications plan to daub their brands all over and gain the "king of market" in the minds of their customers. New liberalization reforms also contributed to rivalry and prompted new marketing practices in India, adding to the requirement for advanced and streamlined strategies. The chief reason for the rise of IMC in India are as follows:

a. **Quick propagation of information** - Interaction about the commodity helps to notify the targeted audience regarding the current commodity being provided so that the same could be integrated into the mindfulness set. If the intention is to inform, the advertisement uniquely includes details of the commodity to attract the attention of the customer.

b. **Creating brand consciousness across consumers at a relatively low cost** - Companies incorporating integrated marketing contact not only effectively encourage their products within target audiences, but also build trust among those who will still adhere to their brands, no matter what. With the help of integrated marketing contact, a particular message is sent directly to consumers, effectively creating a better effect on them.

c. **The tilt of the market from producer dominated to customer-oriented** - IMC ranks above traditional marketing strategies, as it relies not just on attracting new buyers, but also on establishing a lengthy-term flourishing sound relationship with them. IMC plays a key role in delivering a coherent message to customers through a variety of streams and therefore has a greater opportunity to magnetize consumers.

d. **IMC doesn't waste the time that is usually overlooked when it comes to finding the best marketing tool** - Brands can intelligently mix and combine all marketing tools for improved outcomes through IMC. Integrated marketing contact offers a broad variety of alternatives in the layperson's dialect that help advertisers to easily connect with their intended consumers.

e. **Innovative, quality-spanning channels** - In the background of an integrated strategy, the various tools use the same imaginative approach. By reiterative the headlines, main expressions, and pictures with each letter, you guarantee that prospects and clients, get

reliable updates every time they come across one of the promotional apps. Artistic continuity tends to strengthen simple marketing messages by raising the number of occasions that audiences come across the same post. By engaging regularly across a variety of different platforms, companies can help increase the visibility of their brand, products, deals, words, or other things that companies highlight.

Nevertheless, in the foreign context, the three key factors that led to integrated marketing communication as a modern contact approach are as follows:

- a) Liberalization of the business world.
- b) Globalization.
- c) Consumer orientation for consumption.

While on the other side, the uttermost important role of an integrated marketing strategy is the verity that consumers expect a steady experience in every area of the brand's commodities. Moreover, an appropriate integrated marketing strategy makes it possible to offer the same. Integrated Marketing Communication is now being embraced as both an upand-coming digital marketing strategy and an avenue to building companies' value. IMC has rendered it easier for businesses to reconsider their strategic plans and their commitment to target consumers. The modes of contact have changed from techniques to methods, which provide more value to the system. Integrated marketing contact involves building brand awareness with consumers at a relatively low expense. We can say that the IMC strategy is acquiring strength and has been implemented as an action as an outcome of inconstant customer responses and industry progress with greater demand for productivity and usefulness. Simple authority-responsibility trends should be developed at various levels based on success and efficiency. In the dynamic "Nanosecond Era" of social platforms and intense competitiveness, it is important to have a comprehensive strategy for marketing and networking approaches that is achievable through Integrated Marketing Communication interventions.

1.2.2. Role of IMC in Building Brands

Brand identity and brand equity are developed and built-in large part through integrated marketing communications. The firm's entire brand equity plan must include both IMC and brand identity strategies. For businesses, building great brand equity is of the utmost importance (Keller 2003). Building a strong, well-known brand will give businesses a competitive edge over their rivals. Strong brand equity is the outcome of building a wellknown brand and strong brand awareness. Brand recognition is more appealing than ever, and marketers are aware that building a strong brand identity will contribute to not only

higher profitability and growth but also higher brand awareness. In order to communicate brand identity, brand value, and many other crucial aspects of the brand, businesses implement the IMC strategy.

The business must decide how to convey the brand identity to all brand stewards (employees and agents) who are in charge of marketing communication with customers. Brand identity can foster connections between the brand and the customer by having value propositions that include financial, emotional, or self-expression benefits (Aaker, 1996; De Chernatony, 1999). De Chernatony, (1999) noted it because several communication methods have diverse points of interaction with distinct customers, there is a chance that contradictory signals may be conveyed to customers. This makes having a strong IMC strategy essential since IMC enables businesses to develop synergistic communications that will effectively reinforce the company's statements to customers while also communicating clear, consistent signals to them. Brand identity strategies should assist a company's integrated marketing campaign in evolving, nurturing, and utilizing its overall positioning and branding.

Prior to concentrating on external marketing communications, businesses must first work on internal integration. In order to create a successful IMC strategy, businesses must guarantee that their employees are happy and can successfully communicate with one another (Tortosa et al., 2009). In addition to having employees within an organization work on the IMC strategy, agencies handle a large portion of the integrated marketing communications process. However, because a portion of the IMC process is contracted out to agents or "parttime marketers," it is crucial that individuals working on the IMC process within the organisation and those in agencies are successfully communicating to build distinctive identities for the various brands. Internal marketing has a significant impact on employees and can inspire them to put more of their attention on consumers by implementing marketlike strategies and activities. A company's internal components must get along well with the external aspect of the organization for an efficient and effective implementation of IMC. One example of such a case is Bee and Flower which utilised social media sites like Renren and Weibo and spreads positive brand perceptions and garners positive consumer feedback. This helps the company establish its brand and preserve its uniqueness. Customers have positive feelings about the brand and its products because of the subtle advertising and the excellence of the goods. A great brand image is also developed in the minds of young customers together with the growth in sales volume. Consumers use various informational cues to form their perceptions and belief about brands. (Olson 1978). Marketing services perform a significant part in pumping up brand awareness. These marketing campaigns are connected to

commodity, quality, and delivery networks. These initiatives are essential to develop the icon of the brand as well as to raise its visibility of the brand. This mission is carried out via the means of public contact, most of which is an advertisement. Aware about the company- Helps consumers to learn what the company stands for like the commodity, its characteristics, pricing quality, promotions, etc.

Bring companies' innovative thinking into maximizing the advertisement for the company's entire comprehensive marketing campaign. The firm is now charged with discovering the many avenues through which the company's distinctive message and brand image will communicate through a range of channels that will enhance and strengthen the brand's voice.

The advantages of a strong company tend to involve the divergence of its rivals, the bottleneck to entry, the potential to claim higher prices, and the chance to enjoy higher revenues. For example, Nike is a prestigious brand that contributes to its offerings by conveying a high-quality image recognized by the Nike swoosh sticker that distinguishes the customer as a preferential individual. Reputation is particularly relevant in the increasingly sporty products industry with a strong rivalry from Under Armour, Adidas, Reebok, and other rival brands that are not equal to Nike despite positive marketing messaging over time. In the situation of Reebok, marketing statements have been updated many times across several years. Nike's promotional innovation with a strong brand image has driven the company to financial prosperity and defined Nike as a respected label with substantial brand equity. The IMC approach increases the efficacy of the messaging campaign to send the proper message through the various right channels to accomplish the company objectives. IMC allineate and synergies both teams and departments to work together and generate better outcomes. IMC has the opportunity to create clear business branding that produces meaningful bottom-line outcomes. Business2Consumer firms like Coca-Cola, Red Bull, Starbucks, Samsung, American Express, Stonyfield Farm / Danone, and newcomer GoPro are strong cases of firms that properly do Integrated Marketing Communication. B2B (Business to Business) firms like Intermedia, Datavail, and Rockwell Automation are now adopting IMC to meet corporate and promotional objectives. The eminence of such companies as well as several brands offers evidence and confirmation that IMC is crucial antithesize for better achievements. Utilizing IMC provides substantial benefits and a clear competitive benefit to a business in the shape of financial reports, and the potential to grapple with an improved degree of IMC leverage is offered by the business.

1.2.3. Communication Model

The communication method comprises certain intertwined phases or sections by which messages are sent from the sender to the receiver the communication process starts when the sender wishes to convey facts, ideas, opinions, or certain information to the receiver as well as finishes with feedback from the receiver to the sender. The sender, message, channel, receiver, and feedback are the main components of the communication process.

Robert Kreitner defined, *“Communication process is a chain made of identifiable links. The chain includes sender, encoding, message, receiver, decoding, and feedback.”*

In the opinion of S. K. Kapur, *“The communication process is the method in which the sender transfers information and understanding to the receiver.”*

According to Bovee, Thill, and Schatzman, *“The communication process consists of six phases linking sender to receiver.”*

Communication aims to transmit information and comprehend the information from a person or group to the next person or group. The communication process is split into three fundamental elements: the sender transmits a message to the recipient through a channel. The sender first creates a concept, which will be formulated into a message and then sent to the other entity, which deciphers the message and draws signification. Data researchers also introduced a little more complicated language. Encoding is the process of creating a message. The analysis of the message is known as decoding. The feedback cycle is another significant function. Communication is always one-way only if two individuals communicate. When an individual receives a response, he reacts to it by responding. The feedback cycle is just like the feedback from the sender-receiver. Otherwise, the sender cannot realize if the other side has correctly construed the message and in what way they have responded to it. Feedback is particularly important to management because the employer needs to understand how employees reacted to orders and strategies. The manager is even required to understand in what way work is going to progress and how workers feel about the overall work scenario. The general perception is a key element in assessing the efficiency of communication. Understanding arises when all the entities responsible have a common consensus on not only the facts but also the significance of the details. efficient communication thus happens where the sender's anticipated message and the receiver's perceived message are all the same. While this should be the purpose of any communication but it is not continually accomplished. The most effective communication takes place at the lowest possible cost in aspects of the resources spent. Time is, in fact, a valuable resource in the communication chain. For

reference, it would also be nearly impractical for a trainer to spend the time to interact directly with every student in a class for every particular subject. It would be expensive, even if this were necessary. That's why administrators usually leave voice mail messages and communicate via electronic mail instead of contacting their staff directly. A less expensive approach, such as an electronic-mail note to a mailing list, may save time, but this does not often consequence in everyone drawing the same meaning from a message. Error conceptions are expected without the opportunity to enquire questions and to elucidate the message. In annexation to an inadequate selection of communication methods, other obstacles to effective communication involve noise as well as other external disturbances, language difficulties, and inability to interpret non-verbal indications. Communication is often successful, but not effective. A team leader approaches every team member personally to discuss a recent update of practices that ensures that everybody recognizes the move, but this approach might be extremely expensive in the leader's time. A board meeting would be even more successful. Prospective tradeoffs between efficiency and effectiveness exist in this and other respects.

1.2.4. Various Tools of IMC

With the worldwide rise in rivalry as well as the advent of several tech innovations, companies have a strong effect on their customers. As the customers are well aware of the evolving situation, the implementation of the IMC definition is even more clamant. IMC is committed to bringing together, integrating, and synergizing the aspects of communication techniques to compensate for the shortcomings of every technique, thereby providing the highest possible advantages. While brand awareness is an integral attribute that adds to the valuation of the company, the importance of the recognized label would be diminished in the absence of proper communication. Integrated Marketing Communication (IMC) refers to methods by which a specific message is forwarded to target consumers. 5 core components that promote the said role: -

a. **Advertisement** - Advertisement is a commercial medium that uses a freely sponsored, nonpersonal “message to advertise or sell a commodity, service, or idea. Advertising sponsors are generally companies who want to foster their commodities and services. Advertisements differ from public relations in that the ad company charges for and retains the power of the post. This varies from personal selling in that the message is non-personal, i.e., not addressed to a specific entity. Advertisements are conveyed through a range of mainstream channels, like traditional media like those of newspapers, magazines, television radio, digital advertisements, or direct mail; and new media including web engines, forums, social media, websites, or text messages.

b. **Sales Promotion** - Sales promotion speaks about the marketing practices that promote customer displays and exposure. Purchase and trader agencies like displays, demonstrations, and numerous non-recurring selling attempts not in the normal routine. It implies certain actions which are performed to achieve an increase in sales. Usually, this terminology attests directly to marketing activities to codify personal selling and advertisements, and teamwork allows it to be even more productive. We can say that it involves all elements of bankrolled communication other than practices related to personal sales. It, therefore, covers trade shows and exhibits, combining sampling discounts, trade rewards, sampling, selling and distributor promotions, packaging products, customer outreach, promotional events, rebates, bonuses, vouchers, purchasing content, and direct mail.

c. **Direct Response Marketing** - It is when businesses communicate with the destination market without featuring any intermediary. It allows them to comprehend and impact the consumer's needs correspondingly. At first, the salesman was also a component of this technique of promotional mix. Over the years, technological developments and the advent of technologies such as telephony, broadcasting, and the internet have resulted in direct marketing taking a different definition. Based on the dictionary of the American Marketing Association (2014), the concept of direct marketing for retailing is as follows. 'A type of non-store selling where clients view products through an impersonal means and then order the products over the smartphone or via the mail.'

Since distribution channel and direct marketing is related, it's important to understand the concept of direct marketing and distribution channel which are as follows: -

A number of the practices through which the retailer, in impacting a trade of commodities with the customer, channels its resources to the intended market through one or more outlets (online selling, direct mail, telemarketing, digital ads, catalogue sales, television sales, etc.)

To request feedback by phone, email, or direct visit from a target or consumer. 'The features of direct marketing are therefore as follows: -

- This is a non-store practice that has not been carried on in bricks and mortar stores.
- The tool is employed, e.g., email, phone, and Television, to contact the consumer.
- The feedback can be by media, e.g., e-mail, mobile, or in direct contact.

Homeshop18 e.g., employs a direct marketing approach by motivating consumers to order straight through the sites and television.

d. **Personal Selling** - Personal selling is the last connection between the customer and the retailer in the trade cycle. It is separate from direct marketing, as the aforementioned requires contact between the customer and the vendor via the medium, while personal selling includes

face-to-face communication between the consumer and the vendor. Since it is aimed toward the customer and involves personal communication, it could be used to fulfill the customer's needs. It tends to be two-way communication and is helpful as it allows the organization to receive direct reviews from consumers. Personal selling is one of the traditional methods of publicity that uses the customer base team to endorse the business's drive plan since proactive sales leads are sought rather than consumers approaching the business. There are innumerable roles inherent in personal selling. The most notable example is AMWAY, established in Ada, Michigan, in 1959, Amway has been one of the biggest direct-selling firms in the globe. It's the first offering of the business, L.O.C (Legacy of Clean) was one of the initial biodegradable cleaners and is still in the Amway business.

e. **Public Relations** - Public relations practitioners support companies or people to create a favorable image with the audience through a range of free or received messages, involving traditional media, online media, as well as in-person interaction. It also assists companies to safeguard their dignity in a situation that undermines their integrity. There's a popular phrase, "Advertising is what you pay for; publicity is what you pray for." Public relations are not a simple role to describe. In addition, the Public Relations Society of America (PRSA) welcomed several thousand proposals in 2012 before successfully deciding the definition of: "Public relations are a deliberate communication strategy which creates connections between organisations and their audiences that are advantageous to both parties."

Public relations are at the center of how the company interacts with stakeholders in the markets. PR is regarding the plot lines that companies are just sharing, the relationships they are building, and the attention they getting to support customers engaging with their brand in a favorable light.

1.3. Growth of Digital Marketing in India

Now a day the main-stream is Internet access the usage of mobile devices, computers, and laptops has led to a significant shift in the development of both the influence and size of digital platforms. Whether it's social networks, searching on Google data, or shopping, India has turned this platform into an in full bloomed industry and this sector has blossomed in establishing online advertising as a vital driver of web trade. Digital marketing in India is rising around an annualized pace of 2530%. In 2018, India had 483 million web users. This digit is tending to rise to 666.4 million web users by 2023. Elevated-speed digitalisation, electronic platforms, social media networks, etc are contributing to a zeitgeist-parimagination rise in digital marketing. We began our voyage from door-knocking advertisements, word-by-mouth advertising, radio advertisements, and television advertising India has often focused on traditional marketing strategies before the internet has arisen.

Now marketing techniques have shifted from humans to electronics. With minimum hardwork, it appeared possible to reach a wide portion of the crowd. From that time the percentage of computer or smartphone adopters continues to grow, digital marketing stretches its aileron far and scopic. Digital marketing has notably helped businesses with an international customer base. Digital marketing is a straightforward and rapid method for these firms. With the aid of digital marketing, they enable their company to bind their customers safely, at the right moment, and instantly. This approach always prevents a lot of expense output, therefore that's a mutually beneficial situation everywhere. This could be claimed that somehow "Jiofication" is the most significant trend that has arisen in the digital marketing paradigm in India over the last few years.

Reliance Communications unveiled Jio to the country on the 6th of September 2016, developing a fresh target. With dime-a-dozen prices and a range of gratis deals, the ordinary Indian mind was molded with a thirst for more internet data. Those without any connection to the internet have been granted connectivity, whereas current web users have been provided more data with a broad variety of internet options. Even more Indian citizens are becoming acquainted with the Internet and vigilant content companies post online. So, the modern world in India is a perfect opportunity to invest which is full of new contingencies. Demonetization seems to have an immense influence on the Indian Digital Skyline. Since November 2016, there was a serious deficit of banknotes in the hands of the country. That's when electronic transaction portals have come into action. Also, minuscule-time merchants were compelled to glance for other means of payment. That's the time when businesses like Paytm have bloomed. Online transfers have become a new priority for ordinary Indian customers. Those sellers that did not have an online payment option lost a great deal. Paytm wallet was a simplistic app that was a pocket for electronic money. Consumers congregated to it and retailers took this option because it seemed safer and far more effective. Precious marketing tactics are essential for building, fine-tuning, and sustaining an everchanging industry and customer environment. It includes a number of activities aimed at achieving the intended goal. For example, the aim could be to achieve a 25% rise in leads through the email marketing platform. It counts on the company. It allows the company or individual to obtain personal details, such as whether the company is B2B (Business to Business) or B2C (Business to Customer). It also allows us to learn whether the commodity is the higher cost or lower cost.

Social networks, Web design, and Content are the main three powerful platforms that can enable companies to create traffic by allowing their materials shareable. For example,

exchanging information across personal social networking accounts is successful. Web design could be achieved by expanding visitors to the intended group by encouraging your audience to exposure the content through blogs. Social media usage rose by 58 percent in 2018, particularly in comparison to 2016. SEO (Search Engine Optimization) via a rise of around 55 percent, electronic mail marketing utilizing interior lists along with an intensification of about 50 percent, webinars with 43 percent, online banner advertisement networks with a rise of 35 percent, business websites, and content development with a boost of around 58 percent individually. The Indian digital marketing market is estimated at \$68 billion. In comparison, advertisements from phones and tablets grew to 200 percent, or \$6 billion. It is predicted that this demand will quickly hit \$7.8 billion.

In turn, India has 110 million wireless internet subscribers, of which 25 million are in-country parts of the nation. 70% of this population is accessing the web through cell phones. With these figures, it is evident that marketing goals focused on the creation and maintenance of a web of citizens with digital marketing are the most effective strategies. The reason behind this is emblemize marketing activities aimed at their target market have shown considerable favorable outcomes over the years.

1.4. Online Marketing

Online marketing is a method of using internet-based platforms to transmit a message regarding a business' identity and the detail about its commodities to prospective consumers. The approaches and strategies utilized in online marketing involve electronic mail, social media, ads show, search engine optimization, Google AdWords, and much more. The goal of marketing is to attract future consumers with the help of platforms by way of which they spent their time i.e., browsing, purchasing, and socializing online. Vast Internet adoption for commerce and personal use has created fresh streams for advertisement and promotional participation, involving those previously discussed. There are already several advantages and obstacles intrinsic to online marketing, which mainly utilizes digital media to lure, indulge and switch digital sightseers to consumers. Online marketing is a toolkit and method utilized to advertise commodities on the Web. Online marketing provides a broader variety of advertising tools than the established methods of company communication, thanks to the new platforms and marketing methods gettable on the web. Online marketing seems to have a number of benefits, such as:

- a. **Lower cost** - Broad markets can be targeted within a portion of traditional advertising expenditures, enabling companies to generate compelling customer advertisements.
- b. **Mobility and practicality** - Customers are able to test and order products and services.

- c. **Analytics** - Profitable statistical tests are promoted at no additional cost.
- d. **Various choices** - Advertisement methods involve pay-per-click advertisement, electronic mail marketing even regular search incorporation (such as Google Maps).
- e. **Demographic targeting** - In an online phase, customers could be demographically focused far more persuasively.

The major drawback in online marketing is the absence of tangibles, which ensures that customers are impuissant to check out or check on products that they might want to shop for. The archetype of online marketing: - Canon advertises key phrases similar to "photography" across search engines such as Google, Yahoo, and Bing to sell their devices to different markets and increase traffic to a particular web page. Whole foods gather electronic-mail IDs on its official site to generate email databases that can be utilized to promote fresh commodities, promotions, and activities in its outlets. Dove designs telegenic ads and posts videos to their users on YouTube, various social media sites to encourage a meaningful dialogue regarding their brands and commodities. Bite Beauty works with marketers to launch the latest lipstick for their intended market of elevated-quality cosmetic lovers.

While online marketing provides numerous incentives for companies to expand their visibility on the web and develop their markets, there are even intrinsic bottlenecks to these marketing strategies. Second, because of the intangible existence of the advertisement and the distribution of information to the target consumers, messaging might seem impersonal. Marketers will notify their online marketing campaign with a clear awareness of the desires and expectations of their consumers. Strategies such as polls, usability evaluations, and inperson interactions should be utilized to recognize the complete customer experience. Online marketing may also be chaotic and challenging. While chances to offer products and services in both native as well as farreaching markets are motivating, rivalry can be important. businesses investing in online marketing can consider it challenging to catch traffic's attention because of the number of businesses that also promote their goods and services online. Marketers need to create a bridge between developing a UVP (Unique Value Proposition) and the company's identity as they evaluate and construct marketing strategies on a range of platforms.

1.5. **Difference Between Digital Marketing and Online Marketing**

There is very minimal differentiation between digital marketing and online marketing. Online marketing is a type of digital marketing that applies to advertising distributed over the web, whereas digital marketing relates to any advertisement that occurs on electronic

platforms. The word "digital marketing" relates to the use of digital platforms, apps, and websites (whether online or not) to create or encourage a promotional strategy. In other terms, in digital marketing, companies are not restricted to accessing the Internet. In this respect, digital marketing may act as an umbrella concept because it incorporates a variety of marketing techniques. For example, if companies choose to operate a marketing promotion and deliver SMS messages to their consumers for promoting their next company offers. Once, technologies are employed to generate and deliver a message however there was no requirement for a live internet network for customers to obtain it. We might assume that as far as technology continues to evolve, so will digitally marketing. We could also claim that everything with a digital base can be called digital marketing, so as of today, companies have a lot of tactics to pick from: Gaming, Content advertising Telegenic Marketing Mobile Marketing (SMS email campaign) Television commercials here's another underlying concept: digital marketing may even apply to offline advertising on digital platforms. In this scenario, companies can initiate an advertisement with a local channel provider (offline Advertising) and show advertisements on television (digital device). Online marketing, even generally alluded to as "internet marketing," is indeed a digital marketing category.

The key feature of online marketing is that it needs live internet connectivity to function, for example, if the company is doing a PPC (Pay-Per-Click) program in this case they are doing a type of online marketing. Like digital marketing, online marketing is changing alongside changes in technologies. Nonetheless, we would say that online marketing progresses dramatically over a period, finding it difficult to cope with it. It may also seem more overpowering to a novice because of the terms and skills frequently necessary. Some online marketing campaigns involve: - SEO (Search Engine Optimization) PPC (Google Search, Bing Search, etc.) Screen Advertisement (Text, Picture, Audio, Shopping Ads) Social networking Marketing (Facebook, LinkedIn) Television (Google Television Network). Online marketing is made up of all marketing tactics involved with digital marketing. Companies include advertisements for users searching keywords in Bing Advertisements or Web searches and searches on YouTube too. Then they have Google's huge Display Platform, like the Audience Network for Bing Advertisements (MSN, EDGE, etc.), amidst other networks that display motifs, pictures, and telegenic advertisements. One of the recent tools offered by Google is the recent television application section. The broadcast network now involves TVs, which ensures that companies can now deliver advertisements on smart televisions capable of both connecting to the internet and surfing as well as viewing advertisements. In actuality, it doesn't really matter. This description is a sheer technicality.

What counts is that companies consider each one's consequences while developing the final marketing strategy. That takes us to the next point: strategize. No matter how companies choose to promote advertisements, they need to have an implementation strategy. What type of outcomes would they like to get? How are they planning to achieve it? Do they want visibility, or do they want to get acquainted with their audience and map the funds they have invested? Trying to answer these questions can help companies realize do they need to concentrate on online marketing, digital marketing, or both at the very moment.

1.6. What is LGBT

LGBT (often named LGBTQ and GLBT) is a lesbian, gay, bisexual, and transgender abbreviation. Popularly usage from the 1990s, the word is an expansion of the abbreviation LGB, which started in the mid-to-late 1980s to substitute the phrase gay in regard to the LGBT culture. Campaigners claimed the word gay culture did not necessarily reflect all those it applied to. The abbreviation has been accepted in the standard as a paragliding concept for usage when identifying sexual orientation and gender identification became an issue. For instance, in a detailed analysis of these sites across the U.S, the LGBT Movement Advancement Project named group centers providing unique programs as "LGBT community centers" to all individuals of the LGBT group. The abbreviation LGBT is supposed to illustrate the uniqueness of sexual orientation and gender ethnicity-based traditions. It might well be used to allude to individuals who are un-heterosexual or noncisgender, rather than primarily to individuals that are lesbian, gay, bisexual, and transgender. To acknowledge this inclusiveness, the prevalent version introduces the alphabet Q to those who recognize themselves as queer or question their sexuality. Many introduce intersex individuals to LGBT communities or mobilize using expanded LGBTI initialism. All acronyms are often merged to shape the words LGBTIQ or LGBT+ to cover the continuum of orientation as well as gender.

Other less frequent variations remain, inspired by a drive for inclusiveness, even some longer than twice as long that have contributed to the controversy. A lot of individuals have been searching for a standardized word to substitute several current initialisms. Terms like queer (a word used for sexual and gender identities who are not straight or gender-binary) or rainbow were attempted but still have not been universally accepted. Queer holds a number of derogatory connotations among elderly citizens who know the term as a provocation and provocation. Several millennials often recognize queers as more politically active compared to LGBT. "Rainbow" has undercurrents reminiscent of hippies, New Age movements, plus communities like the Rainbow Family even Jesse Jackson's Rainbow / PUSH Coalition. SGL

(' same gender loving ') is often preferred by gay men and African Americans as a vein to differentiate themselves from what they consider to be white-dominated LGBT People. Several individuals support the word "Minority sexual or Gender Identities" (MSGI, invented in 2000) or "gender as well as sexual/sexuality minorities/" (GSM) in order to specifically encompass both non-cisgender as well as heterosexual persons; or "gender,

Sexuality & emotional Minorities Identities" (GSRM), that is quite clearly descriptive of minority romantic and polygamous orientations; but these haven't been universally accepted yet. Some unusual blanket words are Gender and Sexual Diversity (GSD), MOGII (Marginalized Orientations, Gender Identities, and Intersex) as well as MOGAI (Marginalized Orientations, Gender Alignments, and Intersex). The National Institutes of Health also described LGBT communities, as those "whose sexual preference and/or gender identification differ, those who do not self-identify as LGBT" and even intersex communities (including individuals with sexual developmental abnormalities) including "sexual and gender minority" (SGM) peoples. That led to the creation of the NIH SGM Health Research Strategic Program. In nutshell, LGBT accounts for lesbian, gay, bisexual, and transgender which, combined with straight, words used to define people's sexual preference or gender identification. These words are described in further depth.

- **Lesbian** - Lesbian females are those who are romantically, physically, and/or mentally drawn to females. A number of lesbians tend to be labeled lesbian instead of gay.
- **Gay** - A gay guy is someone who is romantically, physically, and/or psychologically drawn toward a guy. The term gay can usually be used to apply to lesbian, homosexual, and even bisexual couples, although often females choose to be named as a lesbian. Many gay men do not want to be alluded to as homosexuals due to their derogatory historical relatedness with the term as well as because the term gay best represents their orientation.
- **Bisexual** - A bisexual individual is romantically, physically, and/or mentally drawn to both the same as well as the opposite sexes.
- **Transgender** - Transgender is the awning concept utilized to identify individuals whose sexual orientation (internal perception of being man, woman, or non-binary) and/or sexual behavior varies from the gender given to them during birth. Not everybody's presence or conduct is sexuality-atypical can be classified as a transgender individual.

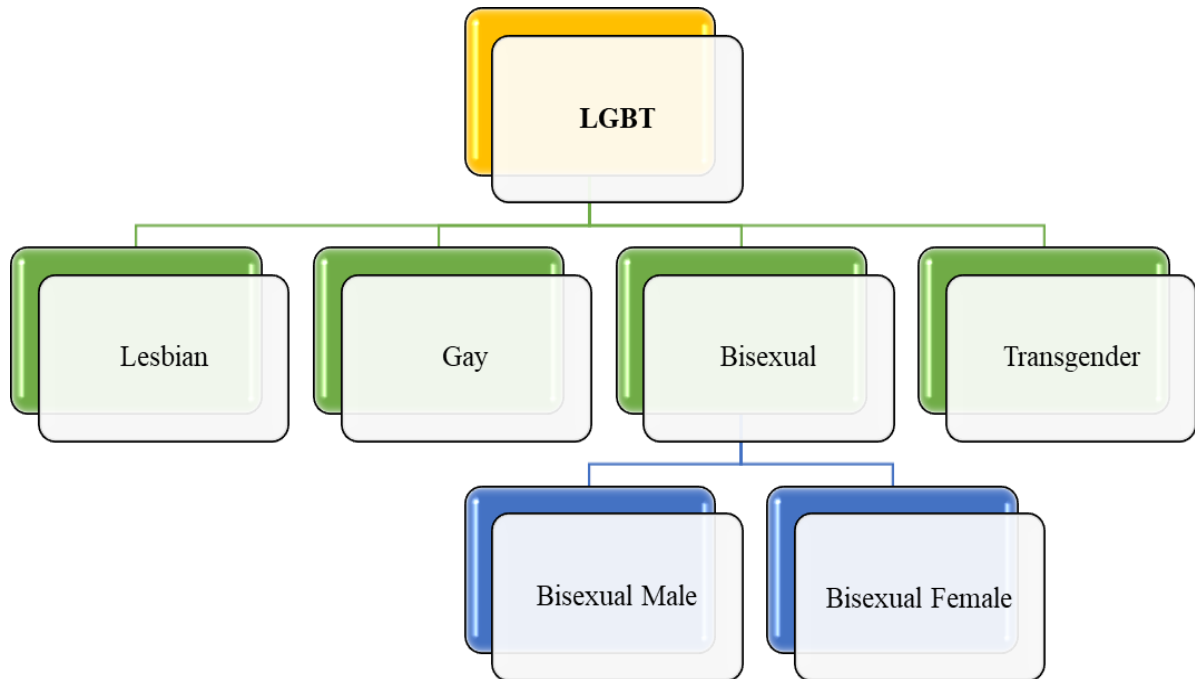


Figure 1.3 - Description of LGBT

1.6.1. Origin of LGBT

Among historical projections, some were documented as having relationships with those of their same-sex solely or in composition with opposite-sex relationships, while others were reported as having only opposite-sex relationships. There are, indeed, examples of same-sex attraction and orientation in nearly all ancient civilisations. Individuals who are transgender or what we might now consider intersex have been known in virtually all societies in the history of mankind. LGBT heritage goes back to the earliest documented cases of same-sex romance and intimacy in ancient civilisations, including the existence of lesbian, gay, bisexual, and transgender (LGBT) communities and ethnicities across the globe. Which persists after several years of repression ending in humiliation, oppression, and confidentiality has only been sought and intricate in more popular literature in contemporary decades. The yearly acknowledgment of LGBT history month started in the United States of America in 1994 and has subsequently been established in other nations. Such a study includes discussing the past of individuals, transgender rights, and associated civil rights campaigns. This is celebrated in the United States every October to have the National Coming Out Day on the 11th of October. In the United Kingdom, February corresponds with the main anniversary of the elimination of Section 28 in 2005, which banned municipal councils from encouraging homosexuality. Talking about the traces found in ancient civilisation are as follows: -

a. Africa - Anthropologists Stephen Murray and Will Roscoe documented those females in Lesotho participated in publicly accepted "long-term, aphrodisiac partnerships," labeled motsoalle. E. E. Evans-Pritchard even reported that men Azande combatants (northern Congo) regularly took on boys-wives between the ages of 12 and 20, who assisted in performing household chores and engaged in inter-cultural intercourse with their elderly husbands. The custom had disappeared in the nascent twentieth century, after the Europeans had taken hold of the African nations, but was recorded to Evans-Pritchard by the senior to whom he spoke.

b. America - In the indigenous cultures of the Americas previous to European colonialism, a variety of nations have recognized positions for gay, transgender, and gender nonconforming persons; such societal, as well as cultural positions, are now found in other indigenous societies. Although the growing indigenous community has its unique terms for such people, a new, Pan-Indian word that has been accepted by consensus is "Two-Spirit". Generally, this person is identified early in life and treated in an acceptable way, studying the traditions, moral as well as social roles of the elders, undertaken by these particular individuals in the society.

c. China - Homosexuality has been accepted in China since prehistoric times. Anthropologist Pan Guangdan arrived at the realization that almost all rulers in the Han Dynasty had one or more men sex mates. Homosexuality in China, recognized as the fervor of cut peach and numerous other euphemisms, has been documented since around 600 BCE. Homosexuality has been stated in several popular pieces of Chinese literature. The episodes of similar-sex love, as well as erotic intimacy depicted in the classic novel 'Dream of the Red Chamber' appear to be as recognizable to spectators in the current as do similar romantic tales between heterosexuals in the same timeframe. Confucianism, which is mainly a social and political ideology, concentrated less on sexuality, either homosexuality or heterosexuality.

d. India - In the Hindu as well as Vedic scriptures, there are numerous accounts of deities, halfgods, and also the Almighty God transcending gender roles and manifesting various gender and sexuality combinations. There are many examples of ancient Indian epic poems of similar sex representations and relationships of gods and goddesses. Many tales are portraying same-sex affection, particularly among kings and queens. Kamasutra, an epic Hindu love contract, spoke of same-sex emotions. There are many representations of samesex erotic activities in temples like Khajura. Many Mughal feudal rulers, monarchs as well as certain Muslim leaders in South Asia are considered to have had homosexual impulses. In South Asia, Hijra is a third-gender or transgender community that performs a feminist

vocation. Hijra might have been born male or intersex, although few may have been born female.

It was seen that LGBT has always been a part of the ancient civilisation of many nations involving ancient Israel, Ancient Japan, Ancient Persia, Ancient Greece, and many more nations.

1.6.2. Movement of LGBT in India

Human sexuality is complex and diverse. Particular sexual orientations and identities are the results of the interaction of biological and environmental factors, as is the case with other complex behaviours and personality traits. Instead, then focusing on an individual's sexual orientation, we have to consider their humanity. Research that showed a high incidence of same-sex feelings and behaviour in both males and females, throughout societies, and in practically all non-human primates groups served as the foundation for the novel perspective. According to studies, individuals who identify as homosexual do not have any objective psychological disorders or deficiencies in their capacity to make wise decisions or maintain stable relationships or do well in the workplace. The problems are made worse by bisexuality, both consecutive and simultaneous, and by the conflict between biological sex and gender role and identity. The prevalence of homosexuality is difficult to estimate for many reasons, including the associated stigma and social repression, the unrepresentative samples surveyed, and the figures varying between age groups, regions, and cultures.

Medicine and science continue to debate the relative contributions of nature and nurture, biological and psychosocial factors, to sexuality. Functionalist theories promote biology while discounting the personal and social significance of sex-based relationships and desires. Interpretivists, on the other side, are in favour of the significance of the past and culture. Although determinism and constructionism initially seem incompatible, they may serve as mediators of direction and identity, respectively. Traditional psychology theories postulate that childhood experiences are the source of adulthood sexual orientation. According to the latest study, sexual orientation is explained by psychological and interpersonal experiences during the life cycle. There is proof that these efforts could have negative effects including melancholy and dysfunctional sexual behaviour. Clinicians should adhere to the principle of "first, do no harm." Physicians should provide medical services with compassion and respect for the human dignity of all people irrespective of their sexual orientation. The medicalization of sexuality and the political impact of labeling and its role in social control is often discounted. Seldom is the widespread application of disease models for mental illnesses

contested. The government in India is yet to take a clear stand on the issues to change widely prevalent prejudice in society.

1.6.3. Challenges for LGBT

A year after India repealed British-era legislation criminalizing same-sex marriages, the battle for tolerance remains far from done. India's LGBT movement marked its milestone with a request for civil rights for gay people—while marriage equality is not an urgent goal. It's almost a year after Section 377 of the Indian Penal code was repealed. Even as the nation embarks on the 2nd year of equality for similar-sex partners, bigotry continues and change has been sluggish, advocates claim. The anniversary was also labeled for jubilation to celebrate the moon-breaking and conclusive judgment of the Supreme Court of India on the 6th of September last year to decriminalize homosexuality in sociality and politically restrictive communities. Many lobbyists and attorneys believed that the freedom to possess and inherit properties, to recommend their same-sex spouses for medical and insurance purposes, and to seek official acknowledgment of same-sex marriage were places that required immediate consideration.

Petitions relating to quotas for transpersons in federal employment and educational facilities, and the establishment of transgender prosperity boards, among many issues, are pending. Hotelier Keshav Suri stated he was operating on a proposal requesting spousal acknowledgment and privileges—like joint accounts in banks. "We can't instantly advocate for marital recognition, since it's a long struggle, but we can start with a lower-hanging fruit," said 34-year-old Suri, who is committed to a French man. "My relationship is accepted in France, but not in India, I wish to amend it," he said, but urged that deliberations and strategizing haven't yet started. Even recently, the nation saw the first devoted recruiting consulting company for people of the LGBT community. At present, well after the reform of legislation, the group lags behind its western contemporaries in obtaining fair wages, business representation as well as other advantages. Plus, unpleasant policies against companies that appeal to LGBT customers have culminated in an annual loss of some \$30 billion to India's GDP, according to the World Bank report. A 2014 World Bank study—"Economic Cost of Homophobia and the Exclusion of LGBTIQ People: The Case of India"—reports that the nation has lost 0.1-1.7 % of GDP attributable to homophobia. "Progress is sluggish, but it'll occur if we keep pressing for it. It took a considerable time for the legislation

to be repealed. We've got to bite our nails harder and never give up hope," Rose Venkatesan, India's 1st transgender TV talk show presenter, informed RFI (Radio France Internationale). Moving out has made life simpler for millions of Indians, but battling for democratic freedom is quite often a difficult one. So, although certain places have been increasingly queer-friendly, certain rather fundamental protections—such as the right to adopt, or the freedom to a surrogate—are indeed unavailable.

1.6.4. Issues Faced by LGBT

Each year in February, hundreds of people assemble and rejoice in LGBT pride in campaigning on the alleys and praying that community can embrace them in every region of India. There are a lot of issues surrounding the LGBT group. The biggest concern is the acknowledgment of those outside the group. Individuals of LGBT groups are struggling for democratic treatment and recognition. Trans individuals have a lot of trouble gaining recognition. Individuals in the LGBT culture are getting frowned upon all the time. It is a big concern as bigotry towards the LGBT population is still widespread. Folk's biases cause them to believe that LGBT individuals are odd and very strange. Homosexuality as well as queer ideologies may be common to more Indian youth comparative to before, but beyond the borders of communities, households, and colleges, acknowledgment remains a persistent challenge for LGBT individuals. Individuals come out of the closet and inform their family members that they're not the ones their family longed to be. Yeah, we are a slice of society whereby LGBT individuals are scared to speak to their families. There are those who have unveiled their identities and have been embraced by society, there are those who lead split identities and are searching for the appropriate opportunity to be willing to speak regarding the issue. If anyone needs to survive by covering vital parts of themselves, so one is as good as the deceased, because nobody is thinking about the deceased human.

Many nations have allowed same-sex marriage as they recognize the necessity for the right to love and equality to wed whoever you choose. Everyone has the freedom to marry because the wedding is about affection and not about class. Every year, a vast group of LGBT citizens experience significant problems linked to crime, homelessness, bigotry, and lack of medical care. Prejudiced individuals have problems with the way individuals of the LGBT community practice their lifestyles. Such men, I assume, are young. There are several areas in India where citizens are unaware of what LGBT strives for since they believe that those that are

homosexual are not supposed to be a member of the community. The country would be deemed democratic until it no longer differentiates with the handling of individuals who might be lesbian, gay, bisexual, transgender, cisgender, or heterosexual. Gay sex is deemed a forbidden topic for many in societally moderate India, as well as in surrounding countries like Bangladesh, Sri Lanka, and Pakistan. This was reintroduced as an illegal infringement in India in 2013, punished by up to 10 years' imprisonment, followed by 4 years of decriminalisation. Five judges of the Supreme Court of India were adamant about overthrowing the restriction. Other problems faced by LGBT involve the problem of homophobia and transphobia, conflicts and rejection by family and society, psychological distress, discrimination faced at the workplace, drug addiction as well victims of hate crimes and violence.

1.6.5. Perception of Media Towards LGBT

The first portrayal of same-sex relationships came in 1895 with Edison Short's silent movie 'The Gay Brothers'. Homosexuality became rare in the budding 20th century, however, because it was viewed as a comedic appliance; like Sissy Man in Stan Laurel's silent movie 'The Soilers' in 1923. The 1930s introduced greater recognition and representation of LGBT individuals in the mainstream. In 1934, an effort to eliminate adverse depictions of homosexuals in the media was made to improve the Production Code; nevertheless, this brought no impact on the campaign. Across the 1930s–1960s, there was a rise in the involvement of Catholic ideology, and portrayals (positive or negative) were heavily restricted or silenced. Many derogatory sub-contexts existed surrounding homosexuality, such as Alfred Hitchcock's films, which exploited the meaning of homosexuality to enhance misery and isolation. Homosexuality has never been directly discussed in the news media and has instead been interpreted as disease, depravity, or abuse. How times have evolved faster than anything in 30 years, Queer individuals have a voice in the mainstream. Now that they are no more limited to the worlds of innuendo and mystery, LGBT individuals are visible on tv and in popular movies. Queer people see their images on the display in a mostly positive beam: healthy, working, friendly, beautiful, well-liked, and productive and still, there is a ton of struggles.

Brands comply with initiatives that promote values of addition equity and diversity. According to YouTube and Google reports, this "pride campaign" has a pervasive effect online. An Indian company just unveiled an online commercial starring a lesbian female

trying to win her dad's consent. Red Lotus brand dresses transsexual models in a fashion shoot to display a sari compilation, and the Hindustan Unilever tea brand has supported the launch of a transgender musical act. Several Indian marketers have begun to publish online advertisements and videos on LGBT subjects, aiming to encourage conversation and create awareness in a nation where thinking about concerns can still be a controversial topic. Ogilvy, one of India's most popular firms, began another discussion last year when his Bangalore office produced an online video for the apparel company Anouk that featured a lesbian pair preparing for a significant juncture to meet their parents. A big move has been taken by the Bollywood industry when the movie Shubh Mangal Zyada Saavdhan written and directed by Hitesh Kewalya starring Ayushmann Khurrana and Jitendra Kumar concentrates on Gay love and marriage as well as homophobia. These are the traces that the media have been accepting LGBT in much positive way. In the last few years, transgender has been positively portrayed in advertisements (like the 2017 Vicks ad about transgender motherliness), television (the Kukoo character in Sacred Games), and film (Vijay Sethupathi's trans-woman lead). Most brands are starting to wake up to the fortuity presented for their company by the LGBT market today. Brands have become much more prominent among gay customers from Apple to Budweiser to JCPenney, with many brands making herculean efforts to reach the LGBT market.

1.6.6. Government Initiative for LGBT

On the 7th of January in 2014, the Indian Government introduced the Rashtriya Kishor Swasthya Karyakram. The vital characteristics of this scheme are youth involvement as well as governance, equity and inclusion, strategic alliances with many areas and interested parties, and gender. The Ministry of Health and Family Welfare has implemented a National Adolescent Health Strategy in cooperation with the United Nations Population Fund. The scheme intends to coach nearly 1.65 lakh Saathiya' educators' who will indulge the nation's young brigade. It is a major step forward in tackling the stigmas, misunderstandings, and falsehoods about sexual orientation, wellness, and gender which have been circulating since the beginning. This step by the Ministry of Health is positive, constructive, and prudent. For starters, this policy reform tackles same-sex affection with tenderness and understanding. In India, despite section 377 claiming that homosexuality is an offense, Saathiya notes that it is

natural to be drawn to anyone of the same sex as yours. Saathiya points out that it is necessary to handle these emotions with dignity. This gives preference to a reciprocal agreement in human relations. It points out that if a female says no, it indicates no. Somewhere else, Saathiya is also seeking to crack the expectations established by the hegemony for men. This offers versatility to these stereotypes, stating that it's appropriate for boys to cry, and to like "girls" in previous times like fashion or cooking. This expounds on guys that not adhering to masculine standards does not imply a lack of maleness. In the same way, females who choose sports are no fewer women. Saathiya points out the irony of trapping people into iron-clad positions, empowering young people as their own. Topics speak about healthy sex, abortion, and contraceptives and even consider them as truths of existence. It unveils the ethical stigma of indifference relevant to these concerns. In April 2014, the Supreme Court instructed the government to treat eunuchs or transgender individuals as a societally and academically retrograde group. The court instructed the government to support them with opportunities and rewards in schooling and employment in order to assist them to achieve nobility, struggling for their constitutional rights, and being welcomed into mass societies. In September 2014, the government requested clarity from the Supreme Court as to how gays, lesbians, and bisexuals count as "third gender." The Center has requested guidance on the awarding of the classification of (OBC) Other Backward Class to transgender individuals. The Center claimed that all these persons should not be counted in the OBC list, since several of them by definition belongs to the Scheduled Caste / Scheduled Tribe.

Section 377 of the Indian Penal Code (IPC) is an act that criminalizes homosexuality and was enforced in the year 1861 under colonial rule in India. The resemblance is made to 'unnatural offenses,' and any person who willingly engages in carnal intercourse against the natural order with any male, female, or animal shall be punishable with life sentences. On 06th September 2018, the Court decided overwhelmingly in Navtej Singh Johar v/s Union of India that section 377 was unconstitutional "in so far as it criminalizes voluntary sexual conduct between adults of the similar sex." The judgment was handed down by 5 judges from the then Chief Justice of India, Dipak Mishra, R F Nariman, D Y Chandrachud, A M Khanwilkar, and Indu Malhotra.

On 23rd May 2019, legislators in New Delhi unveiled the first LGBT Chamber of Commerce — only days after the International Day Against Homophobia, Transphobia, as well as Biphobia, and less than a year after the Supreme Court of India decriminalized same-

sex marriages. The first LGBT Chamber in South Asia, and the second in all of Asia, was founded by the freshly established organisation RWS–India's Diverse Chamber. After decriminalisation and years after the Supreme Court affirmed the rights of transsexual and third-gender citizens, civil society and the corporate sector have gradually discussed LGBT concerns, rendering today a perfect moment for the LGBT Chamber of Commerce. Since its opening in India, it is now the 15th chamber to take part in the LGBT Chambers of Commerce network across the globe.

1.7. Statement of the Problem

In India, there aren't any publicly available statistics on the LGBTQ+ community's population, but during the year 2012, the Indian government provided statistics to the Supreme Court that indicated there were roughly 2.5 million LGBT citizens in India. These statistics only include those people who self-reported to the Ministry of Health. These figures are only based on those individuals who have self-declared to the Ministry of Health. There may be much higher statistics for individuals who have concealed their identity, India is continuously losing up to 1.4 percent of its national income, tantamount to approximately \$26 billion per year. This provides sufficient evidence to prove that LGBT is a lucrative market in India that is not getting importance. Since the consumer of the LGBT community are viewed as trendsetters for other customers, the early adopter segment, which would be defined as customers who base their buying decisions on whether or not a technology product/service is technologically progressive and has a high-performance potential, is specifically investigated with a focus on LGBT consumers (Vandecasteele and Geuens, 2009). Although LGBT consumers are attracted to technology brand messages and have the ability to impact other consumers, technology companies can use advertising to reach them (Fejes and Lennon, 2008). Till now only a few studies have been conducted in India that shower light on their perspective. In this current era everything is going digital as well as even the government is encouraging its people to go digital this study will provide a frame to study the technological adoption and digitalization of the LGBT community. By filling in the bridge in previous research, the current study makes a variety of contributions to the literature on technology products, the LGBT community, and the use of IMC to predict recommendation intentions. IMC is not only advantageous for businesses; it also significantly contributes to the normalisation of the LGBT population by raising audience awareness, which improves society. Researchers have discovered that the use of technical products has

exploded in the modern period. This study also gives a unique perspective on socio-psychological groups and their influence on how well technology items are received. The study's findings should provide valuable information about how to introduce a technology product to the public while taking socio-psychology into account to increase its likelihood of success and operational effectiveness. For the purpose of examining the impact of a sociopsychological group like the LGBT community, the UTAUT model was used in this study to examine elements that had hardly been examined before. As a result, this study is able to make some important discoveries while advancing IMC, LGBT, technological goods, UTAUT models, and the desire to make recommendations that might provide its constituent parts new identities. This study demonstrates the close connections between factors influencing the desire to promote a technical product in India using the UTAUT framework.

1.8. The Significance of the Study

In India speaking about sexual orientation is still an issue of matter and at some places, it's even considered a taboo so as LGBT community too, this study will try to normalize the topic of LGBT as well as provide a glimpse of light to explore the less explored lucrative LGBT market in India. The Godrej paper estimates that India's LGBTQ+ has a united purchasing power of \$200 billion, while a report from the World Bank in 2014 stated that up to \$32 billion may be lost by India each year as a result of homophobia as well as transphobia.

The Supreme Court announced its decision on 6th September 2018. The Court concordantly held that section 377 was discriminatory and that it contravenes the fundamental rights of autonomy, intimacy as well as identification and thereby legalized homosexuality in India. The Court expressly reversed its decision of 2013. This research even tries to study the habit of technology adoption regarding the LGBT community and their perception of an integrated marketing campaign.

CHAPTER 2 - Literature Review

LITERATURE REVIEW

For the comprehensive explanation of the present study, it is important to understand what has been done in the past in the discipline of integrated marketing campaigns, technology adoption, and the LGBT community. Analysing it will not only help us in attaining a deep understanding of the concept and the research gap but will assist us in bridging the gap too. Therefore, we strongly believe to do a deep review of the existing piece of literature which can be associated with fulfilling the requirement. This chapter will provide a brief idea about the various research in the library of integrated marketing campaigns (IMC), technology adoption as well as the LGBT community to the readers. As required in the research the author has divided the review of literature into five themes displayed in figure 2.1.

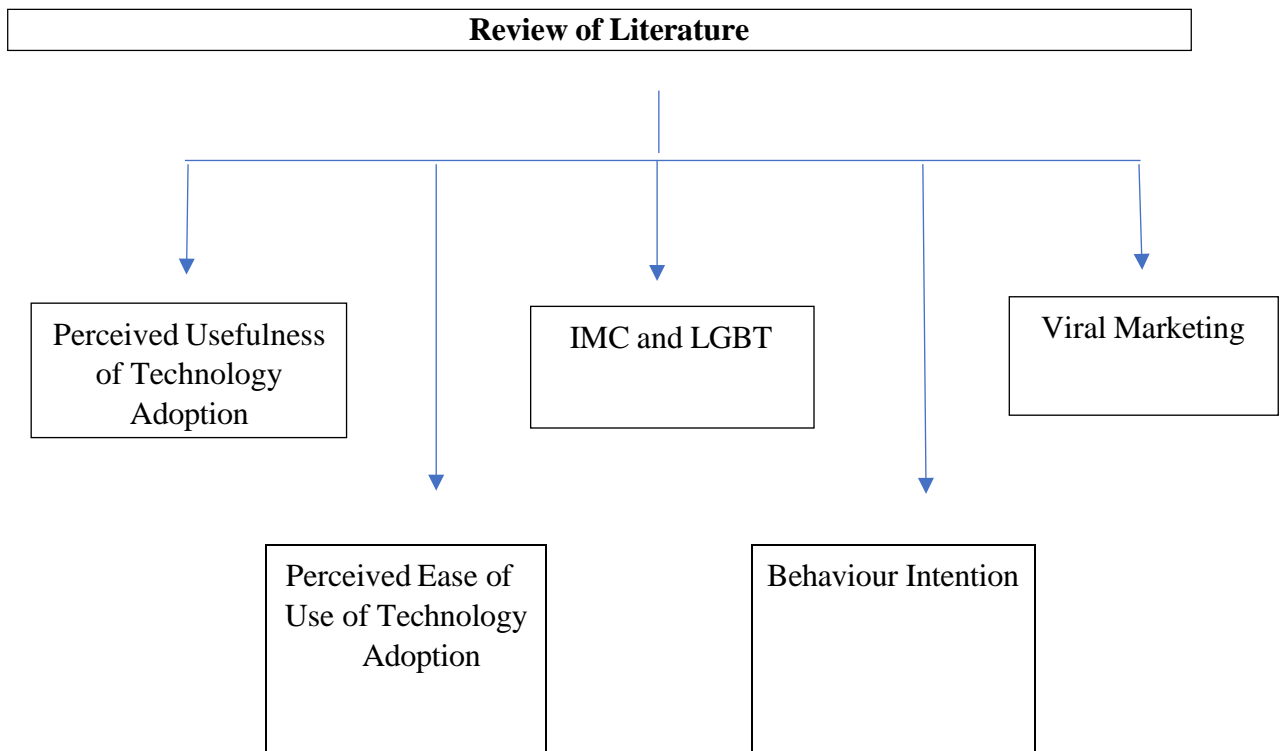


Figure 2.1 – Themes of Review of Literature

2.1. Perceived Usefulness of Technology Adoption

The perceived utility was a significant influencing element in the uptake of technology adoption in numerous earlier research (Mallat and Tuunainen, 2008; Barbuta et al., 2012; Oliveira et al., 2016). Chang and Chen, (2021) reveal that perceived ease of use has a considerable impact on perceived usefulness and enjoyment, and that these three criteria

impacts purchasing decisions significantly. Perceived usefulness has been identified as a critical variable in technology acceptance behavior in various fields, such as mobile payment adoption (Ullah et al., 2022), e-learning (Al-Mamary, 2022a, 2022b), and social media (Grover et al. 2018; Hanaysha, 2022). Adoption studies have reported similar findings, for example, Turan and Koc (2022), investigated technology acceptance among 174 Turkish physicians and found that perceived usefulness strongly impacted behavior. When a consumer has a high level of technological readiness, perceived ease of use has a higher impact on perceived utility and purchase intention. Mehra et al., (2021) perceived usefulness was antecedent by relative advantage, perceived enjoyment. Rahi et al., (2021) Technology acceptance model (TAM) components and brand awareness are employed as independent variables in this study. Customer satisfaction has been positively influenced by two TAM elements: perceived ease of use (EOU) and perceived usefulness (USF). As a result, these aspects of brand awareness have a favourable impact on consumer satisfaction (SAT). A system's perceived utility is defined as the user's anticipation that using it will boost job performance inside an organisation Davis, (1989).

The use of a technology that is beneficial to the user to complete a task is the definition of usefulness in technology systems (Madan and Yadav, 2016; Natarajan et al., 2017). In this context, Barbuta et al., (2012) demonstrate that behavioural intentions and adoption of technology are influenced by perceived utility. Rattanaburi and Vongurai, (2021) perceived usefulness has the biggest favourable meaningful influence on behavioural intention, trailed by personal innovativeness as well as compatibility. The perceived cost has a large unfavourable impact on behavioural intention. Furthermore, perceived utility is significantly influenced by perceived ease of use. Nevertheless, there is no substantial link between perceived usefulness and behavioural intention. Furthermore, there was no influence of perceived risk on behavioural intention in this study. Chatzigeorgiou et al., (2020) examine customer interaction of technology-assisted service encounters by exploring the applicability of Mick and Fournier's technical paradoxes of social networking as a distribution channel in the tourist paradigm. The results indicate that as users embrace new platforms such as social media, they will both establish favourable as well as unfavourable attitudes as well as indicates that the essence of some of the conundrums faced by customers that rely on the sector and the technologies (social networking in this research) being tested.

Kumar et al., (2020) reflect on four main new-age technologies – the Internet of Things, Artificial Intelligence, Machine Learning, as well as Block Chain – and their associated marketing functions. Furthermore, the analysis explores all four technologies in detail, in order to clarify their core characteristics, the contexts in which they function as well as their actual application of such technologies. The implementation of such new-age technologies is projected to have an effect on the output of businesses and consumers. This research raises several analysis concerns that are applicable to key stakeholders (companies, consumers, intermediaries, developers, and regulators). This research also illustrates important places that require a managerial emphasis in the implementation of such new-age innovations.

Furthermore, researchers Ramos de Luna et al., (2019) and Schierz et al., (2010) revealed a considerable impact of a user's perceived usability, attitude, and simplicity of use on their propensity to adopt a technology. There is numerous earlier research that employed perceived utility and perceived usability to gauge users' behavioural intentions (Koukova et al., 2008; Singh and Srivastava, 2018). Chatterjee and Kar, (2020) pointed out that perceived utility, perceived ease of use, and usability have had a favorable impact on the effect of social media marketing. Facilitating requirements have a negligible impact, while prices have a substantial but detrimental impact on the use of social media marketing for small and medium-sized businesses. Singh and Sinha, (2020) research used an empirical model to assess the purpose of the retailer of using mobile wallet technologies. The research involves factors, perceived functionality, perceived utility, understanding, perceived cost, perceived value added to the consumer as well as perceived confidence, which attempts to evaluate their effect on the intended use. The research has also evaluated the mediating impact of perceived confidence on the perceived usefulness of predicting the aim of the trader. The finding indicates the higher-level impact of perceived consumer value applied on the purpose of the trader, accompanied by the perceived usefulness of the technology. The potential mediation impact of perceived confidence was limited but important for perceived usefulness.

Tavitiyaman et al., (2020) explore the relationship between previous experiences as well as education on the perceived usefulness of hotel technologies. The research also discusses the effect of the perceived usefulness of hotel technology, including such as AI, robotics, & service automation, on the behavioural intentions of consumers from their previous

experiences. The view of technology adoption continues to demonstrate the similarity of novice travellers, irrespective of the level of education. Nevertheless, this perception varies among seasoned visitors with an enhanced educational level, especially among graduates. The perceived usefulness of hotel technology on behavioural intentions is greater for seasoned hotel consumers than for unexperienced consumers). The importance of perceived usefulness has been demonstrated in other research relating to technology acceptance, which suggests that a significant increase in the perceived usefulness of technology results in a significantly larger intention to adopt it (Shin, 2009; Abhishek and Hemchand, 2016; Liébana-Cabanillas et al., 2018). Arango et al., (2020) the value of social networking is not dependent on the notion of how simple or complicated it is to use them. It also enables the reaffirmation of trust's favourable effect on the perceived usefulness and perceived ease of use constructs, which encourages the implementation of marketing in social media.

Vahdat et al., (2020) according to the data, perceived usefulness has little bearing on how people feel about using mobile apps. Perceived ease of use, social and peer influence, and intention to purchase, on the other hand, were demonstrated to have a favourable impact on mindset in this regard. The findings also show that the perspective regarding mobile application use is a full mediator on all three model routes. Finally, moderation analysis revealed that age is the sole factor that mediates the relationship between perceived usefulness and perspective regarding mobile application use. Wu, (2020) dating apps serve a dual purpose: they provide a pool of sexual or romantic options as well as a connection to the homosexual community. While the former poses a danger to monogamy, the latter allows for a pair to negotiate acceptable but limited uses. Meanwhile, dating applications may appear to be no different than other social media sites. This is accomplished through a psychological process in which homosexual men are taught to disprove the artificial link between dating apps and infidelity.

Bailey et al., (2019) add to the existing knowledge on mobile payment acceptance in the United States (US) by exploring variables linked to the usage of mobile payment technologies by US millennial users, which was operationalized in the analysis as tap-and-go payment systems. The research represents a report, with some expansion, on the adoption of mobile shopping technologies by German customers. The research included mobile payment risk perception, system confidence as well as socio-cultural impact in the Extended Technology Acceptance Model (TAM) to address this problem. The findings of a survey undertaken amongst 357 United States Millennials show that the perceived ease of use

(PEOUMP); perceived usefulness (PUMP); as well as perception both risk perception both affect attitudes towards mobile payment (AMP). System trust, sociocultural impact, and AMP all affect the purpose of mobile payment usage.

Singh, (2019) the majority of consumers believe that e-shopping is a preferable alternative to manual shopping and that their e-shopping transactions were satisfactory. Consumers primarily purchase clothing, electronics, and accessories. Consumers believe that internet shopping is more expensive than manual shopping, that product delivery takes longer, and that they encounter complications while making online purchases. Formana and Zeebroeckb, (2018) explore this issue by analyzing the effect of the introduction of simple Internet access on cross-location information flows within the same organization. Between 1992–1998, the researcher developed a broad data set of internet acceptance and patent citations among dyadic firm-location pairs. The paper considers that as both locations in the pair follow the simple internet, there is an improvement in the probability of a citation within the citation and the (potential) cited site. On the other side, the paper even considers that there is no substantial impact of internet adoption at just the citing site. The paper considers that the probability of a citation rises further after the dyadic acceptance of the internet where the pair is operating in a specific study field, even where the research areas at the citation site are less focused. Such findings, which are resilient to a variety of rigorous analyses, indicate that emerging technology, such as internet access, can promote information transfers among locations only if they have a common knowledge base. The analysis showed that the design of the TRI-insecurity and pain had an insignificant impact on perceived ease of usage as well as effectiveness. Perceived utility, disposition, and perceived behavioral influence impact behavioral intention.

2.2. Perceived Ease of Use of Technology Adoption

Previous studies have emphasized the relevance of perceived ease of use in evaluating user behavior (Choi & Tak, 2022; Jimma & Enyew, 2022; Ljubicic et al., 2020b; Rochmah et al., 2020). Understanding the individual perception of ease of use is critical, as it shapes behavior, which in turn influences acceptance. The importance of ease of use is well-documented in previous literature. For example, Choi and Tak (2022) investigated the behavioral intention of 206 Korean nurses to use a virtual simulation technology and found that behavior was significantly influenced by their perception of ease of use. Malik and

Annur, (2021) That perceived usefulness, perceived simplicity of use, and incentive all have a direct impact on e-wallet usage intention. Perceived risk, on the other hand, has no bearing on the intention to use an e-wallet. Chille et al., (2021) according to the findings, perceived simplicity of use and perceived trust had a favourable and significant impact on mobile marketing uptake. Jonson, (2021) generally, it was found no link between perceived usefulness and purchase intention, however, there is a link between perceived ease of use and buy intention and perceived security and purchase intention. Pranoto and Lumbantobing, (2021) characteristics such as usefulness, the convenience of use, compatibility, and cost motivate MSMEs to employ social media marketing. Wilson et al., (2021) Perceived ease of use as well as perceived security have a large and beneficial influence on consumer satisfaction and repeat purchase intention in the B2C (Business to Customer) e-commerce industry in Indonesia, both directly as well as indirectly. Iriani et al., (2020) perceived ease of use has a considerable impact on e-shopping decisions; however, perceived risk has little impact on e-shopping decisions. It's because the risk of internet shopping isn't the most important factor to consider; instead, customers are more worried about the safety concerns of contracting the coronavirus and receiving social repercussions from their peers.

Liu et al., (2020) subjective norms as well as performance expectations have a favourable effect on perceived ease of use, but not on perceived usefulness; perceived entertainment has a favourable impact on both perceived ease of usefulness as well as perceived ease of use; perceived risk, as well as perceived cost, have zero significant effect on perceived ease of use and perceived usefulness; perceived ease of use as well as perceived usefulness have zero significant impact on perceived ease of use and perceived usefulness. Parappagoudar, (2020) consumers are more likely to utilise a product if the technology is valuable to them, according to research. The ease with which technology could be used has an impact on the intention to use it. Chopra and Ranjani, (2020) the goal of this study is to consider the variables that have a direct effect on the acceptance of technology solutions by micro-enterprises. This analysis includes TAM, TPB as well as transaction costs, which involve factors like perceived ease of use, perceived risk, and subjective desires, as well as transaction costs. The findings suggested that the aim to implement was assessed by a readiness to suggest digital payment to others as well as a willingness to raise digital transactions. The findings demonstrate that the purpose of micro-enterprises to implement technology-based resolutions was defined mainly by the perceived ease of use of technology accompanied by subjective guidelines, suggesting the involvement of peers' intervention in the selection of technological approach. The decrease in

processing costs was found to be a key variable in the application of technology-driven solutions, although the expense related to the use of technology was not major.

Mehra et al., (2020) findings indicate that the relative advantage (RA), perceived enjoyment (PENJ) as well as compatibility (COMP) were antecedents of perceived utility (PU); testability (TRI) and complexity (CPL) were antecedents of perceived ease of usage (PEOU), and PEOU APPU were major variables of intention (IN) to usage smartphone apps. Saparudin et al., (2020) the goal of this research is to explore the effect of confidence, perceived benefits as well as perceived ease in the attitudes and purpose of consumers to adopt mobile banking. The findings of the research indicate that attitude greatly affects the decision to adopt mobile banking as well as the attitude of intervention is affected by perceived advantages, perceived ease as well as confidence. Chauhan et al., (2019) consumers' intentions to utilise online banking are significantly influenced by perceived utility, ease of use, and attitude. Suleman and Zuniarti, (2019) perceived ease of use has little bearing on consumer purchasing decisions. While perceived utility, as well as trust, are important elements in influencing consumers' online shopping choices.

Alghizzawi et al., (2019) goal of this research was to examine as well as discover the relationship between the use of social media sites (Facebook) to the promotion of health tourism places in Jordan and its effect on the actions of visitors through the technology offered by these methods. The findings of the research revealed that the benefits of Facebook advertisements as well as demographic factors had a positive impact on tourists' PEOU in the adoption of tourism behaviour, which contributed to the acceptance of behaviours across therapy tourists' sites in Jordan. Pipitwanichakarn and Wongtada, (2019) results show important resemblances as well as differences between both groups of vendors. Original and experienced adopters stress the trust of service providers. The very first category leans mostly on perceived ease of use as well as perceived enjoyment in encouraging m-commerce adoption yet focuses very little on perceived usefulness. Mostly on the opposite, for the former category, the impact of perceived ease of use, as well as perceived enjoyment, dramatically declines, however, the consequence of perceived utility expands.

Alghizzawi et al., (2018) travellers' perceived ease of use of smartphones in marketing therapeutic tourism destinations in the nation was positively influenced by market type template, therapeutic, and demographics. Tourists' intentions to use smartphones increased as a result of their perceived utility and convenience of use. Bauerová and Klepek., (2018)

perceived usefulness, perceived ease of use, as well as behavioural intention all indicated a favorable link. The final scheme is a basic path model with a succession of latent variables in which PEOU has a positive influence on PU, in turn, has an impact on BI. The perceived usefulness of e-shopping of groceries has a direct impact on purchase intent, and so plays a critical role in arousing interest in purchasing food online. Boga and Brito, (2018) the demonstrability of the outcomes, the availability of consumers on the social network, awareness of social media, stakeholder effect, common sense as it relates to digital marketing, and the official's age were recognized as six criteria that impact the uptake of social media. Chi, (2018) dimensions of brand equity (i.e., brand loyalty, brand association, brand perceived quality, and brand image) have a considerable impact on Chinese consumers' perceived ease of use of apparel m-commerce, with brand loyalty, perceived quality, and image enhancing customer perceived utility. Consumers' perceived utility of apparel m-commerce is highly influenced by all aspects of website quality (i.e., website system quality, information quality, as well as service quality), whereas website system quality and information quality boost perceived ease of use. These website characteristics are critical in addressing the expectations of consumers seeking superior mobile shopping usability. Customer sentiments on shopping for clothes via the m-commerce channel are positively influenced by perceived utility and ease of use. Due to their positive attitude and perceived utility, Chinese customers are more likely to adopt m-commerce.

Ghazali et al., (2018) the variables (faith, perceived ease of use, perceived utility, mindsets, and perceived behavioural control) appear to impact a customer's intentions to embrace m-shopping. Furthermore, when mobile technology is user-friendly and requires little mental effort, it fosters good opinions of the system's utility, leading to increased customer intent to utilise it. Salloum et al., (2018) perceived ease of use and perceived utility are crucial considerations. As a result, the presented model in this research shows how social media educational use promotes productive classroom behavior favourably. Shankar & Datta, (2018) perceived ease of use, perceived usefulness, trust, and self-efficacy all have a substantial favorable effect on mobile-payment adoption intention. Subjective norms as well as personal innovativeness, on the other hand, do not influence mobile-payment adoption intentions. Sugandini et al., (2018) uncertainty, perceived ease of use, and perceived utility all influence technology adoption. The perception of utility is influenced by compatibility and apparent ease of usage.

Ma et al., (2017) customers' use of sustainability labels was linked to perceived ease of use, perceived utility, attitudes, and purchase intention. Sustainability label users had considerably higher scores in these four factors than non-label consumers, even if the path correlations between those variables were not different between the two groups. Label reading behaviour is studied in this application in the same way that customers employ new informational sources in their decision-making process. Kanchanatane et al., (2014) goal of this study was to determine the impact of attitudes towards the usage, perceived utility, perceived ease of use as well as perceived consistency with the plan to implement e-Marketing of small and medium-sized enterprise ownership in the 3 southern border regions of Thailand. The findings reveal that the attitude towards adopting e-marketing is the most important element influencing the decision to adopt e-marketing.

Suki and Suki, (2011) try to explore the relationship between perceived utility, perceived ease of use, perceived pleasure, attitudes, and the desire of users to employ cellphone network services. perceived ease of use, as well as mindset, are collectively liable for assessing the intention of the customers to use the 3G cellphone network. The perceived utility was established as a core variable influencing the decision of customers to use 3G mobile networks. The concern of the established variables could contribute to a more effective implementation of 3G. Gefen and Straub, (2000) the essential assumption of this research is that this changing value of perceived ease of use can be linked to the complexity of the job. Appropriately, the research claims that PEOU explicitly influences the acquisition of information technology (IT) only when the primary purpose for which IT is deployed is closely linked to the intrinsic features of IT; like when the job is an essential part of the IT. Expanding this idea to e-commerce, it was believed that while a platform is utilized to buy goods, PEOU will not affect IT implementation as IT ease of usage is not an intrinsic feature of the bought commodity. On the opposite side, if the website is intended to ask about commodities, PEOU will have an effect on IT acceptance as the knowledge needed is encoded in it as well as thus its consistency is directly related to IT ease of use.

2.3. IMC and LGBT

Flaherty et al., (2021) in the latest days, there have been significant developments in the tools accessible to social marketers, according to the study. Moreover, social marketers' use of digital technologies has progressed from a communicative or promotional function in which

generalized content is delivered to citizens to the use of these tools for more individualized design, content, and behaviour change interventions. Digital technology was used as the principal mode of engagement as well as collaboration in some investigations. The study also discovered that digital technologies are aimed at more than just the average consumer. As part of behavioural change interventions, digital technologies are utilised to target multi-level stakeholders, policymakers, and partners. Lu et al., (2021) customers react to a company linked with a dissociative out-group differently depending on the levels of pride they feel. When customers feel true (rather than hubristic) pride, they are more likely to select the company connected with the dissociated out-group. The reason is genuine (as opposed to hubristic) pride boosts customers' psychological support for inclusiveness, which boosts brand sentiments for the dissociative out-group. Melton et al., (2021) sports organisations have attempted to connect with this potential market as the sport has steadily grown more accepting of LGBTQ folks. Authentic signs of inclusion, according to a study of the literature, can result in favourable consequences for fans and sports organisations. However, spaces for LGBTQ fans to feel secure and accepted in spectator sports must be created.

Ritch et al., (2021), the potential for marketing to improve societal integration of multiple identities to represent sexuo-gendered discourse by providing social commentary on gender and sexuality. Trivedi and Trivedi, (2021) according to experts, there is a compelling commercial argument for LGBTQ inclusiveness. This article aims to assess the legislation's business and economic implications in India. Yoo et al., (2021) the brands should leverage the cultural fulcrum of transmedia to ensure that varied customer tales do not fade into obscurity while also expanding the brand's call to action. By looking at business situations of brand activism. The research results show fresh young generation customers prefer brands that interact with social, political, and environmental issues, as well as the conceptual repercussions of the snowball effect, this research emphasizes customer involvement in the brand storey creation process and the need for the brand to strive for elevated benchmarks of professional competence as well as accountability to grow alongside their customers.

Champlin and Li, (2020) every year, many retailers, involving those with an international customer network, develop "Pride Collections" or, in the special run, sometimes rainbow-patterned items designed for LGBTQ pride month. These goods were blamed for co-opting LGBTQ signs for advertising reasons. Utilizing samples of heterosexual as well as LGBTQ

respondents, this research explores the effect of gender representation behavior (male, female) as well as non-profit involvement amount (1 percent, 100 per cent of sales) on consumer-friendly feedback (advertisement, brand, and purchasing intent) to Pride Collection Advertising. The results of this research also indicate that social responsibility campaigns, like Pride Collection Advertisings, may have significant community consequences. In past years, tolerance for the LGBTQ community has increased in several nations. It is beneficial for global brands to evaluate whether as well as how they can take a stance on this significant social concern.

Frankel and Ha, (2020) this research examine in what way drag queen representation in advertisements and common market sensitivity for homosexuality (i.e., drag queens) influence their perceptions of advertisements as well as branding in the form of beauty company marketing. Focused on the social identification theory, this research suggests that tacit (vs. explicit) drag queen imagery, as well as high-tolerance audiences as an in-group of LGBTQ+ communities (vs. out-groups of lower-tolerance people), will have a stronger effect on advertising preferences as well as brand perceptions individually as well as collectively. The web-based experiment shows that while various forms of representation (implicit vs. explicit) in advertisements do not distinguish perceptions towards advertisements and products, the independent perception of the drag queen culture of customers has a favourable impact on those reactions. In fact, advertising imagery as well as customer tolerance for drag queens have a communication impact on brand attitudes via advertising attitude in the overt drag queen-themed illustration situation, but not in implied imagery.

Afanaseva, (2020) LGBTQ+ is more devoted to the brands, which raises its value and importance. Targeted advertising for the LGBTQ+ population, as well as the incorporation of their lifestyle into the production of the product image, is a significant, albeit challenging, component of global companies' existence. A real marketing move can result in either a remarkable triumph or a complete failure of the organisation. Today's population is putting in place and utilising all available tools in order to raise LGBT people's prominence and normalise this phenomenon in the mainstream. Cheah et al., (2020) for men and women, the results show strong and favorable connections between attitudes toward the brand and advertisement, as well as readiness to buy. Customer scepticism improved the association between attitude regarding the brand and advertisement, but it impaired the relationship

between attitude toward the advertisement and desire to buy solely in the woman cohort, according to the moderation analyses. In the same vein, inferences of manipulative intent were found to have a weakening influence on the link between attitude toward the advertisement and readiness to buy.

Frankel and Ha, (2020) according to the social identity theory, implicit (vs. explicit) drag empress symbolism and customers with high tolerance as an in-group of LGBTQ+ cultures (vs. out-group of lower tolerance individuals) would have a larger effect on ad attitude as well as brand attitude, both individually and collectively. While differing imagery types (implicit vs. explicit) in advertising do not change attitudes regarding the advertisements and brand, customers' acceptance of the drag queen culture favourably influences such responses, according to a web-based investigation. Furthermore, in the explicit drag queen-themed imagery condition, advertisement imagery and consumer tolerance for drag queens had an interaction effect on brand attitude via ad attitude, but not in the implicit imagery condition.

Akerlund, (2019) conducted a study on the LGBT community in Sweden regarding heteronormativity highlighting the stereotyping and marginalizing attitude of mainstream media towards trans people. He combined quantitative topic modelling and discourse analysis. He further tried to explore the viewpoints of journalists regarding LGBT people. It was found that out of almost 15901 articles which were written between 2000 to 2017 only 8.5 percent of articles can mention the term trans in it. It was further noted that representation was mainly on homosexuality and other trans were completely neglected. Words like body, looks, transsexual, transvestite, doctor, and gender are among the words they have in common in those articles. The researcher gave conclusion that media houses should refrain from stereotypical representations of the LGBT community so that the general public can accept the LGBT community as a part of their society at large. Eisend and Hermann, (2019) growing support for the lesbian, gay, bisexual, and transgender (LGBT) groups, combined with the growing spending power of this category, has sparked an increasing focus on the gay and lesbian segment. The results on the motivational impact of homosexual symbolism are assorted and do not offer insights on whether or not homosexual imagery in advertisements facilitates convincing. In order to address the results of previous studies, this study provides a meta-analysis of the impact of homosexual imagery. The blended impact size shows that there is little disparity in the overall convincing influence between homosexual and heterosexual representations. Nevertheless, they note that homosexual users

had adverse responses to heterosexual images. In fact, the moderator study indicates that the discrepancy between imagery, market preferences, societal standards, explicit imagery, gender endorser, and product category results in adverse reactions to homosexual advertisement imagery. Chambers et al., (2020) shows how a community of gay males as well as lesbians are reacting to targeted advertisements when they face the opposing powers of marketing legitimacy in the market and bigotry in the political sphere. The results illustrate the sociocultural position of advertisement and the influence of customer belief, even highlighting the unregulated efforts of customers to pursue public validation of their subcultural status while resisting potentially stigmatizing subcultural uniqueness. Gay advertisements are intended to encourage gay customers not only by justifying the gay identity but also by integrating gay males and lesbians by neutralization and trying to remove the salience of stigmatizing subcultural distinctiveness. The respondents demonstrated an urge for attention that sentimentally makes gayness meaningless, instantiating the assimilatory features of gay advertisements. Participants expressed worries not only regarding stereotypic gayness, such as abnormal role representation but also about advertisements that implicitly label gay distinctions through the dramatization of gay experiences.

Blackburn, (2019) mainstream LGBT marketing is ineffective for people of all genders and sexual orientations. Furthermore, participants showed a stronger willingness for brands to take action in the form of LGBT advertising support (also known as a brand's "gay friendliness") and the growing normalisation of LGBT people in advertisements. Such work establishes a framework upon which specific recommendations can be made to assist firms in reaching out to LGBT consumers more ethically and effectively. Lawley, (2019) study claims that transformation attempts are only successful if they target specific areas inside sports organisations rather than the entire organisation. Northey et al., (2019) the results show that a person's political ideology influences their emotional response (disgust) to advertising and that this emotional response as well as attitude to the commercial operate as causative pathways for product-related attitudes. Olson and Park, (2019) the findings show that the two independent variables, as well as age, have a statistically significant three-way interaction effect on the gay bar's perceived LGBT -friendliness. The effects of the independent variables on behavioural intentions were mediated by perceived friendliness. Furthermore, the age cohort moderated the mediation effect.

Do, (2019) aim is to examine whether there are gender gaps in the online user choice-

making method. In addition, this report also aims to uncover some of the most significant variables influencing consumer buying decisions during the research. The results found that there was no gender difference in the actions of young Vietnamese customers in internet shopping. On a separate level, the findings of the content study showed that ratings of former users, shipping costs as well as brand names and policies had a huge effect on the online shopping choices of Vietnamese millennials. Pichler et al., (2018) analyse the company-performance processes that underlie beneficial stock-market responses focused on the combination of organizational social obligation viewpoints as well as the company trial for diversity. Primarily, researchers approximate the hierarchical linear model (HLM) to accommodate for the clustered design of their data (firms clustered within states) as well as note that (1) the existence of LGBT-supported policies is correlated with greater firm worth, and competitiveness, as well as profit margins; (2) the company-value as well as profitability advantages correlated with LGBT-supported policies, are higher for businesses involved in research and development (R&D) actions; as well as (3) the company-value and profit margins advantages of LGBT-supported policies continue in the existence of state anti-discrimination regulations. Additional research findings reveal that companies adopting (discontinuing) LGBT-supported policies report improvements (decline) in company value, efficiency, and even profit margins.

Macías and Rungsaridworakarn, (2018) seek to examine how homophilia influences the perceptions of followers/customers regarding Instagram fashion influencers. In specific, the goal is to examine whether the perceived degree of identity (assessed by homophilia variables & categories of identity) between followers/customers & fashion influencers is one of the factors underlying followers/customers' participation in Instagram. The results of the study suggest that followers/customers join fashion influencers at an intimate level through the exchange of common preferences and beliefs. The respondents have shown a willingness to become much more comparable to their main influencers by modifying the values they share in common with them. From the point of view of the Homophilia-Heterophilia hypothesis, the interaction between adherents and influencers is influenced by both the value and the rank of homophilia. On the other side, it has also been seen that identity affects the purchasing intention of followers/customers against fashion influencers on Instagram.

Åkestam et al., (2017) the findings suggest that advertisement depictions of homosexuality can influence consumers' social behaviour by priming them to think about

other people. These effects are tempered by attitudes about homosexuality, which is consistent with earlier research on advertisement depictions of homosexuality. Owusu and Mathenge, (2017) attitudes regarding explicit marketing to LGBT customers are influenced by a variety of elements, including education, age, as well as the advertising company's general engagement with the LGBT community. Hull et al., (2017) the connexion between visibility as well as recognition of gay men has been substantially influenced by attitudes towards gay men, expectations of cultural tolerance, and even expectations of the effect of shame on gay men, although not via the dismissal of misconceptions. Khurana, (2017) the goal of this study is, therefore, to attract companies' eyes to this developing region, which is also profitable because of its strong purchasing capacity. Companies can, however, face bottleneck in exploring this business partly by virtue of prevailing advertisement due to the 'shame' adherence to homosexual individuals, which usually lead to the marginalization of the general customer. Some methods and interaction approaches have now been implemented to do the same through a case study used to explain gen Y's actions toward the Indian community the study carries the viewpoint of executives, proposing strategies as well as techniques to access the growing sector. Even in the current time we can say that India has room for these advertisements to the degree that it is done properly or it may place the company in detrimental controversy.

Gonta et al., (2017) examine the association between media access, age, and homosexual attitudes. In the context of previous studies, this study hypothesized that younger respondents with a higher exposure frequency should have more favourable views towards homosexuality. The findings indicate that (1) higher media exposure rates promote more acceptance of perceptions, (2) more recognition of homosexuality among young people, and (3) respondents in the news media had more behaviours to accept than respondents in the entertainment industry. Pathak, (2017) discusses the context & origins of the notion of homosexuality and attempts to analyze numerous case studies of its representation in television advertising. Case studies involve optimistic case studies such as Fastrack (Come out of the closet... Move on), eBay (# ThingsDontJudge) & Jabong (Be you), and controversial case studies like Virgin Mobile (Think hat ke) & Pepsi (Youngistan ka wow). The study often took into consideration advertisements other than tv commercials that either endorsed or rejected the concept of homosexuality. The study discusses the existing advertisement rules of ethics and how the issue is referred to them. The researcher has always taken into account the laws of the land and if there is some suggestion of infringement of

rights in the sense of the subject matter of the study.

Chauhan, (2016) explores the impact of social media on customers as regards an advertisement by Myntra, one of India's major apparel sites for e-commerce. This study reflects on the analysis of an advertisement that highlights homosexuality, named 'the visit'. This study investigates the implications and influences advertisement has on the public at large. The goal is to investigate the impact of social media on audiences with regard to this particular LGBT advertising, in favour of sexual rights; evaluate the influence of advertisements on the brand image of the marketed commodity; examine the effect of social media on mainstream advertising such as 'The Visit'. The study declared that the students believe that the advertisement instils a feeling of boldness and strength and inspires them to fully embrace their identity and lead a normal life of dignity. They feel that ads that depict a social issue should be produced more often than the product's standard commercials as they're more famous as well as helping to change society's attitude towards such issues in general. Jeon and Nam, (2016) explore how colour meaning can influence representations of homosexual pictures. This work seeks to determine whether a modification in colour lead results in a morally acceptable interpretation of homosexual pictures. A homosexual picture with a lighter tone created a better disposition than that of a darker tone.

Branchik et al., (2016) according to the findings, since 2000, there has been a dramatic increase in unfavourable LGBT imagery in commercials, despite gays' increased acceptance as well as visibility. Males disguised as women in early 20th advertisements gave way to men responding with fear, revulsion, or even violence to fears that they might be gay or be subjected to homosexual overtures. Braun et al., (2015) examine lesbian fashion consumption in order to capture observations about the attractiveness of the lesbian target market in the fashion world. Moreover, there is a distinct lesbian stereotyping that portrays doctrinal feminists with antagonism to consumption in common & fashion shopping in particular. Results demonstrate that lesbians are almost as glamorous and financially important to fashion advertisers as gays. Lesbians have a relatively strong fashion consciousness and desire to pay, and also stronger brand loyalty, but less openness to homosexual ads than gays. The research shows the uniqueness of the lesbian apparel advertisement goal group and debunks the myth of consumption-averse lesbian stereotyping.

Cunningham and Melton, (2014) investigate the effect of LGBT-including promotional campaigns on customer perceptions towards a health club. Drawing on signalling theory and

innovative capital theory, the aim of this research is to explore the impact of ads, on lesbian, gay, bisexual, and transgender (LGBT) persons, on the wishes of customers to enter the fitness club. The writers have found the restraining influence of the preference for a customer identity and social dominance. The results show that customers' views of club diversity have improved when the marketing of the fitness club contains words like LGBT. The usage of LGBT-inclusive messaging has not had a pernicious effect on either community and has had a positive effect on certain customers who wish to enter the fitness club. In reality, the LGBT inclusive program did not affect males. It demonstrates that sports customers convey a much more positive demeanour towards gay and lesbian athletes, and sport is a more gettable and encompassing room for the LGBT community.

Vender, (2014) examines the effect of the perception of homosexuals among customers on their perceptions of homosexual advertisements and, eventually, how these perceptions impact the purchase intention. The findings of this research showed that openness to homosexuality had an effect on views shaped by different ads, which had an influence on buying intentions and gender had an effect on the perceptions as well as buying expectations of advertisers utilizing homosexual models in their advertising. The results of this research provide advertisers with a clearer understanding of how to compete in the homosexual market without marginalizing heterosexual customers. Developing a better interpretation of such a significant market segment is of considerable importance, particularly in South Africa, a developing country that researchers sometimes overlook. Köllen, (2013) this study analyses the suitability of the most popular 'sexual identity' diversity management interventions to better strengthen the circumstance in the office for bisexual workers. Findings indicate that only internal bi-as well as homosexual problems had a favourable effect on the working environment of bisexual workers, while the presence of external gay marketing strategies adversely impacts them. It is also clear that a positive current working environment leads to a greater level of transparency and diminished stress in hiding or rejecting one's bisexuality in the workplace.

Baxter, (2010) explores the extent of visibility of mass media that serves the niche market for gays and lesbians. This research reveals that we still use the old template of white men models in the ads we used in the 1960s. In nutshell the results, it was apparent that diversity of gender and race was not as widespread in the latest advertisements targeting the GLBT demographic as originally believed. The research concluded that race and gender were

important for the designers. This study query found that more males were seen in advertisements and that these people were mainly Caucasian. The theory also showed that class, ethnicity, and age play a role in the place of models in advertising.

Bhat et al., (1996) explore the unequal effect that promotional photographs in magazines indicative of either homosexuality or heterosexuality have on notoriety attitudes. Findings endorse the hypothesis that homosexual content in advertisements has contributed to a more favourable media stance for audiences who are more homosexually friendly than for those who are less homosexually friendly. Ironically, commercials featuring heterosexual images were viewed less favourably by homosexual-accepting viewers than by less-accepting viewers. Angelini et al., (2010) investigate how print advertising containing homosexual symbols draws more interest and remember thus producing more adverse responses than commercials depicting heterosexual images. Results suggest that such ads were both less recalled and took more energy for visual processing, possibly because the advertisement's representation was incompatible with the current gender scheme. Certain responses showed that homosexual images had an adverse effect on the advertising itself and the company, which culminated in further adverse self-reported bravery and enthusiasm.

Tuten, (2010) examines the reactions of gay and heterosexual customers to gay-friendly and non-friendly cues as well as the resulting impact on the parameters of brand satisfaction, brand loyalty, and brand attitude. Factors for forecasting brand engagement dependent on Rusbult's Investment Model are being investigated. Studies show that heterosexual customers may not establish discriminatory perceptions as a consequence of sensitivity to these signals despite finding gay-friendly clues in company communications. Therefore, considering that gay and lesbian customers respond favourably and negatively and that heterosexual customers respond neutrally, it is a rational tactic for marketers to follow LGBT-friendly marketing. Milillo, (2008) explores whether messages about the body from lesbian media deviate from mainstream heterosexually focused media. Three hundred magazine advertisement photos were randomly selected to be analyzed from popular heterosexual women's magazines and popular lesbian magazines. Heterosexual women's magazines and lesbian magazines were chosen based on their similar content of popular culture commentary, style, and editorials. Samples of photo advertisements were taken from 12 issues of mainstream women's magazines geared to a heterosexual women's audience. Ratings are clustered into two main categories: (1) the physical appearance of the model and

(2) the type and context of the advertisement. Advertisements were coded by one ratter and two independent ratters.

2.4. Behavioural Intention

Demant et al., (2021) the LGBT community had permissive attitudes toward substance use, according to respondents, and the media portrayed substance use as a part of the group culture. Excessive partying is not a part of the community, according to the participants. There were significant but weak links discovered between causes and community participation/connection or personal substance user behaviour. Male and gay/lesbian participants had differing levels of agreement with some of the explanations, according to subgroup analysis. The LGBT community's perceptions of substance users are unrelated to community participation/connection or personal substance use among young people. Denison et al., (2021) the findings imply a link between coming out as a lesbian, gay, or bisexual, person and encountering homophobic behaviour in team sports. In this group, LGBT encounters with homophobic behaviour appear to be ubiquitous, but they are more prevalent among those who have come out to teammates. Herget et al., (2021) Corporations are increasingly attempting to capture a newly prosperous target audience by using LGBT characters in audio-visual advertisements. There is also an increasing demand for societal diversity to be reflected in media formats like advertising. Background music that affects the apparent gender of gay male advertising heroes can help corporations avoid unfavourable reactions from heterosexual audiences and, as a result, encourage them to utilise gay protagonists in television advertisements more frequently. Hoffmann et al., (2021) women have higher favourable sentiments toward homoaffective marketing, brands, and purchase intent, according to the findings. Religion also affects how people react to advertisements and how they react to a brand. When examining religiosity and homonegativity in views toward advertisements, brands, and buying intentions by gender, it is discovered that religion has no impact on men's opinions toward brands or purchase intentions. Li, (2021) the LGBTQ-identified influencer evoked higher perceived trustworthiness and lower brand hypocrisy, especially among LGBTQ respondents. Nevertheless, among the cisgender heterosexual non-LGBTQ subjects, the non-LGBTQ influencer prompted more positive advertisement attitudes and behavioural tendencies. There is a discussion of both theoretical and practical ramifications. McInroy et al., (2021) OFCs may take on the traits of networked publics as well as proclamations, permitting youngsters to challenge

LGBTQ+ mass media portrayals and inappropriate representations inside Online fandom communities (OFCs). Hahm et al., (2020) popular concerts or festivals may be a significant attraction to tourism attraction. As LGBT travellers are rapidly accepted as a rising tourism sector, activities targeting this population growth in amount as well as size.

As the previous research have studied the variable of behavioural intention, Lissitsa and Kushnirovich, (2020) utilizing a mixed-method approach, this study concentrates on the relationship between access to LGBT-related web material as well as direct communication with LGBT individuals. Researchers observed that online para-social communication promotes both offline as well as online social engagement with LGBT group members. Consistent with the principle of para-social communication, researchers even observed a favourable correlation between exposure to LGBT-related material in online news and social media as well as attitudes towards LGBT individuals. In addition, these views partially regulated the correlation regarding digital para-social communication as well as social communication. This mediation has been established with all forms of para-social interaction (internet news as well as social media) as well as all forms of direct social interaction (offline and online). Researchers noticed that minimising confusion, humanization as well as crowdsourcing can be essential mediators for successful para-social communication with communities via digital media. Vijlbrief et al., (2020) address the perceived gender identification of non-binary young adults. Given the increasing constructive debate in the Netherlands regarding gender minorities, in reality, this community often faces discrimination and stigmatization of their identities.

The study is based on Butler's (2004, 2011) concepts of analyzing expansionist gender roles and heteronormativity. This discusses the stratified perspectives of non-binary young people with class in Amsterdam. Through representational analyses and in-depth interviews, this study unfolds the self-narratives of people who associate with non-binary gender roles and reveals how they deal with their marginalized status and combat inclusion. Armstrong, (2020) common sexual orientation between an influencer as well as a customer may affect the customer's view of the influencer's trustworthiness and, as a result, impact the customer's buying intention. According to the findings, today's young adult population is fairly accepting of LGBTQ+ individuals in cosmetic commercials. Champlin and Li, (2020) Furthermore, heterosexual respondents had higher positive feelings about the brand and campaign than LGBTQ participants who use LGBT symbols for commercial use. The

research also demonstrates that social responsibility efforts, like pride collection advertising, can have a good societal impact. In many nations, acceptance of the LGBTQ community has expanded in recent years. Global businesses should evaluate whether and how they might take a statement on this critical social issue.

Lenz, (2020) revealed that being exposed to a transgender narrative did not affect the participants' attitudes. Furthermore, the individuals' attitudes were not moderated by their gender. This demonstrates that, in this case, media exposure does not necessarily change opinions, even if theories suggest that it might. Madinga et al., (2022) in South Africa, there has been a rise in lesbian and gay-themed commercials in the mainstream media. This shows that corporations are beginning to see LGBTQ people as a significant consumer group that requires representation in advertisements. Respondents with a high tolerance for homosexuality have more positive sentiments toward marketing and companies, according to the research. The way people feel about commercials has a huge positive impact on how they feel about the brand. Furthermore, heterosexual men who are exposed to lesbian and gay-themed commercials have more negative attitudes toward advertisements than heterosexual women, according to the study. Ready et al., (2020) the findings revealed that people who were characterised as pro- or anti-LGBTQ+ had much superior consumer ratings for a company that shared their opinions. Advertised social issues can influence brand impressions, which in turn influences customer decisions, but they don't always influence how sensory characteristics are perceived. If we consider the current stage Sabala, (2020) the LGBTQ community has a higher level of engagement, as well as a high level of interest in sponsored posts from followers. Commenters replying to heterosexual influencers are more concerned with the influencer's attractiveness than with the substance they present. When compared to YouTube, Instagram comments are more explicit.

Vu, (2020) explores empirically the degree to which the societal integration of LGBT individuals is necessary for technical advancement. The central hypothesis is that the acceptance of LGBT people tends to promote human resource capabilities and therefore improve creativity. The opposite is valid in cultures where there is a strong prejudice against homosexuals. To check this hypothesis, the researcher conducted an empiric study leveraging data from a world sample of nations. The findings demonstrate that social tolerance for homosexuality is favourably associated with the economic sophistication index, an innovative indicator of creativity. To obtain causal inference in the contemporary

environment, the researcher conducts multiple falsifiability tests, none of which changes the background results. Furthermore, individual-level research focused on data from the World Values Survey, gives broad credence to international proof. Researchers do consider that LGBT representation has a significant effect on human resource capabilities, and is a possible way to clarify straightforward results. Haffarth and Hodson, (2019) has questioned the hypothesis that intergroup interaction facilitates social progress as intergroup communication is often unpleasant, intergroup interaction can be impossible or discouraged, and optimistic attitudes can correlate with the recognition of inequalities. The study has usually shown evidence for Contact Theory in terms of decreased anti-LGBT bias and growing acceptance of LGBT rights, especially among those who are more inclined to reject LGBT rights. Nevertheless, compared to other fields of communication, the impact of LGBT intergroup interaction is semantically adaptive. There are also distinctive reasons for LGBT communication that bring more uncertainty. Generally, the evidence suggests that intergroup interaction with LGBT community representatives may encourage LGBT rights, but that a mix of psychological and systemic factors will limit or hinder the beneficial impact of intergroup contact. Intergroup interaction tends, however, to be a powerful resource for facilitating the advancement of LGBT rights in certain cases, but intergroup contact can be fairly ineffective in other contexts. There are, moreover, approaches that can address these drawbacks, by legislation (e.g., safeguards from discrimination), encouraging modes of interaction that are intended to facilitate societal improvement rather than simply favorable behaviors, secondary transmission of contact results, imaginary contact, indirect ways of contact and effective media coverage of LGBT citizens.

Vijlbried et al., (2019) address the perceived gender identification of non-binary young adults. Given the increasing constructive debate in the Netherlands regarding gender minorities, in reality, this community often faces discrimination and stigmatization of their identities. Paterson et al., (2019) in 2 experimental studies (N = 120; N = 102), the Intergroup Emotions Theory (IET) is used to analyse the impacts of dislike crime on other community members. With researchers from the non-target category LGBT. The results also indicate the psychological mechanisms underlying these impacts. In line with IET, hate crimes have been reported as more of a group-based threat, leading to enhanced emotional responses (anger as well as anxiousness) and, ultimately, behavioural motives (exclusion but also pro-action). Notably, this research also demonstrated that owing to heightened expectations of

similarities, hate crime victims have earned greater sympathy than comparing to non-hatred crime victims. Findings are addressed in consideration of their relevance to psychological theory as well as their ability to endorse the claim that the law on hate crime is beneficial as well as necessary.

Nölke, (2018) provides an intersectional examination of overt LGBT depictions of popular ads throughout 2009 and 2015. Utilizing a novel advertisement format — human interest advertisements — marketers shift away from hyper-sexualization, to real-world love and family tales. However, the study explores how the marginalisation of numerous oppressed communities in media advertisements tends to reinforce the heteronormative, domesticized version of "gayness" and examines the detrimental consequences that occur herein. It is argued that non-LGBT audiences are the underlying focus demographic of LGBT overt advertisements, resulting in non-target market results that, through their open participation, alienate significant segments of the LGBT population. Reyes et al., (2018) explore this unusual incongruity, exposing the homo-sentimental nature of the process - a peculiar rhetorical type that seeks to resolve the multiple contrasting motivations that drive LGBT activism. The Gay Liberation Monument's usage of homo-sentimentality refracts in several ways, contrasting at the same time dehumanizing language with effective calls to concern as well as affection, portraying itself as an assimilationist as well as providing coded indexes of clone society, and creating a combined homosexual body — at once assimilationist and queer. Both the memorial and the homosentimental form, therefore, present a threat to the simplistic conceptualization of LGBT rights activism that distinguishes assimilationist and queer ideology.

Elischberger et al., (2017) have 2 main ambition which is to examine the attitudes of society toward the youth of the transgender community and to do a comparative analysis of the responses of participants between the United States and India. Respondents included in this study are either male-to-female or female-to-male transgender youth trying to answer the questions raised by the researcher about their attitudes and perspective toward that adolescent or youth. This research study generally found a positive perspective toward transgender youth in the United States, but when it comes to the Indian sample it was moderately negative. The attitude didn't change with the variation in gender or the age of the transgender youth in any of the samples. General social opposition to change in the religious form, faith, and political dogma, gender-specific opposition to change the form of

binary gender belief, and authorization of environmental originators of transgender community identity was the best prognosticator of the United States participants' perspective. On the other hand, in Indian participants, disapproval based on religion and environmental originator attributions were the best prognosticator whereas belief based on gender binary played a very minor role while other determinants were considered, and political conservatism had no importance at all.

Lewis et al., (2017) analyzes American views toward these groups and examine their enthusiasm for the defence of non-discrimination. Analyzes found that disparities in these behaviors are related to social interaction impacts, changes in perceptual performance, peer signals, and the differing magnitudes of core political influences, such as religiosity and partisanship. Furthermore, the report illustrates not just the distinctions that Americans create while discussing transgender individuals compared to gays and lesbians, but also the variations in the variables that form these behaviors. In fact, the results highlight the difficulties confronting transgender rights activists. While views towards gays and lesbians have been more supportive in recent years, sentiments about transgender persons remain cooler. Personal interaction has led to shifting perceptions toward gay men and lesbians, but research shows that it might not be as strong an influence within the transgender community. Pichler et al., (2017) establish a cross-level conceptual model of lesbians, gays, bisexuals, and transgender (LGBT) supportive strategies for the entire staff irrespective of their sexual identity, for organizational as well as personal results. This is a theoretical paper focused on an intersection of ideas from popular hypotheses on institutional assistance and organisational justice. The paradigm implies that within organizations with LGBT-supportive strategies and processes, workers will seem more comfortable and treated equally and that such feelings should be mutual. This is the first paper to create recommendations for all staff on the effects of LGBT-supportive policies, and also to progress the research by creating a multi-level analysis of results from such reforms.

Srivastava, (2017) examines the topic of sexuality and its alternate manifestations in India with particular regard to the nature, material as well as room of lesbian and gay advocacy vis-à-vis section 377 of the Indian Penal Code (IPC); methods of statement; and its contentious association with women's movements. It was indeed on the grounds of ongoing steps undertaken by the Naz Foundation (Trust) India among others that the judgment to 'read' section 377 of the IPC was declared on 2/7/09, which was overturned by the Supreme

Court on 11th of December 2013. The most recent judgment in this respect has gazed at the LGBT. Again, on the outskirts of society, both socially and lawfully, with freedoms and entitlement programs. Fetner, (2016) provides an overview of the social science research on insights of the general public towards lesbians and gays and how sociologists perceive the societal factors behind progressive attitudes. The researcher also sees this effect in views towards lesbians and gays; younger generations have more favorable attitudes compare to the elderly. Individuals under 35 have mostly favorable attitudes and those above 55 have mostly negative attitudes. However, over time, these age groups become increasingly optimistic, at about the same pace.

Teal and Williams, (2016) explored the concept of colour-blind bigotry and explain the framework for understanding homophobic without homophobes, as well as trying to study it while converting homophobia in different areas of the public dissertation. The researcher tried to theorize that there are also special forms in which mass society has focused on symbolic movements to neutralize their phobias in the evolving phase. The researcher theorizing that the fact of Homophobie is often neutralized by heterosexual propaganda. It also consists of the tokenization of participants in the LGBT community and the re-centering of man heterosexuality into woman bisexuality. They also suggest that it is moving into public discourse by giant funders. the researcher even portrays himself as a friend and utilizes implicit homophobie to minimize queerness as a legitimate choice, a decision that is fraught with marginalization. The researcher concluded that overt homophobie is no longer permitted without some scale of reproach, in public discussion, covert homophobie stays, reproducing the heterogeneous structures and cliched ideologies about queer people.

Tweedy, (2016) the purpose of this paper, as a queer portable methodological warning, is to illuminate the forms in which power weaves through qualitative fieldwork. Based on perceptions of sexuality inside queer academic research, ambition is named to function here as an instant act of self-reflection through fieldwork. Through a qualitative perspective on the analysis of lesbians who work at gas stations, flirting is examined to be a pleasurable psychological indicator used to negotiate the vital interaction between the researcher and the primary source, bridge class divisions, and show when there is a conflict. The researcher recommends teaching the understanding of attraction as a practical technique in the classroom. First, its omission unintentionally facilitates hegemonic, heteronormative study

and information constructions. Second, condensed methodological guidelines that typically contain a case study explaining whether a researcher has sex with a respondent do little to train students. Ultimately, the awareness of the multiplicity of impulses that drive them through the work will act as a compact queer tool. Quintero et al., (2016) focused on the premise that, whether the substantive purchase itself is linked to the acquisition of advantages and does or does not influence buying behaviour, there could be a connection between the sense of power, hedonistic or experiential transactions, and attitude and avoidance behaviours in a particular customer field. The outcomes indicate that sex as an action can be called a restorer of power as well as a higher impression of power is an activator of the response to the intake of trips and parties as a situational factor whereby experimental consumption is induced.

Guy, (2016) appeared at a stage in feminist culture recognized as the sex wars, a period of fast-paced conflicts between both "pro-sex" and "anti-pornography." To sum up, pro-sex feminists have been looking for alternative expressions for female appetite. Feminist anti-pornography organisations, such as women against violence in pornography and entertainment, have advocated for greater legislative restrictions against the creation and dissemination of pornographic content. Photography was mainly part of this discussion, both as a tool for antagonism and a medium through which feminist affinities may be developed and delusions pursued. At moments, the publication appears to show a lesbian feminist past of queer photographs, at some, a mixed background of lesbian feminist photography. Perhaps, the vibrant archive of lesbian love created by the photos in 'On Our Backs' tells us that the two are hitched together, much more complicated to distinguish than the current media would have us believe.

Zheng, (2015) in the status quo of the research field of sexual orientation, the author highlights the shortcomings of many well-known measurement methods and needs to jump out of the methodological framework of behavioural questionnaires and social statistics to conduct new interdisciplinary research on the causes of sexual orientation in order to obtain new answers. For the origin of behaviour patterns, the author suggests using the internal and external dichotomy to divide them into endogenous or developmental homosexual behaviour and exogenous or acquired homosexual behaviour. Their causes are different. The time and process of formation are also different. Developmental homosexual behaviours are caused by factors such as developmental biology, cognitive neuroscience, maternal immune

response, and fertility medicine. Endogenous or developmental homosexual behaviours are caused by embryos the genetic, hormonal, brain development and maternal immune mechanisms are inadequately coordinated, resulting in a small probability of a biological event. Exogenous or acquired homosexual behaviour is caused by social, family, personal status, Emotional experience, and other factors, the same-sex behaviour pattern is obtained through the reward/reinforcement system in the human brain. The cause and formation of this behaviour are specifically analyzed. After the process, further, enumerate the disciplines and research paradigms that may provide new evidence for homosexuality and heterogeneity of sexual orientation.

Poteat, (2015) showed that analytical thought, self-reflection, lower sexual bias, getting more LGBT mates, and holding sex-oriented discussions with colleagues were correlated with more LGBT-based behaviour. Many variables modded the correlation between having sexual orientation-based conversations and LGBT-based behaviour: there was a greater connection among young people who described the nature of such conversations as more optimistic, who more frequently used positive problem-solving approaches, and who indicated low sexual bias. The degree to which the interactions were demanding did not mitigate this association. Eventually, getting LGBT friends became more closely correlated with affirming conduct for young people who feel more related and held more sexual orientation-based conversations with these peers. The results highlight the need for studies to recognize certain variables that enable heterosexual youth to function as supporters of LGBT youth. Hughes, (2009) the results of this research, relying on univariate as well as bivariate analytics of the sample group, point out that a large percentage of lesbians, as well as gays, were worried that their sexuality or gender identification could influence the nature of the services they obtained. Plenty of them was still likely to be mistreated as well as were afraid that same-sex relationships would not be accepted as well as that workers would not be informed of LGBT concerns. Few other observations, gay males were most probable than lesbians to be worried about remaining lonely in the future life, while lesbians were more likely to be worried about the shortage of LGBT-specific housing and the scarcity of acceptance of similar-sex relationships.

2.5. Viral Marketing

Rayport, (1996) originally introduced a concept labeled viral marketing nearly 25 years earlier. In his seminal study, Kirby, (2006) described viral marketing as a technique for the

exponential transmittal of messages and their diffusion to others in the field of marketing. Viral networks are substantially strong, resulting in 'e-word of mouth' as well as 'viral marketing' (Phelps et al., 2004; Datta et al., 2005; Colella et al., 2022). On the opposite side, the phrase "viral" is used to describe a type of messaging that spreads in the minds of customers through promotional contact that streams from one customer to the next "as a raging flu virus" due to its transmitting pace. Montgomery, (2001), a low-cost yet fast method of word of mouth that bursts out much like a virus from one customer to another Lindgreen et al., (2008). Viral marketing includes any tactic that depends on swinging communications to obtain unpaid peer-to-peer marketing awareness from known sponsors Porter and Golan, (2006). In this vision, mobile device designers will support their commodities by embracing economical, realistic viral marketing strategies Gunawan and Huarng, (2015). Internet social networks are biking, as the main pillar of viral marketing is to promote the usage and consumption of commodities Subramani and Rajagopalan, (2003). Abbas et al., (2020) it is essential in periods of difficulty for the company to preserve its consistency in the distribution of its goods as well as services, and viral marketing relies on the intensity of the social partnership between the company and its consumers. The greater the rate of consumer confidence in the organisation, Afifah et al., (2022) the better effective it'll be in viral marketing. Aprillio et al., (2020) goal of the research is to evaluate the degree of impact of viral marketing on buying intentions by consumer confidence in the favehotel Hyper Square Bandung. The situation indicates a greater enthusiasm for their company and a greater improvement in their services. The factors in this analysis are viral marketing as an independent factor, buying judgment as a contingent factor, as well as consumer confidence as an intervention factor. Study Result: (1) The viral marketing vector (X) has a major effect on the involvement of consumer trust variables (Z). (2) The influence of the interference of variable consumer confidence (Z) has had a substantial impact on the buying decision (Y). (3) The influence of viral marketing (X) has a major impact on the buying decision (Y). (4) The indirect impact between viral marketing (X) as well as purchasing judgment (Y) thru the interference of vector consumer confidence (Z) has a favourable indirect impact of 0.296 as well as a t-statistics level of $9.950 > 1.96$, which is important.

Al Abri and Valaee, (2020) in this article, the researcher is presenting a novel paradigm for the stream of content in online social networks that depicts the sharing behaviour of people as they transfer information from one online social network to their social circles in some

other network. It then addresses the question of optimising the scope of advertisements where the heterogeneity of several other social networks of consumers is seen as a limitation. Statistical findings reveal that the suggested algorithm produces superior findings than algorithms relying on a traditional degree of primacy metric as well as comparative operating time. Castiglione et al., (2020) in this article, the researcher suggests cognitive models as well as algorithms for marketing applications across online social networks, which are known to be a graph database, as well as describe the idea of an impact graph exploiting real client activity trends by asking for an original diverse graph network. Researchers also design the distribution all over the network, without any preparatory details, as a multi-armed warlord issue for the choice of the most prominent clients. Satrio et al., (2020) this research broadens the debate on the involvement of emotion in the sense of viral marketing, in particular for the cultural item called Batik. Centered on the essence of cultural goods, this research explores the function of emotion in improving viral marketing in customer decision-making. Its task, in general, is to enhance the influence of cultural understanding as an intervention factor among viral marketing as well as customer decision-making for cultural goods. Sawaftah et al., (2020) goal of the study is to investigate the impact of two viral marketing characteristics, viral advertisements, and electronic word of mouth (e-WOM), on the purchasing intention of the consumer. In general, the researchers suggest the prima facie existence of the relationship as contingent boundary conditions (moderator role) by analysing the picture of the brand as well as age. The results indicate that viral marketing affected the purchasing decision of the consumer, magnified under the moderating position of brand recognition, but age did not affect the relationship. Surprisingly, viral advertisements have a greater impact under current scenario on the buying intention of the consumer than compared to e-WOM. Sharma and Kaur, (2020) the goal of this study is to define variables that affect the opening as well as forwarding of advertising e-mails received directly from corporations to better encourage viral infection by customer sharing. The findings suggest that the preferences of the recipients to open mail are affected by the relative importance of the e-mail material and their favourable interaction with the sender, thereby enhancing the risk of even more forwarding. Relationships amongst customers have, nevertheless, a major impact on the decision to forward advertising e-mails. E-mails that give rise to optimistic feelings in the thoughts of the recipients are forwarded.

Huang et al., (2019) in this article, the researcher suggests a novel population-based impact maximisation approach for viral marketing that incorporates group identification into

diffusion modelling impact rather than individually conducting community detection to boost results. Researchers also create a robust latent variable model that encompasses group-level theme interest, item-topic significance as well as group membership distributions for each individual, and the study suggests a collapsing Gibbs sampling algorithm to prepare the model. The author then infers group-to-community impact strength through the use of topic-relevant impact and group theme interest, as well as further surmises user-to-user impact strength through community-to-community control as well as allocation of community members to each customer. Eventually, they suggest a community-based heuristic algorithm to mine influential nodes that extracts influential entities with a divide-and-conquer approach, including both theme-conscious as well as community-relevant to increase consistency as well as performance. Extensive studies are being performed to test the feasibility as well as the feasibility of the proposals. The findings support the study's ideas and additionally demonstrate the supremacy of their approach relative to state-of-the-art maximisation effect algorithms.

Tsekouropoulos, (2019) the purpose of this analysis is to evaluate the variables that influence the audiences' willingness to post viral advertising messages. The findings, amongst others, reveal that the perceptual sender trust, anticipated advertiser trust, message efficiency as well as attitude regarding exchanging electronic material are not substantially linked to the receivers' intention to exchange viral advertising messages. On the opposite arm, the level of exchange of viral promotional messages is influenced by similar causes. Agesti et al., (2021) this research demonstrates that viral marketing, price perception, as well as a trust have a favourable and substantial impact on one's lifestyle. Online customer reviews have little effect on one's lifestyle. However, viral marketing, online customer reviews, price perception, as well as trust influence purchasing decisions favourably and considerably. Das et al., (2021) investigated viral marketing methods on online social networking sites to determine how to approach the intended audience in order to maximize favourable traffic. Social media gives sellers a lot of options to connect to probable customers, and it's also a new way for suppliers and customers to communicate. Ngo, (2021) there were no evident correlations between meme-consuming habits and views about meme marketing in this quantitative investigation since age is the only valid predictor of the latter younger individuals are more hostile toward the usage of memes for commercial goals.

Septhi and Hidayat, (2021) the findings revealed that viral marketing and customer

experience had a partial and simulative effect on purchasing decisions made through Shopee e-commerce. In this investigation, 0.654 was used to calculate the coefficient of determination. This suggests that viral marketing and customer experience account for 65.4 percent of purchasing choices, while other factors account for the balance. Asgarnezhad and Bashokouh, (2020) findings revealed that perceived expenses and perceived enjoyment have an impact on the attitudes of Iranian young customers toward mobile viral marketing. Furthermore, Iranian young consumers' intentions toward mobile viral marketing are influenced by subjective norms, perceived ease of use, and perceived utility. Finally, the findings suggest that the purpose of Iranian young customers may contribute to the growth of mobile viral marketing behaviour among them. Miglani and GCG, (2020) the results suggest that consumers are impacted by viral marketing. The research demonstrates how viral marketing will change the way people think about marketing, in general. According to the conclusions of this study, it is also harmful to believe that social media alone can have a beneficial impact on customer brand views at this time. Consumers expect to find information about their cosmetics companies in some form or another on social media, as proven by this survey.

Sawaftah et al., (2020) goal of the study is to investigate the impact of two viral marketing characteristics, viral advertisements, and e-WOM, on the purchasing intention of the consumer. In general, the researchers suggest the prima facie existence of the relationship as contingent boundary conditions (moderator role) by analysing the picture of the brand as well as age. The results indicate that viral marketing affected the purchasing decision of the consumer, magnified under the moderating position of brand recognition, but age did not affect the relationship. Surprisingly, viral advertisements have a greater impact on the buying intention of the consumer than compared to e-WOM in this time. Shinde, (2020) viral marketing has been defined by a solitary component's rapid reach to customers, which is usually shared by customers themselves and does not require advertising agencies to tactfully nudge it through numerous streams. Yeo et al., (2020) three direct correlations, namely informativeness, credibility, and customer involvement, showed a strong positive link with purchase intention. This finding suggests that customer buying intentions are unaffected by entertainment.

2.6. Research Gap

According to Badgett, M. V. (2014) the loss of workforce productivity as well as output

owing to discrimination in the workplace, as well as the loss of life years due to premature death or disability, will lower the Indian economy's economic output. Openly discussing matters related to LGBT is still considered taboo in India. As per Khurana, (2017) to attract companies ' eyes to this developing region, which is also profitable because of its strong purchasing capacity. Till now no research has been done regarding technology adoption and the effect of integrated marketing campaigns which concentrate on the LGBT community. The researches which have conducted in foreign nations are slightly related to the proposed topic and even in that, the main concentration was digital and social marketing. Chauhan, (2016) advertisements that depict a social issue should be produced more often. Bhat et al., (1996) homosexual content in advertisements has contributed to a more favorable media stance for audiences. Till now researchers have only concentrated and tried to study the perspective of the general public towards LGBT, but this research will try to study the perspective of the LGBT community. Gender roles can have a significant impact on individual attitudes and behaviours, according to empirical data (Baril et al. 1989; Feldman and Aschenbrenner 1983; Jagacinski 1987). The unified Theory of Acceptance and Use of Technology model (UTAUT) was limited to "psychological gender". So, the current study is trying to focus more closely and tried to examine the importance of sexual orientation and explore the socio-psychological basis for gender (Venkatesh et al., 2003).

CHAPTER 3 – Research Methodology

RESEARCH METHODOLOGY

The previous chapter discussed the existing pieces of literature related to technology adoption and the effect of integrated marketing campaigns on the LGBT Community. Research is a structured procedure including the compilation of data; the recording of relevant information; and the study and evaluation of those data compliance with appropriate methodologies developed by particular technical areas as well as academic disciplines. This chapter explains the research design, statement of the problem, objectives of the study, significance of the study, pilot study, reliability analysis, sampling procedure, data collection procedure, details about measurement tools, and details about statistical tools applied in this research. The methodology segment of research allows the reader to critically evaluate the overarching legitimacy and robustness of the research.

3.1. Objectives of the Study

The proposed study tried to explore the following objectives in the paradigm of technology adoption, IMC, and LGBT community:

- 3.1.1. To study the awareness of the LGBT community towards technology products.
- 3.1.2. To study the effectiveness of the IMC campaign on LGBT related to technology products.
- 3.1.3. To identify and suggest an effective medium of promotion platform for the LGBT community.
- 3.1.4. To study the attitude of the LGBT community towards the IMC campaign.
- 3.1.5. To study the behaviour intention of LGBT towards technology adoption uses.
- 3.1.6. To study the factors affecting LGBT's choice while choosing technology products.

3.2. Conceptual Model of the Study

The conceptual model is a graphical portrayal of the relationships between the constructs/variables in the research study/work. A deep literature review is used to identify the constructs and variables which played a significant role in research work as well as in developing the conceptual model. It also serves as the foundation for the relationships between the constructs and variables. A comprehensive and detailed literature review was conducted for the current study to identify the constructs/variables and establish successive

relationships between them. As a consequence, the proposed conceptual model (Fig.1) has been developed keeping the Unified Theory of Acceptance and Use of Technology (UTAUT) model Venkatesh et al., (2003) as a base to achieve the objectives of the research work. Once the model was developed it was been validated by Viswanath Venkatesh, the author of the UTAUT original and UTAUT2 model.

3.1.1. Unified Theory of Acceptance and Use of Technology (UTAUT)

One of the main theories in the study of technology adoption is the Technology Acceptance Model (TAM) (Davis, 1989). The "denial of the potential of impact from institutional, social, and human control elements" is a significant theoretical flaw in TAM (Elliot and Loebbecke, 2000). To overcome the limitations of TAM, the researcher tried to study the technology adoption with the help of the UTAUT extended model (Widodo et al., 2019). To develop a comprehensive approach to users' acceptance of the framework of information technology, the first iteration of the Unified Theory of Acceptance and Use of Technology (UTAUT) was suggested in 2003 (Venkatesh et al., 2003). The UTAUT model has been thoroughly evaluated using measurement theory. The UTAUT model has been investigated in the field of online learning, mobile applications, and social network sites and many more (Faqih et al., 2021; Yu et al., 2021; Herrero et al., 2017). Therefore, keeping the base of the previous model (Venkatesh et al.,2003) advocated the creation of UTAUT, an augmentation of UTAUT, to thoroughly investigate LGBT's perceptions of technology adoption and use in the framework of technology products. As a result, the researchers propose to expand UTAUT with IMC (Eagle et al. 1999), user behaviour (Mamary, 2022), consumer technology adoption (Hanif et al., 2021), intention to recommend (Octavius et al., 2021) and LGBT community (Fejes and Lennon, 2000).

The above theory became the building blocks of the conceptual model.

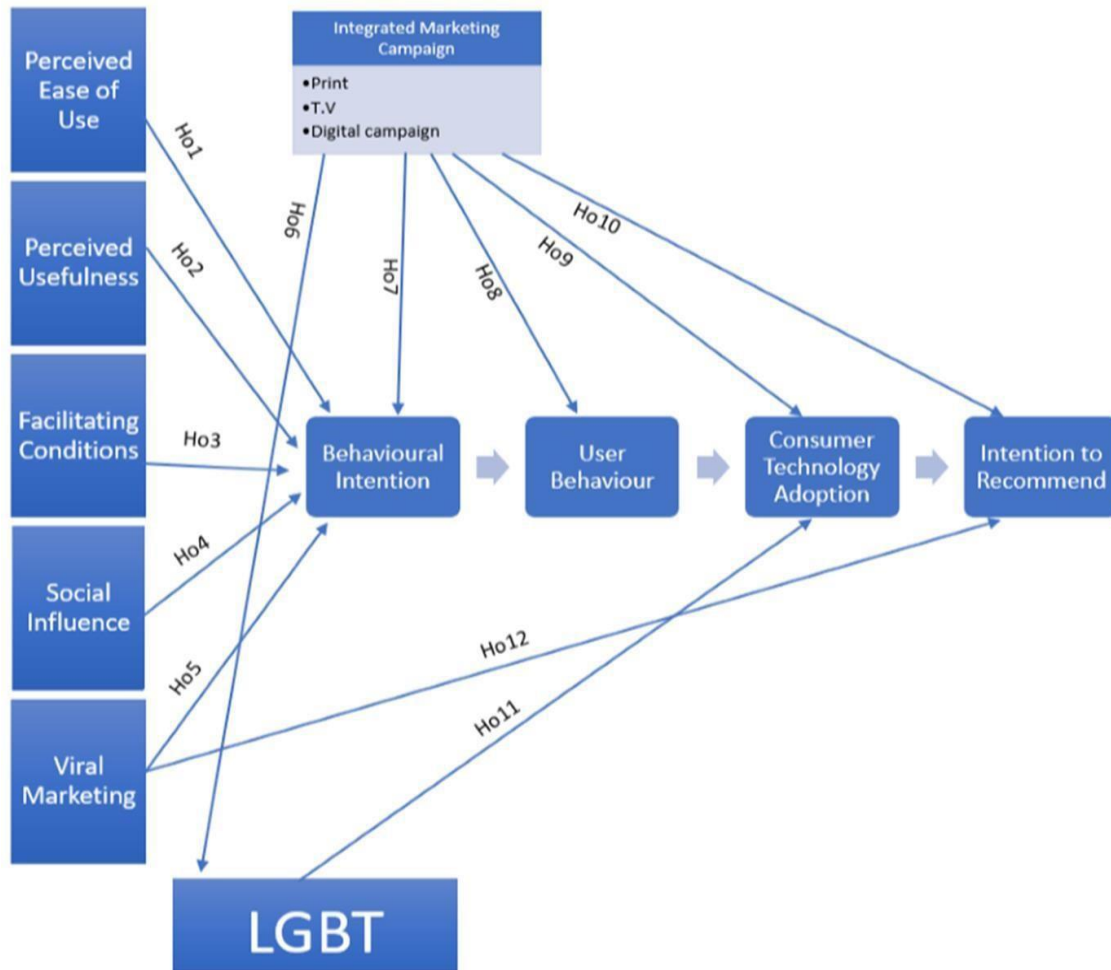


Figure 3.1 – Proposed Conceptual Model

3.3. The Hypothesis of the Study

The hypothesis is a particular, observable, and correlational proclamation regarding the possible outcome of scientific research on a particular population or a sample drawn from a specified population (Kalaian & Kasim, 2008). Undoubtedly, one of the most important stages in the methodological approach is hypothesis formulation. The entire research is being carried out to either reject the null hypothesis or to support the alternate hypothesis. Following the literature review, the hypothesis is framed, as the relationships between the exogenous or

endogenous variables serve as the foundation for developing the hypothesis. In light of the relationships studied, the following hypotheses (Null) were developed for the current study.

H₀1 - There is no significant relationship between perceived ease of use and behavioural intention of LGBT and technology adoption uses.

H₀2 - There is no significant relationship between perceived usefulness and behavioural intention of LGBT and technology adoption uses.

H₀3 - There is no significant relationship between facilitating condition and behavioural intention of LGBT and technology adoption uses.

H₀4 - There is no significant relationship between social influence and behaviour intention of LGBT and technology adoption uses.

H₀5 - There is no significant relationship between viral marketing and behavioural intention of LGBT and technology adoption uses.

H₀6 - There is no significant relationship between IMC and LGBT.

H₀7 - There is no significant relationship between IMC and the behavioural intention of LGBT.

H₀8 - There is no significant relationship between IMC and user behaviour.

H₀9 - There is no significant relationship between IMC and consumer technology adoption.

H₀10 - There is no significant relationship between IMC and intention to recommend.

H₀11 - There is no significant relationship between LGBT and consumer technology adoption.

H₀12 - Viral Marketing has no significant relationship with behavioural intentions to recommend.

3.4. Data Sources and Research Instruments

One of the most vital aspects of the research study is the instrument/scale/questionnaire. If an appropriate instrument is not created, the researcher will be unable to accumulate the data required for the research. The outcomes will be inaccurate if the right data is not gathered. As a result, constructing the instrument with the appropriate collection of questions is one of the foundational elements of appropriate research. The existing scale was intended with extreme caution while keeping the research's objectives in thought, as the scale would assist in the

collection of data for achieving the objectives of the study and touching on every aspect of the work.

Table 3.1 – Objective-Wise Data Sources

S.no.	Objectives	Data Source
1	To study the awareness of the LGBT community toward technology products.	Primary Sources (Survey Questionnaire)
2	To study the effectiveness of the IMC campaign on LGBT related to technology products.	Primary Sources (Survey Questionnaire)
3	To identify & suggest an effective medium of promotion platform for the LGBT community.	Primary Sources (Survey Questionnaire)
4	To study the attitude of the LGBT community towards the IMC campaign.	Primary Sources (Survey Questionnaire)
5	To study the behavior intention of LGBT towards technology adoption uses.	Primary Sources (Survey Questionnaire)
6	To study the factors affecting LGBT's choice while choosing technology product.	Primary Sources (Survey Questionnaire)

In the current research work, the author implemented a primary source which is a survey questionnaire to collect the data. The questionnaire to collect the responses of the participant was particularly divided into two segments.

3.4.1 Demographical details – Under this segment, the set of six questions were framed which included

- a) The name of the participant.
- b) The age of the participant.
- c) Group they self-identified with (Lesbian, Gay, Bisexual or Transgender).
- d) City (Bangalore, Chandigarh, Delhi, Kolkata or Mumbai).
- e) How aware they are about digital technologies.
- f) The type of digital technologies they use in their day-to-day life.

The scale in this segment was a combination of multiple choice.

3.4.2. Survey based questions – Under this segment, the researcher included 69 questions measuring various variables/constructs. The measure elements have used a 5-Linkert scale ranging from “1 – strongly disagree to 5 – strongly agree”. The statements to measure the factors/constructs/variables were adapted from the literature, and the details of the said literature are illustrated in table 3.2.

Table 3.2 - Variables and Sources of the Statements

S.no.	Exogenous/Endogenous Variables	Adapted from
1.	Perceived Ease of Use of Technology Adoption	(Moore & Benbasat, 1991), (Abraho et al., 2016), (Shankar and Datta, 2018)
2.	Perceived Usefulness of Technology Adoption	(Mallat and Tuunainen, 2008), (Liébana-Cabanillas et al., 2018)
3.	Integrated Marketing Campaign (IMC)	(Schultz and Schultz, 2003), (Luck and Moffat 2009), (Dagli, 2021)
4.	Behavioural Intention	(Davis et al., 1989), (Osei et al., 2022)
5.	Facilitating Condition	(Venkatesh et al., 2008), (Yang and Forney, 2013).
6.	Social Influence	(Carli and Linda, 2001), (Eagly and Alice, 1983)
7.	Viral Marketing	(Rayport, 1996), (Gunawan and Huarng, 2015)
8.	User Behaviour	(Triandis, 1980), (Peregrina et al., 2014), (Mamary, 2022)
9.	Consumer Technology Adoption	(Hall and Khan 2003), (Baron et al., 2006), (Mohamed et al., 2021)
10.	Intention to Recommend	(Moe and Schweidel, 2012), (Octavius et al., 2021)
11.	LGBT	(Fejes and Lennon, 2008), (Pinho et al., 2012)

In Table 3.3 author has disclosed the number of questions/statements included in every section of the first draft of the questionnaire.

Table 3.3 - Description of the Questionnaire (Before Face Validity)

S.no.	Sections of Questionnaire	Number of Questions
1.	Demographical details	06
2.	Survey questions related to variables	72
TOTAL		78

Once the first set of questionnaires was completed, the next process of developing the instrument was to obtain its face validity from academic and industrial experts. As the suggestions from academics and industrial experts were received the same was incorporated in the first draft of the instrument. The questionnaire was modified by either discarding or modifying some of the statements. Following the incorporation of the suggestions, the questionnaire structure was altered, the number of questions included in section one remained the same, and questions from section two were reduced. Detailed information about the same has been shared in Table 3.4.

Table 3.4 - Description of the Questionnaire (After Face Validity)

S.no.	Section of Questionnaire	Number of Questions
1.	Demographical details	06
2.	Survey questions related to variables	69
TOTAL		75

3.4. Population/Universe and Sample of the Study

A research population is a large group of people or things that are the concentration of rational research. It can also be described as a well-defined group of individuals or objects with analogous features. A widely accepted, conditional feature or attribute is generally shared by every person or object within a given population. Research is carried out for the benefit of the populace. Nevertheless, due to the vast size of populations, researchers are frequently unable to test each individual in the populace because it includes extreme monetary and non-monetary resources. For this reason, researchers depend on the technique of sampling.

For the present study, the population was a self-proclaimed member of the Lesbian, Gay, Bisexual, and Transgender (LGBT) community of five metropolitan cities in India. The cities were Bangalore (Karnataka), Chandigarh (Punjab, Haryana), Delhi, Kolkata (West Bengal), and Mumbai (Maharashtra). As per the literature the researcher found out that the city of Kolkata was considered as the very first city in India to organize the pride parade. It was also found that the majority audience of the Kolkata pride parade was the citizen of Bangalore and Mumbai. The researcher ever reached out to the conclusion that the very first LGBTQ+ magazine was published in the city of Mumbai entitled as 'Bombay Dost'. If we do the detailed analysis of the organization of pride parade, we can see that the city of Delhi will be considered as the very first city in Northern part of India to organize a pride parade followed by the city of Chandigarh. Based on the articles and secondary data the researcher decided to choose for these 5 cities for the collection of samples. In India, there aren't any publicly available statistics on the LGBTQ+ community's population, but during the year 2012, the Indian government provided statistics to the Supreme Court that indicated there were roughly 2.5 million gay citizens in India. These statistics only include those people who self-reported to the Ministry of Health (BBC News, 2012). These figures are only based on those individuals who have self-declared to the Ministry of Health. There may be much higher statistics for individuals who have concealed their identity. Institut Public de Sondage d'Opinion Secteur (Ipsos), a multinational research company, has published a report on the LGBTQ+ Pride 2021 Global Survey, which was carried out between April 23 to May 7, 2021. The survey was performed as a 27-market survey by Ipsos on its worldwide advisor forum, with interviews conducted on a sample of 500 people in India. According to the survey, 3% of the Indian populace is homosexual (which includes gay and lesbian), 9% is bisexual, 1% is pansexual, and 2% is asexual. Approximately, 17% of respondents do not recognise them as heterosexual (excluding responses such as 'do not know' and 'prefer not to answer') (LGBT+ Pride 2021 Global Survey). As a result, data collection from the overall population was impossible. To pursue the current research, the cohort of people who are genuinely representative of the populace is referred to as the survey participants. A sample is considered a group of such individuals. The research is conducted on the sample itself. The conclusions indicated by the sample will be considered true for the population. Condition if the sample is appropriately drawn, free of biases, and represents the population accurately. The procedure of selecting a sample is referred to as sampling. It is the method of gathering individuals who act as respondents, objects, or events that truly portray the population.

3.5. Sampling Technique of the Study

The process of selecting the respondents from the population is termed a sampling technique. In this research, the researcher adopted purposive and snowball sampling to collect the data from the respondents. As per Robinson (2014), purposive sampling is a deliberate selection of respondents based on their ability to clarify a specific subject matter, concept, or phenomenon. Purposive sampling is adopted by the researchers when they look for respondents with particular knowledge about the topic in discussion or are having more clarity about the subject. As per Johnson (2014), snowball sampling is a well-known, nonprobability method of survey sample selection that is commonly used to locate hidden populations. This method relies on referrals from initially sampled respondents to other persons believed to have the characteristic of interest. Since the present research concentrates on LGBT population. Hence purposive and snowball sampling was used to collect the data. In simple terms, the researcher was aware of what was supposed to be known and the people who were willing to provide the information regarding the research topic in the study. The following is the sampling design for the study.

Table 3.5 – Sampling Techniques

Sampling Stage	Sampling Unit	Sampling Technique
1 st Stage	Regions of Bangalore, Chandigarh, Delhi, Kolkata, and Mumbai	Purposive Sampling
2 nd Stage	Selection of Respondent	Purposive and Snowball Sampling

3.6. Sampling Size of the Study

A sample survey was conducted to collect the data from the intended respondents for the present research work. The population for the current research work was the self-proclaimed members of the LGBT community from the city of Bangalore, Chandigarh, Delhi, Kolkata, and Mumbai. Since collecting the data from the whole population was next to impossible considering the constraints of money, time, approachability, and other relevant resources, data was collected from the sample, which was a true representative of the population under consideration. The sampling size for the study was considered as 450

self-proclaimed members of the LGBT community from the above-mentioned 5 cities. The segregation of the sample size is mentioned below in Table 3.6.

Table 3.6 – Segregation of Sample Size (N=450)

City	Sexual Orientation				Total
	Lesbian	Gay	Bisexual	Transgender	
Bangalore	20	20	10	40	90
Chandigarh	20	20	10	40	90
Delhi	20	20	10	40	90
Kolkata	20	20	10	40	90
Mumbai	20	20	10	40	90
Total	100	100	50	200	450

3.7.1. Calculation of Sample Size

Taking a statistical approach to the calculation of sample size, the various quantitative measures to be considered while determining the sample size are as follows:

1. Variability of population characteristics or standard deviation (σ).
2. Level of confidence desired or Z value (taken as 1.96 for 95% confidence level desired).
3. Degree of precision desired in estimating population characteristics (D).

We have considered the following formula for testing the hypothesis around the mean (Malhotra, 2011). $n = \sigma^2 Z^2 / D^2$ Here, n = sample size σ = Standard deviation.

Z = Standard normal variate for 95% confidence level and,

D = Degree of precision desired

OR

Hinz, (2013) any sample of more than 320 is appropriate.

3.8. Face Validation

The literal meaning of Validity is ‘accurate’, and in terms of research, the purpose of validity is how accurately the instrument measures the information it anticipates to measure. The validity signifies the extent to which an instrument appears to measure what it is supposed to

measure Johnson, (2013). The face validity of the measuring instrument is established by seeking feedback from industry experts and academicians. The primary rationale behind doing the face validity of the instrument is to verify the instrument's relevance from the perspective of the industry and academics. Once the experts and the academicians find the instrument to measure what it proposes to measure, it is considered that the instrument is face validated. In the present work, the face validity of the measuring instrument was done by industry experts and academics. The industry experts were from the non-governmental organizations (NGOs) working with the LGBT community whereas the academicians were from different academic institutes. The suggestions made by the industry experts and the academicians were incorporated into the instrument, and the revised instrument was developed. The details of the industry experts and the academicians are as follow (Table 3.7)

Table 3.7 - Expert Details (Face Validity)

S. No.	Name of expert	Designation	Company/Institute
1	Prof. Rajesh K Aithal	Professor	Indian Institute of Management, Lucknow
2	Dr. Aakash Kamble	Assistant Professor	Indian Institute of Management, Jammu
3	Dr. Kuldeep Baishya	Assistant Professor	Indian Institute of Management, Rohtak
4	Prof. (Dr.) Vikas Gautam	Associate Professor	IBS Hyderabad, IFHE University
5	Prof. Pradip H Sadarangani	Professor	Indian Institute of Management, Shillong
6	Georgina Louella Maddox	Independent Author	Independent
7	Prof. Prasanta Chopdar	Assistant Professor	Indian Institute of Management, Shillong
8	Dr. Sunny Bose	Associate Professor	IBS Hyderabad
9	Dr. Pratik Lepse	Founder President	Abhigyan Foundation
10	Dr. Mukesh Kumar Mishra	Associate Professor	ICFAI Business School, Hyderabad

The rough draft of the questionnaire was mailed to all the experts. Once the responses were received from them as 'kept', 'modified', or 'deleted' for different statements/items, the appropriate action was taken as per the suggestions provided by the experts. As per the suggestions, some of the statements were either modified or deleted, keeping most of the statements as originals. Once the recommendations were incorporated into the revised questionnaire, the next step involved in questionnaire development was pilot testing. The responses were collected from the respondents to test the internal validity of the questionnaire.

3.9. Pilot Study

The term ‘Pilot’ has different meanings in the literature of social sciences and experimental designing. ‘Pilot study’ is also termed ‘feasibility study’ or ‘pilot trials’ (Thabane et al., 2010). As per Teijlingen and Hundley (2002), the term 'pilot studies' also referred to the specific pretesting of a particular research instrument such as a questionnaire or interview schedule. The targeted respondents filled out the revised questionnaire to pre-test the questionnaire before collecting the final data in the pilot study. The pilot study was administered to establish the internal consistency of the measuring instrument. It is also known as ‘Internal reliability’, wherein the internal reliability of the instrument is checked to confirm whether the data collected by the instrument is reliable or not. In this study the sample size for pilot study was 50 which is more than 10 percent of the entire sample size which is 450. The measurement of Cronbach’s alpha is done to check the internal reliability of the instrument. The value of Cronbach’s alpha varies from 0 to 1, and if the value of Cronbach’s alpha is less than 0.6, the same is considered unsatisfactory (Cortina, 1993). Cronbach alpha is to be calculated for every construct/factor/exogenous/endogenous variable.

Table 3.8 - Internal Consistency (Cronbach Alpha) (Reliability Analysis)

Variables	Cronbach’s Alpha	Composite Reliability	Average Variance Extracted (AVE)
Perceived Usefulness of Technology Adoption (PUoTA)	0.875	0.86	0.45
PUoTA (Agree/Disagree Linkert scale)	0.779	0.82	0.45
PUoTA (Frequency Linkert scale)	0.887	0.79	0.44
Perceived Ease of Use of Technology Adoption (PEoUoTA)	0.773	0.87	0.58

Integrated Marketing Campaign (IMC)	0.898	0.9	0.46
Behavioural Intention (BI)	0.854	0.82	0.45
Viral Marketing (VM)	0.76	0.78	0.48
VM (Agree/Disagree Linkert scale)	0.658	0.74	0.59
VM (Frequency Linkert scale)	0.658	0.78	0.48

Reliability is a measure of the consistency of results. Reliability is about how consistent the respondent is when he/she/they are answering the questions. Cronbach alpha is an indicator of reliability widely accepted in research and a value of alpha more than 0.6 is considered reliable, Hair et al., (2009). The other standard measures of reliability and validity composite reliability (CR) and AVE are also checked. The value of CR for all the variables is more than 0.7 and is considered reliable. The Average Variance Extracted (AVE) of several variables is more than 0.4. As per the literature review if AVE is less than 0.5 but composite reliability is higher than 0.6, the convergent validity of the construct will be considered adequate, Fornell and Larcer (1981). Since the internal reliability of the instrument was established as the Cronbach alphas value of every construct was more than 0.6, the next step was to collect the data from the respondents. The respondents (the sample) are supposed to be selected from the sampling framework. The sampling frame represents the population and possesses information about the subjects (the respondents).

3.10. Tools and Data Analysis

The statistical tools used to analyze the data give life to data or meaning to meaningless data. The results and inferences will be of any help only when proper statistical tools and methods are adopted Ali and Bhaskar, (2016). In the present study following tools were implemented for the analysis of the data.

Table 3.9 – Objective-Wise Tools for Data Analysis

S.no.	Objectives	Tools and Data Analysis
1	To study the awareness of the LGBT community toward technology products	Descriptive statistics and one -way ANOVA
2	To study the effectiveness of the IMC campaign on LGBT related to technology products.	Two-way ANOVA
3	To identify & suggest an effective medium of promotion platform for the LGBT community.	Partial Least Square (PLS)
4	To study the attitude of the LGBT community towards the IMC campaign.	Two-way ANOVA
5	To study the behavior intention of LGBT towards technology adoption uses.	Partial Least Square (PLS)
6	To study the factors affecting LGBT's choice while choosing technology product.	Factor Analysis

CHAPTER 4 – Awareness of the LGBT Community Towards Technology Products (Analysis)

OBJECTIVE – 1

As it was previously disclosed, the LGBT market is very lucrative. It is critical to understand and identify how aware members of the LGBT community are of technology products. In this chapter, the researcher tried to study the awareness of the LGBT community towards technology products. The researcher conducted a thorough descriptive analysis of the collected data before conducting a one-way ANOVA to determine the level of awareness.

- To study the awareness of the LGBT community towards technology products –
Descriptive statistics and One way ANOVA

4.1. Descriptive Statistics

Descriptive statistics are employed to characterise the fundamental characteristics of data in research. They give concise summaries of the sample and measurements. They are the foundation of almost any quantitative data analysis, along with simple graphical analysis. Descriptive statistics are used to convey quantitative information in an understandable manner. There may be several metrics in a research project. Alternatively, we may assess a huge number of people using any metric. Descriptive statistics assist us in rationally simplifying enormous volumes of data. While descriptive statistics are simple statistical ideas, they are crucial and valuable in today's big data era.

4.1.1. Sexual – Orientation

The researcher calculated the descriptive statistic of sexual orientation in this section. As it was disclosed in the introduction, which is chapter 1, and the research methodology, which is chapter 3, this study only concentrates on four categories of the entire community, i.e., lesbian, gay, bisexual, and transgender. During the initial phase of research, the author attended several meetings focused on LGBTQ community and observed that the community is mostly considered as closed centric. Furthermore, intensive discussions were held with academicians involved in similar studies and it was finalised that an imbalance sampling size shall be taken for the study. The table below contains detailed information about the same.

Table 4.1 – Frequency Distribution for Sexual-Orientation

	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Lesbian	100	22.2	22.2	22.2
Gay	100	22.2	22.2	44.4
Bisexual	50	11.1	11.1	55.6
Transgender	200	44.4	44.4	100.0
Total	450	100.0	100.0	

The sample for the study was collected from the LGBT community consisting of 100 lesbians (22.2%), 100 gays (22.2%), 50 bisexuals (11.1%), and 200 transgenders (44.4%). The total number of samples is (N = 450).

4.1.2. Cities

Under this section, the researcher calculated descriptive statistics for cities included in the study. As it was disclosed in the introduction, which is chapter 1, and the research methodology, which is chapter 3, this study only concentrates on five cities, i.e., Bangalore, Chandigarh, Delhi, Kolkata, and Mumbai. The table below contains detailed information about the same.

Table 4.2 – Frequency Distribution for Cities

	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Bangalore	90	20.0	20.0	20.0
Chandigarh	90	20.0	20.0	40.0
Delhi	90	20.0	20.0	60.0
Kolkata	90	20.0	20.0	80.0
Mumbai	90	20.0	20.0	100.0
Total	450	100.0	100.0	

The sample for the study from the LGBT community was collected from 5 major cities in India: 90 responses were collected from Bangalore (20%), 90 from Chandigarh (20%), 90 from Delhi (20%), 90 from Kolkata (20%), and 90 from Mumbai (20%). In total, (N = 450) responses were collected.

4.1.3. Cross-tabulation between Sexual Orientation and Cities

This section provides a cross-tabulation analysis of sexual orientation, i.e., lesbian, gay, bisexual, and transgender, as well as of the cities included in the research, which are Bangalore, Chandigarh, Delhi, Kolkata, and Mumbai. According to the table below, 20 lesbian responses were collected from each of the cities. 20 responses from gay were being collected from all the cities. For bisexuals, information was gathered from 10 respondents in each city. Whereas for transgender 40 responses were collected from each city. In nutshell, 90 responses from every city.

Table 4.3 – Crosstabulation of City* Sexual – Orientation

		Sexual Orientation				Total
		Lesbian	Gay	Bisexual	Transgender	
City	Bangalore	20	20	10	40	90
	Chandigarh	20	20	10	40	90
	Delhi	20	20	10	40	90
	Kolkata	20	20	10	40	90
	Mumbai	20	20	10	40	90
Total		100	100	50	200	450

The table above thoroughly describes the total sample size segregation within the LGBT community and the selected cities. As it is clearly visible, the researcher has collected 20 responses from the lesbian and gay communities in the cities of Bangalore, Chandigarh, Delhi, Kolkata, and Mumbai. We collected 10 responses from the gay community from each city, whereas for the transgender community, the sample size from each city was 40. In summary, the research collected 90 responses from each city, and the total sample size for the lesbian and gay community was 100, while for the bisexual community it was kept at 50, and for the transgender community, the sample size was 200.

4.1.4. Graphical representation of demographical data

This section represents the entire demographic data in the form of a graphical representation. As it is clearly visible, each city includes an equal number of samples, which is 20 responses from lesbians in Bangalore, Chandigarh, Delhi, Mumbai, and Kolkata. Twenty gay responses were being collected from Bangalore, Chandigarh, Delhi, Mumbai, and Kolkata. Data on 10 bisexuals was being collected from Bangalore,

Chandigarh, Delhi, Mumbai, and Kolkata. As well as 40 transgender responses were collected from Bangalore, Chandigarh, Delhi, Mumbai, and Kolkata.

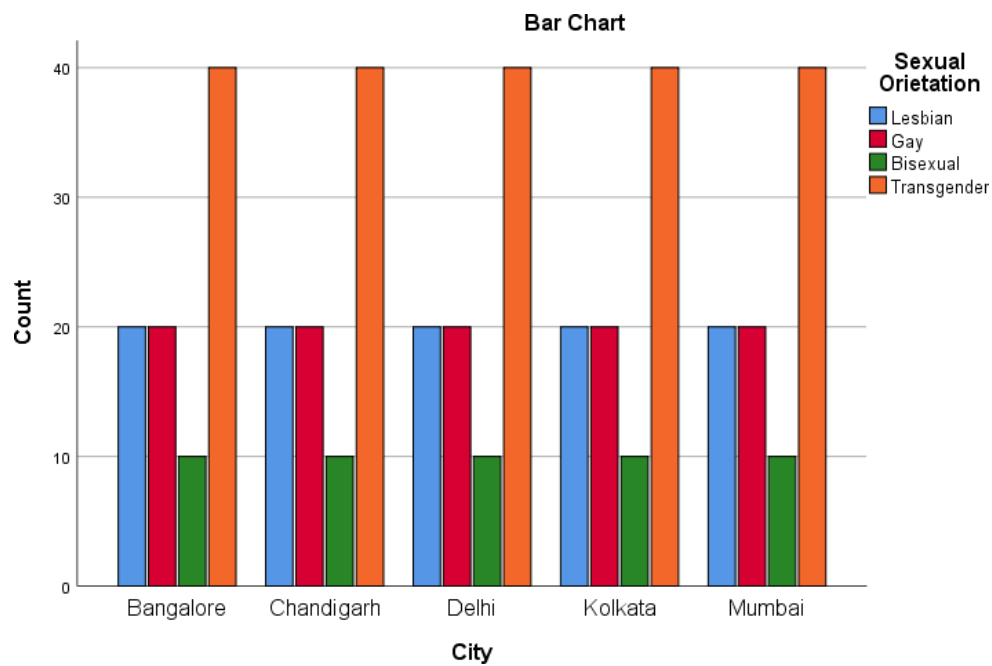


Figure 4.1 – Graphical Representation of Demographical Data

4.1.5. Age

Under this section, the researcher talks about the age of the participants. The minimum age of the participant was 17 years, and the maximum age of the participant was 65 years. The frequency distribution of age is shown in the table below. The average age of the respondent of the LGBT community was 30.35 years ($SD = 8.88$)

Table 4.4 – Frequency Distribution for Age

	N	Minimum	Maximum	Mean	Std. Deviation
Age of Participants	450	17	65	30.35	8.889

4.2. Awareness

As it was disclosed in the opening statement of the chapter, the author wants to study the awareness among the members of the LGBT community regarding technological products. The table below describes the descriptive statistics for the awareness construct in detail.

Table 4.5 – Descriptive Statistic for Awareness Construct

Item Code	Item	N	Minimum	Maximum	Mean	Std. Deviation
AW1	How aware are you of digital technology	450	1	5	2.11	1.239
AW2	I easily find the information I'm looking for using the digital technology	450	1	5	3.81	1.123
AW3	I discuss the new digital technology within my group to spread awareness.	450	1	5	3.78	1.151
AW4	A viral marketing campaign raised my awareness for a need of a product or service	450	1	5	3.48	1.125

The descriptive statistic for awareness reveals an overall mean score of 3.591 ($SD = 0.840$). This shows the positive level of awareness among the LGBT community regarding digital technology. AW2, which is "I easily find the information I'm looking for using the digital technology," holds the highest mean value, which is 3.81, followed by AW3, which indicates "I discuss the new digital technology within my group to spread awareness," which is 3.78. The third highest is AW4, which is "Viral marketing campaigns raised my awareness for a need of a product or service," and has a mean value of 3.48. It is followed by AW1, which indicates "How aware are you of digital technology?" and whose mean value is 2.11.

4.2.1. Awareness Among Sexual-Orientation

Under this heading, the author talks about awareness across the LGBT community in detail, which is mentioned in Table 4.6. It helped us understand which community holds the highest mean score in the construct of awareness.

Table 4.6 – Awareness across the LGBT Community

Sexual Orientation		AW1	AW2	AW3	AW4
Lesbian	Mean	3.41	4.02	3.98	3.71
	N	100	100	100	100
	Std. Deviation	0.488	0.943	1.101	1.008
Gay	Mean	3.40	4.23	4.01	3.67
	N	100	100	100	100
	Std. Deviation	0.441	0.763	0.937	1.074
Bisexual	Mean	3.31	3.82	3.88	3.54
	N	50	50	50	50
	Std. Deviation	0.453	0.896	0.918	1.129
Transgender	Mean	3.19	3.50	3.53	3.26
	N	200	200	200	200
	Std. Deviation	0.595	1.307	1.276	1.170
Total	Mean	3.30	3.81	3.78	3.48
	N	450	450	450	450
	Std. Deviation	0.533	1.123	1.151	1.125

The data was collected from the four different categories of the LGBTQ+ community, which include lesbians, gays, bisexuals, and transgender people. Talking about the construct AW1, which indicates "How aware are you of digital technology?" lesbians hold the highest mean value of 3.41 (SD = 0.488), followed by gays at 3.40 (SD = 0.441), followed by bisexuals at 3.31 (SD = 0.453), and transgenders' mean value of 3.19 (SD = 0.595). Whereas construct AW2 says, "I easily find the information I'm looking for using digital technology," gays have the highest mean value of 4.23 (SD = 0.763), followed by lesbians at 4.02 (SD = 0.943), bisexuals at 3.82 (SD = 0.896), and transgenders at 3.50 (SD = 1.307). For construct AW3, which is "I discuss the new digital technology within my group to spread awareness," the same sequence has been received, where the mean value of gay was 4.01 (SD = 0.937), lesbian 3.98 (SD = 1.101), bisexual 3.88 (SD = 0.918), and transgenders 3.53 (SD = 1.276). For the last construct of AW4, "Viral marketing campaigns raised my awareness for a need of a product or service," a respondent from the lesbian community holds the highest mean value of 3.71 (SD = 1.008). The gay community follows with a mean value of 3.67 (SD = 1.074), followed by bisexuals at 3.54 (SD = 1.129) and transgenders at 3.26 (SD = 1.170).

4.3. ANOVA

4.3.1. The Problem

This chapter was completely about understanding the level of awareness among the LGBT community. We tried to understand whether the level of awareness is being influenced by the element of sexual orientation or not. To understand it in an effective manner, the author has run an analysis of variance, i.e., a one-way ANOVA between awareness regarding digital technology and sexual orientation groups (LGBT community). Table 4.7 discusses the same in a deeper manner.

Table 4.7 - Analysis of Variance Between Awareness Regarding Digital Technology and Sexual Orientation Groups (LGBT Community)

Item Code			Sum of Squares	Df	Mean Square	F	Sig.
AW1	How aware are you of digital technology?	Between Groups	4.526	3	1.509	5.460	.001
		Within Groups	123.250	446	.276		
		Total	127.776	449			
AW2	I easily find the information I'm looking for using the digital technology	Between Groups	41.270	3	13.757	11.686	.000
		Within Groups	525.050	446	1.177		
		Total	566.320	449			
AW3	I discuss the new digital technology within my group to spread awareness.	Between Groups	22.281	3	7.427	5.791	.001
		Within Groups	572.050	446	1.283		
		Total	594.331	449			
AW4	Viral marketing campaigns raised my awareness for a need of a product or service.	Between Groups	18.758	3	6.253	5.074	.002
		Within Groups	549.600	446	1.232		
		Total	568.358	449			

To investigate the awareness of digital technology among the LGBT community in India. The hypothesis tests if the awareness of digital technology differs across different sexual orientation groups. Respondents were divided into four groups (Group 1: lesbians; Group 2: gays; Group 3: bisexuals; Group 4: transgenders). The variable of awareness was studied via four constructs, including AW1, which says "How aware are you of digital technologies?" "I easily find the information I'm looking for using digital technology," AW2 says. AW3 says, "I discuss the new digital technology within my group to spread awareness," and AW4 defines, "A viral marketing campaign raised my awareness for a need of a product or service." The result of the ANOVA reveals that the score of awareness regarding digital technology differs significantly ($F_{3,446,449} = 5.460, p < 0.05$); ($F_{3,446,449} = 11.686, p < 0.05$); ($F_{3,446,449} = 5.791, p < 0.05$); ($F_{3,446,449} = 5.074, p < 0.05$). The results show a significant difference in the groups as well as a difference in the level of awareness across various sexual orientation groups. Which led to the rejection of the null hypothesis.

4.4. Hypothesis Testing

Ho6 - There is no significant relationship between IMC and LGBT

Table 4.8 - Structural Relationship

Hypothesis	Proposed Relationship	Remark
Ho6	IMC->LGBT	<i>Not Accepted</i>

Ho6 does a deep analysis about whether there is a relationship between IMC (integrated marketing campaigns) and user behavior; in this study, the research specifically talks about the LGBT communities' user behavior. The result finds significant differences, which is why the null hypothesis has been rejected.

4.5. Suggestion and Recommendation

After analysing the data, the researcher concluded that a significant relationship exists between the IMC and the LGBT community, and the LGBT community is aware of technology products. It was also noted that the technological products can be considered a useful innovation for the LGBT community as they help them find information more effectively and efficiently. It was also disclosed that, being in a closed social circle, the LGBT community believes in sharing their experiences, be they positive or negative, with a technology product. The study also discovered the importance of viral marketing in spreading awareness about a technological product.

Based on the findings of the objective, we can suggest to the companies involved in the production of technology products or services that integrated marketing campaigns can be considered a very important channel to spread awareness about a product. Along with it, the company needs to keep a positive attitude toward the community not only during a certain period but throughout the entire journey. Because people in the community believe in sharing information within their group, the company's goodwill can lead to higher-end loyal customers and revenue.

I use the following digital technology in my day-to-day life. (NOTE- Participant can choose multiple options and a set of examples has been provided with each service for better understanding)

450 responses

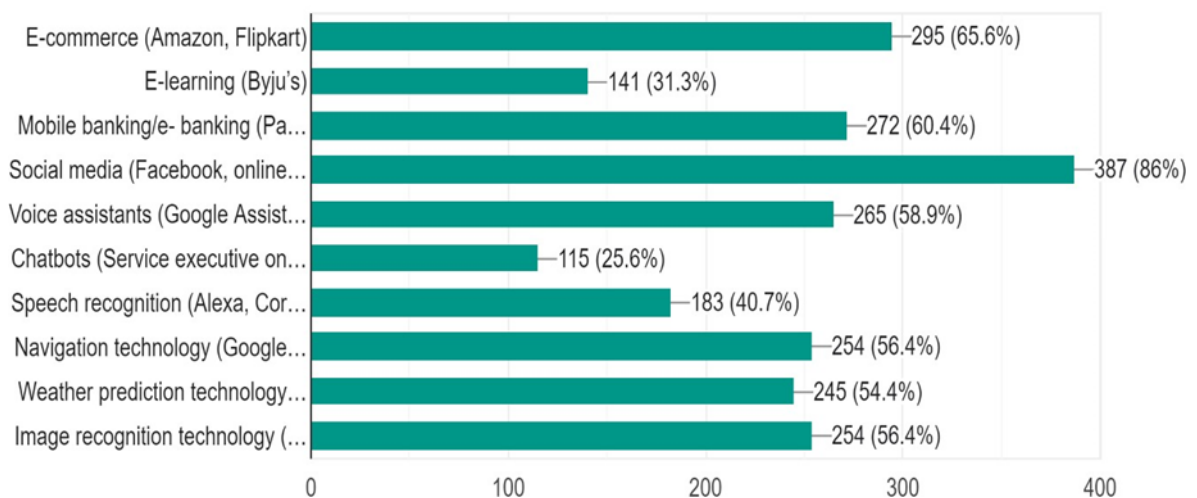


Figure 4.2 - The Study's Findings Regarding the Technology Products

Analysing the second part of the objective, which was to provide a ranking of the technology products that the LGBT community's respondents use in their daily lives. We found the following ranking (from highest to lowest) of the usage of technology products, which is presented below:

1. Social media: 86% of total respondents (387 out of 450)
2. E-commerce: 65.6% of total respondents (295 out of 450)
3. Mobile banking/e-banking: 60.4% of total respondents (272 out of 450)
4. Voice assistants: 58.9% of total respondents (265 out of 450)
5. Navigation technology: 56.4% of total respondents (254 out of 450)
6. Image recognition technology: 56.4% of total respondents (254 out of 450)
7. Weather prediction technology: 54.4% of total respondents (245 out of 450)
8. Speech recognition technology: 40.7% of total respondents (183 out of 450)
9. E-learning: 31.3% of total respondents (141 out of 450)
10. Chatbots: 25.6% of total respondents (115 out of 450).

CHAPTER 5 – Effectiveness of the IMC Campaign on LGBT related to Technology Products (Analysis)

OBJECTIVE 2

As in the previous chapter, the researcher conducted a thorough descriptive analysis of the collected data before conducting a one-way ANOVA to determine the level of awareness among the LGBT community regarding technology products. In this chapter, the research tried to understand the integrated marketing campaign (IMC) as well as analyse how effective IMC campaigns are for the LGBT community in relation to technology products. For this, the researchers ran a two-way ANOVA test to reach a conclusion.

- To study the effectiveness of the IMC campaign on LGBT related to technology products – Two Way ANOVA

5.1. Analysis of Variance for Effect of IMC Construct on LGBT Community

The ANOVA (Analysis of Variance) test examines sample means and the significance of their variances. A two-way ANOVA test is a statistically analytical technique that analyses the influence of two factors on a result as well as the impact of changing the factors on the result. In this chapter, the one common construct is sexual orientation (LGBT community), and the other constructs are integrated marketing campaign (IMC), behavioural intention (BI), and viral marketing (VM). From Tables 5.1 to 5.4, the researcher talks about the construct of an integrated marketing campaign (IMC) and sexual orientation. From Table 5.5 to 5.8, the researcher talks about the constructs of behavioural intention (BI) and sexual orientation, and from Table 5.9 to 5.12, the research speaks about the constructs of viral marketing (VM) and sexual orientation.

Table 5.1- Descriptive Statistic of Integrated Marketing Campaign (IMC) and Sexual Orientation

Variables	Lesbian		Gay		Bisexual		Transgender		F (6,860)	n ²
	M	SD	M	SD	M	SD	M	SD		
IMC1	3.98	1.101	4.02	1.082	3.80	1.050	3.61	1.314	0.532	0.004
IMC2	4.27	0.827	4.37	0.774	4.12	0.849	3.77	1.226		
IMC3	3.77	1.246	3.90	1.115	3.72	0.991	3.42	1.335		

*p>0.05

Table 5.2 - Tests of Within-Subjects Effects

Measure: Integrated_Marketing							
Source		Type III Sum of Squares	Df	Mean Square	F	Sig.	Partial Eta Squared
IMC * SO	Sphericity Assumed	1.831	6	0.305	0.532	0.784	0.004
	Greenhouse- Geisser	1.831	5.835	0.314	0.532	0.779	0.004
	Huynh-Feldt	1.831	5.899	0.310	0.532	0.781	0.004
	Lower- Bound	1.831	3.000	0.610	0.532	0.661	0.004
Error(IMC)	Sphericity Assumed	511.697	892	0.574			
	Greenhouse- Geisser	511.697	867.420	0.590			
	Huynh-Feldt	511.697	877.024	0.583			
	Lower- Bound	511.697	446.000	1.147			

Table 5.3 - Estimated Marginal Mean of Sexual Orientation

Measure: Integrated_Marketing				
SO	Mean	Std. Error	Lower Bound	Upper Bound
Lesbian (L)	4.007	0.098	3.814	4.199
Gay (G)	4.097	0.098	3.904	4.289
Bisexual (B)	3.880	0.139	3.607	4.153
Transgender (T)	3.602	0.069	3.465	3.738

Table 5.4 - Paired Comparisons

Measure: Integrated_Marketing						
(I) SO		Mean Difference (I-J)		Sig. ^b	95% Confidence Interval for Difference ^b	
			Std. Error		Lower Bound	Upper Bound
Lesbian (L)	Gay (G)	-0.090	0.139	0.517	-0.363	0.183
	Bisexual (B)	0.127	0.170	0.456	-0.207	0.461
	Transgender (T)	.405*	0.120	0.001	0.169	0.641
Gay (G)	Lesbian (L)	0.090	0.139	0.517	-0.183	0.363
	Bisexual (B)	0.217	0.170	0.203	-0.117	0.551
	Transgender (T)	.495*	0.120	0.000	0.259	0.731
Bisexual (B)	Lesbian (L)	-0.127	0.170	0.456	-0.461	0.207
	Gay (G)	-0.217	0.170	0.203	-0.551	0.117
	Transgender (T)	0.278	0.155	0.073	-0.027	0.583
Transgender (T)	Lesbian (L)	-.405*	0.120	0.001	-0.641	-0.169
	Gay (G)	-.495*	0.120	0.000	-0.731	-0.259
	Bisexual (B)	-0.278	0.155	0.073	-0.583	0.027

Table 5.1 shows the means, standard deviation, and F-value for the effect of IMC across sexual orientations (lesbian, gay, bisexual, and transgender). Since Mauchly's Test of Sphericity^a is significant, we are going to consider the results for Greenhouse-Geisser in Table 5.2, which indicate tests of within-subjects effects whose result indicates insignificant mean differences in the IMC effect across four communities: $F(6,860) = 0.532$, $MSE = 0.590$, $p = 0.780$, $\eta^2 = 0.004$ with a large effect size. The findings reveal a higher level of IMC effect in IMC 2 ($M = 4.27$, $SD = 0.827$; $M = 4.37$, $SD = 0.774$; $M = 4.12$, $SD = 0.849$; and $M = 3.77$, $SD = 1.226$), which eventually decreased in IMC 1 ($M = 3.98$, $SD = 1.101$; $M = 4.02$, $SD = 1.082$; $M = 3.80$, $SD = 1.050$; and $M = 3.61$, $SD = 1.314$); and then in IMC 3 ($M = 3.77$, $SD = 1.246$; $M = 3.90$, $SD = 1.115$; $M = 3.72$, $SD = 0.991$; and $M = 3.42$, $SD = 1.335$). The paired-wise comparisons in Table 5.4 indicated there are insignificant mean differences in all pair scores between lesbian, gay, bisexual, and transgender communities, which is visible even in Table 5.3 of the estimated marginal mean of sexual orientation.

5.1.1. Analysis of Variance for Effect of Behavioral Intention (BI) Construct on LGBT Community

Table 5.5 - Descriptive Statistic of BI and Sexual Orientation

Variables	Lesbian		Gay		Bisexual		Transgender		F (6,892)	n ²
	M	SD	M	SD	M	SD	M	SD		
BI1	4.09	0.996	4.27	0.802	3.78	1.016	3.56	1.310	2.224	0.15
BI2	3.61	1.262	3.82	1.077	3.70	1.015	3.19	1.366		
BI3	4.23	0.897	4.05	0.892	3.98	0.892	3.72	1.242		

*p>0.05

Table 5.6 - Tests of Within-Subjects Effects

Measure: MEASURE_BI							
Source		Type III Sum of Squares	Df	Mean Square	F	Sig.	Partial Eta Squared
BI * SO	Sphericity Assumed	9.189	6	1.531	2.224	0.039	0.015
	Greenhouse-Geisser	9.189	5.553	1.655	2.224	0.044	0.015
	Huynh-Feldt	9.189	5.612	1.637	2.224	0.043	0.015
	Lower-bound	9.189	3.000	3.063	2.224	0.085	0.015
Error (BI)	Sphericity Assumed	614.273	892	0.689			
	Greenhouse-Geisser	614.273	825.517	0.744			
	Huynh-Feldt	614.273	834.384	0.736			
	Lower-bound	614.273	446.000	1.377			

Table 5.7 - Estimated Marginal Mean of Sexual Orientation

Measure: MEASURE_BI				
SO	Mean	Std. Error	Lower Bound	Upper Bound
Lesbian (L)	3.977	0.092	3.795	4.158
Gay (G)	4.047	0.092	3.865	4.228
Bisexual (B)	3.820	0.130	3.564	4.076

Table 5.8 - Paired Comparisons

Measure: MEASURE_BI						
(I) SO		Mean Difference (I-J)		Sig. ^b	95% Confidence Interval for Difference ^b	
			Std. Error		Lower Bound	Upper Bound
Lesbian (L)	Gay (G)	-0.070	0.130	1.000	-0.416	0.276
	Bisexual (B)	0.157	0.160	1.000	-0.267	0.580
	Transgender (T)	.488*	0.113	0.000	0.189	0.788
Gay (G)	Lesbian (L)	0.070	0.130	1.000	-0.276	0.416
	Bisexual (B)	0.227	0.160	0.940	-0.197	0.650
	Transgender (T)	.558*	0.113	0.000	0.259	0.858
Bisexual (B)	Lesbian (L)	-0.157	0.160	1.000	-0.580	0.267
	Gay (G)	-0.227	0.160	0.940	-0.650	0.197
	Transgender (T)	0.332	0.146	0.141	-0.055	0.718
Transgender (T)	Lesbian (L)	-.488*	0.113	0.000	-0.788	-0.189
	Gay (G)	-.558*	0.113	0.000	-0.858	-0.259
	Bisexual (B)	-0.332	0.146	0.141	-0.718	0.055

Table 5.5 shows the means, standard deviation, and F-value for the effect of BI across sexual orientations (lesbian, gay, bisexual, and transgender). Since Mauchly's Test of Sphericity^a is significant, we are going to consider the results for Greenhouse-Geisser in Table 5.6, which indicate tests of within-subjects effects whose result indicates insignificant mean differences in the BI effect across four communities. With a large effect size, $F(6,93) = 2.24$, $MSE = 0.744$, $p = 0.780$, $n_2 = 0.015$. Except for the gay community ($M = 4.05$, $SD = 0.892$; $M = 4.23$, $SD = 0.897$; $M = 3.98$, $SD = 0.892$; and $M = 3.72$, $SD = 1.242$), the findings show a higher level of construct BI effect in BI3, which was "I share about the products and services I have bought with people." It eventually decreased in BI1, which was "I spend more time than I had planned on digital technologies" ($M = 4.09$, $SD = 0.996$; $M = 4.27$, $SD = 0.802$; $M = 3.78$, $SD = 1.016$; and $M = 3.56$, $SD = 1.310$) and then in BI2 ($M = 3.61$, $SD = 1.262$; $M = 3.82$, $SD = 1.077$; $M = 3.70$, $SD = 1.015$; and $M = 3.19$, $SD = 1.366$). The paired-wise comparisons in table 5.8 indicated there are insignificant mean differences in all pair scores between lesbian, gay, bisexual, and transgender communities, which is visible even in table 5.6 of the estimated marginal mean of sexual orientation.

5.1.2. Analysis of Variance for Effect of Viral Marketing Construct on LGBT

Table 5.9 - Descriptive Statistic of VM, Sexual Orientation, and City

Variable	Lesbian		Gay		Bisexual		Transgender		ANOVA			
	M	SD	M	SD	M	SD	M	SD	Effect	F ratio	Df	N ²
VM												
Bangalore	3.45	1.276	3.45	0.999	4.20	0.919	3.15	1.292	SO	6.252	3, 430	0.042
Chandigarh	3.95	0.686	3.35	1.309	3.40	1.174	3.00	1.301				
Delhi	3.05	1.234	3.50	0.513	2.70	0.675	2.93	1.118	City	2.002	4, 430	0.18
Kolkata	3.20	1.196	3.65	1.226	3.50	1.179	2.93	1.163				
Mumbai	3.50	0.946	3.65	1.040	3.20	0.919	3.00	1.219	SO*City	1.148	12, 430	0.31

Note. N = 450. ANOVA = analysis of variance; VM = viral marketing; SO = sexual orientation

** $p > 0.05$. *** $p > 0.05$.

Table 5.10 - Tests of Between-Subjects Effects

Dependent Variable: Viral_Marketing						
Source	Type III Sum of Squares	Df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	48.111 ^a	19	2.532	1.967	0.009	0.080
Intercept	3960.500	1	3960.500	3076.811	0.000	0.877
SO	24.141	3	8.047	6.252	0.000	0.042
City	10.306	4	2.576	2.002	0.093	0.018
SO * City	17.726	12	1.477	1.148	0.320	0.031
Error	553.500	430	1.287			
Total	5371.000	450				
Corrected Total	601.611	449				

a. R Squared = .080 (Adjusted R Squared = .039)

Table 5.11 - Multiple Comparisons among Sexual Orientation

Dependent Variable: Viral_Marketing						
Tukey HSD						
(I) SO		Mean Difference (I-J)	Std. Error		95% Confidence Interval	
				Sig.	Lower Bound	Upper Bound
Lesbian (L)	Gay (G)	-0.09	0.160	0.944	-0.50	0.32
	Bisexual (B)	0.03	0.197	0.999	-0.48	0.54
	Transgender (T)	.43*	0.139	0.011	0.07	0.79
Gay (G)	Lesbian (L)	0.09	0.160	0.944	-0.32	0.50
	Bisexual (B)	0.12	0.197	0.929	-0.39	0.63
	Transgender (T)	.52*	0.139	0.001	0.16	0.88
Bisexual (B)	Lesbian (L)	-0.03	0.197	0.999	-0.54	0.48
	Gay (G)	-0.12	0.197	0.929	-0.63	0.39
	Transgender (T)	0.40	0.179	0.117	-0.06	0.86
Transgender (T)	Lesbian (L)	-.43*	0.139	0.011	-0.79	-0.07
	Gay (G)	-.52*	0.139	0.001	-0.88	-0.16
	Bisexual (B)	-0.40	0.179	0.117	-0.86	0.06

Based on observed means.

The error term is Mean Square (Error) = 1.287.

*The mean difference is significant at the 0.05 level

Table 5.12 - Multiple Comparisons among Cities

Dependent Variable: Viral_Marketing						
Tukey HSD						
(I) City		Mean Difference (I- J)	Std. Error		95% Confidence Interval	
				Sig.	Lower Bound	Upper Bound
Bangalore	Chandigarh	0.07	0.169	0.995	-0.40	0.53
	Delhi	0.34	0.169	0.250	-0.12	0.81
	Kolkata	0.19	0.169	0.798	-0.27	0.65
	Mumbai	0.12	0.169	0.951	-0.34	0.59
Chandigarh	Bangalore	-0.07	0.169	0.995	-0.53	0.40
	Delhi	0.28	0.169	0.471	-0.19	0.74
	Kolkata	0.12	0.169	0.951	-0.34	0.59
	Mumbai	0.06	0.169	0.997	-0.41	0.52
Delhi	Bangalore	-0.34	0.169	0.250	-0.81	0.12
	Chandigarh	-0.28	0.169	0.471	-0.74	0.19
	Kolkata	-0.16	0.169	0.889	-0.62	0.31
	Mumbai	-0.22	0.169	0.683	-0.69	0.24
Kolkata	Bangalore	-0.19	0.169	0.798	-0.65	0.27
	Chandigarh	-0.12	0.169	0.951	-0.59	0.34
	Delhi	0.16	0.169	0.889	-0.31	0.62
	Mumbai	-0.07	0.169	0.995	-0.53	0.40
Mumbai	Bangalore	-0.12	0.169	0.951	-0.59	0.34
	Chandigarh	-0.06	0.169	0.997	-0.52	0.41
	Delhi	0.22	0.169	0.683	-0.24	0.69
	Kolkata	0.07	0.169	0.995	-0.40	0.53

Based on observed means.

The error term is Mean Square (Error) = 1.287.

Table 5.9 shows the means, standard deviation, and F ratio for the construct of viral marketing to understand the relationship between IMC and the behavioural intentions of the LGBT community. According to tables 5.9 and 5.10, the results show that there are insignificant mean differences in the viral marketing construct for the LGBT community with sexual orientation $F(3, 430) = 6.252$, $MSE = 1.287$, $p = 0.000$, $\eta^2 = 0.42$, the city with $F(4, 430) = 2.002$, $MSE = 1.287$, $p = 0.093$, $\eta^2 = 0.18$, and sexual orientation X city with $F(12, 430) = 1.148$, $MSE = 1.287$, $P = 0.320$, $\eta^2 = 0.31$. The findings reveal that in Bangalore, bisexuals ($M = 4.20$; $SD = 0.991$) exhibited higher mean scores on the viral marketing construct as compared to lesbians ($M = 3.45$; $SD = 1.276$), gays ($M = 3.45$; $SD = 0.999$), and transgenders ($M = 3.15$; $SD = 1.292$). In Chandigarh, lesbians ($M = 3.95$; $SD = 0.686$) have a higher mean score on the construct of viral marketing compared to gays ($M = 3.35$; $SD = 1.309$), bisexuals ($M = 3.40$; $SD = 1.174$), and transgenders ($M = 3.00$; $SD = 1.301$), whereas in Delhi, gays ($M = 3.50$; $SD = 0.513$) show a higher mean score for the viral marketing constructs compared to lesbian ($M = 3.05$; $SD = 1.234$), bisexual ($M = 2.70$; $SD = 0.675$) and transgender ($M = 2.93$; $SD = 1.118$). Even the mean score for Kolkata gay ($M = 3.65$; $SD = 1.226$) reflects a higher mean score of viral marketing constructs compared to lesbian ($M = 3.20$; $SD = 1.196$), bisexual ($M = 3.50$; $SD = 1.179$), and transgender ($M = 2.93$; $SD = 1.163$). Even for Mumbai, the data on gays ($M = 3.65$; $SD = 1.040$) reflect a higher mean score of viral marketing compared to lesbians ($M = 3.50$; $SD = 0.946$), bisexuals ($M = 3.20$; $SD = 0.919$), and transgenders ($M = 3.00$; $SD = 1.219$). Post-Hoc comparisons in Table 5.11 revealed insignificant mean differences across categories of sexual orientation except between transgender and gay. However, Post-Hoc comparison in Table 5.12 revealed an insignificant mean difference only between cities.

5.2. Hypothesis Testing

Ho7 = There is no significant relationship between IMC and the behavioural intention of LGBT

Table 5.13 - Structural Relationship

Hypothesis	Proposed Relationship	Remark
Ho7	IMC->BI of LGBT	<i>Not Accepted</i>

While studying the data of H7, the author found out that the constructs of integrated marketing, behavioural intention, and viral marketing have a huge impact on the LGBT community. Hence, the null hypothesis is rejected.

5.3 Suggestions and Recommendations

After doing a deep analysis, the researcher concluded a significant relationship between IMC and the behavioural intention of the LGBT community, which further leads to the conclusion that IMC effectively impacts the LGBT community's decisions and choices regarding technological products and services. It is not hidden that promotion is considered the most important element of the marketing mix. Companies dealing with technology products or services that consider the LGBT community as their potential customer base can rely on integrated marketing campaigns to spread awareness about their products and services. As it was found in the study, the IMC can be considered a favourable channel to reach the LGBT community.

CHAPTER 6 – Effective Medium of Promotion Platform for the LGBT Community (Analysis)

OBJECTIVE – 3

As in the previous chapter, the research tried to understand the integrated marketing campaign (IMC) as well as analyse how effective IMC campaigns are for the LGBT community in relation to technology products. Hence, the researcher found a positive relationship between IMC campaigns and LGBT community, in this chapter the scholar will try to identify and suggest the significant medium of promotional platform which can influence the LGBT community. For this, the researchers ran the partial least square (PLS) to reach a conclusion.

- To identify and suggest the effective medium of promotion platform for the LGBT community.

6.1. Factor Loadings

The quality of the constructs in the study is assessed based on the evaluation of the measurement model. The assessment of the quality criteria started with the evaluation of the factor loadings, which was followed by establishing the construct reliability and construct validity.

Factor loadings refer to the ‘extent to which each of the items in the correlation matrix correlates with the given principal components. Factor loadings can range from -1.0 to +1.0, with higher absolute values indicating a higher correlation of the item with the underlying factor’ (Pett et al., 2003). None of the items in the study had a factor loading less than the recommended value of 0.50 (Hair et al., 2016). Hence, no items were further removed. Factor loadings are presented in Table 6.1.

Table 6.1 - Factor Loadings

Items	Codes	Integrated Marketing Campaign (IMC)	Sexual Orientation (SO)	Viral Marketing (VM)
I take a keen interest in LGBT-themed Advertisements	IMC 1	0.819		
Advertisements in LGBT+ print and media had a greater impact than advertisements in non-LGBT+ print and media	IMC12	0.762		
When reading LGBT news stories, I trust LGBT sources more than I trust reporting in the general media	IMC13	0.745		
I think brands that use LGBT-themed ads are progressive compared to brands that use generic-themed Advertisements	IMC9	0.867		
Sexual orientation	SO		1	
I have bought a product or service after seeing it advertised on social media or read about it on a blog.	VM1			0.834
I have got influenced to buy a product or service after seeing a viral message.	VM2			0.846
I consider viral marketing as a useful tool for creating brand awareness	VM6			0.865
I find viral marketing messages/content more effective	VM7			0.831

6.1.1. Indicator Multicollinearity

Table 6.2 – Multicollinearity Statistics (VIF) for Indicators

Items	Codes	VIF
I take a keen interest in LGBT-themed advertisements	IMC1	1.729
Advertisements in LGBT+ print and media had a greater impact than advertisements in non-LGBT+ print and media	IMC12	2.023
When reading LGBT news stories, I trust LGBT sources more than I trust reporting in the general media	IMC13	1.957
I think brands that use LGBT-themed ads are progressive compared to brands that use generic-themed advertisements	IMC9	2.01
Sexual orientation	SO	1
I have bought a product or service after seeing it advertised on social media or read about it on a blog.	VM1	2.263
I have got influenced to buy a product or service after seeing a viral Message	VM2	2.312
I consider viral marketing as a useful tool for creating brand awareness	VM6	2.523
I find viral marketing messages/content more effective	VM7	2.269

The variance inflation factor (VIF) statistic is utilised to assess multicollinearity in the indicators (Fornell & Bookstein, 1982). According to (Heir et al., 2016) multicollinearity is not a serious issue if the value for VIF is below 5. Table 6.2 presents the VIF values for the indicators in the study and reveals that the VIF for each of the indicators is below the recommended threshold.

6.2. Reliability Analysis

Table 6.3 – Construct Reliability Analysis (Cronbach Alpha and Composite Reliability)

	Cronbach's alpha	Composite reliability
Integrated Marketing Campaign (IMC)	0.818	0.85
Viral Marketing (VM)	0.865	0.867

According to (Heavey et al., 1996) "reliability is defined as the extent to which a measuring instrument is stable and consistent." "The essence of reliability is repeatability: if an instrument is administered over and over again, will it yield the same results." The most commonly used methods for establishing reliability include Cronbach's alpha and composite reliability (CR). The results for both Cronbach's alpha and composite reliability are presented in Table 6.3. Cronbach's alpha ranged from 0.818 to 0.865, whereas composite reliability statistics ranged from 0.85 to 0.867. Both indicators of reliability have reliability statistics over the required threshold of 0.70 (Heir et al., 2011).

6.3. Construct Validity

Statistically using PLS-SEM, construct validity is established when there is convergent validity and discriminant validity.

6.3.1. Convergent Validity

Table 6.4 – Construct Convergent Validity (AVE)

	Average variance extracted (AVE)
Integrated Marketing Campaign (IMC)	0.64
Viral Marketing (VM)	0.713

"Convergent validity is the degree to which multiple attempts to measure the same concept are in agreement." "The idea is that if two or more measures of the same thing are valid measures

of the concepts, they should convey highly" (Bagozzi et al., 1991). When the AVE value is greater than or equal to the recommended value of 0.50, items converge to measure the underlying construct, and hence convergent validity is established (Fornell & Larcker, 1981). Convergent validity results based on the AVE statistics in the current study show that all the constructs are above the required standard. Hence, convergent validity is considered valid. Table 4 shows the AVE value for each of the constructs.

6.4. Discriminant Validity

"Discriminant validity is the degree to which measures of different concepts are distinct." The notion is that if two or more concepts are unique, then valid measures of each should not correlate too highly (Bagozzi et al., 1991).

6.4.1. Fornell and Larcker Criterion

Table 6.5 – Discriminant Validity – Fornell & Larcker Criterion

	IMC	SO	VM
IMC			
SO	<i>0.211</i>		
VM	0.732	<i>0.18</i>	

Note – Bold and italic represents the square root of AVE

According to (Fornell and Larcker's, 1981) criterion, discriminant validity is established when the square root of the AVE for a construct is greater than its correlation with all other constructs. In this study, the square root of the AVE for a construct was found to be greater than its correlation with other constructs (Table 6.5). As a result, providing strong support for the establishment of discriminant validity is essential.

6.4.2. Cross – Loadings

Table 6.6 – Discriminant Validity – Cross Loadings

	IMC	SO	VM
IMC1	0.819		
IMC12	0.762		
IMC13	0.745		
IMC9	0.867		
SO		1	
VM1			0.834
VM2			0.846
VM6			0.865
VM7			0.831

Cross loadings help assess if an item belonging to a particular construct loads strongly onto its parent construct instead of other constructs in the study. The result (Table 6.6) shows that the factor loading of all the items is stronger on the underlying construct to which they belong than on the other construct in the study (Wasko and Faraj, 2005). Hence, based on the evaluation of cross-loadings, discriminant validity is attained.

6.4.3. Discriminant Validity – HTMT

Table 6.7 – Discriminant Validity – HTMT

	IMC	SO	VM
IMC			
SO	0.211		
VM	0.732	0.18	

HTMT is based on an estimation of the correlation between the constructs. Discriminant validity is established based on the HTMT ratio. However, the threshold for the HTMT has been debated in the existing literature; (Kline, 2011) suggested a threshold of 0.85 or less, while (Teo et al., 2008) recommended a liberal threshold of 0.90 or less. The HTMT results show (Table 6.7) that the HTMT ratio is less than the required threshold of 0.90.

6.5. Data analysis and results

The PLS-SEM methodology was employed in this research because of its variance-based technique (Lohmoller, 1989) (Chin, 1998). PLS-SEM based on a finite element model takes into common consideration, specificity, and error differences when analysing the techniques (Hair et al. 2017), and thus implements all volatility from the independent variable to anticipate variations in the dependent variable.

Table 6.8 – Indicator Reliability

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic ((O/STDEV))	P Value
IMC->VM	0.642	0.643	0.034	19.149	0
SO->IMC	-0.205	-0.205	0.045	4.599	0

Using observational research, they also found that PLS-SEM, as a "causal-predictive" framework, accomplishes a more visible, measurable impact at all sample sizes and works brilliantly with non-normal distributions. As a consequence, the suggested investigation model was validated using the PLS-SEM, which was performed in smart PLS. PLS-SEM has become a well-known and well-established process that has been strongly recommended by researchers in a wide range of fields, such as marketing and strategic management (Hair et al., 2012). Numerous studies have used PLS-SEM to examine the variance-based structural equation in multiple spheres (Ruzzier, 2007).

5000 bootstraps were used to evaluate a structured equation model utilising Smart PLS software. As per the standard, standardised root mean squares (SRMR) values should be less than 0.08 for sample sizes greater than 100. (Henseler et al., 2016; Cho et al., 2020). Furthermore, (Bentler, 1990) determines SRMR using covariance residuals, with smaller values indicating a better fit. It is essentially a document on the amount of disparity between observed data and model predictions. When the number of observed variables (p) is large, the SRMR generates more feasible disapproval levels for close fit tests as well as superior density for its population value (Maydeu-Olivares, 2017). He proposed standardising model misfit effect sizes to address the difficulties associated with calculating the amplitude of unstandardized misfit effect sizes such as the Standardized Root Mean Square Error (SRMR).

Moreover, the value for SRMR was noted to be 0.070, which represents the model fit and R square in figure 6.1.

6.6. Structural Model Assessment

Following the assessment of the measurement model, the next step is the evaluation of the structural path for the evaluation of path coefficients (relationships amongst studied constructs) and their statistical significance.

6.6.1. Hypothesis Testing

Table 6.9 - Structural Relationship

Proposed Relationships	Beta Value	T Statistics (O/STDEV)	P Values	Remarks
Integrated Marketing Campaign - > Viral Marketing	0.642	19.149	0	<i>Not Accepted</i>
Sexual Orientation -> Integrated Marketing Campaign	-0.205	4.599	0	<i>Not Accepted</i>

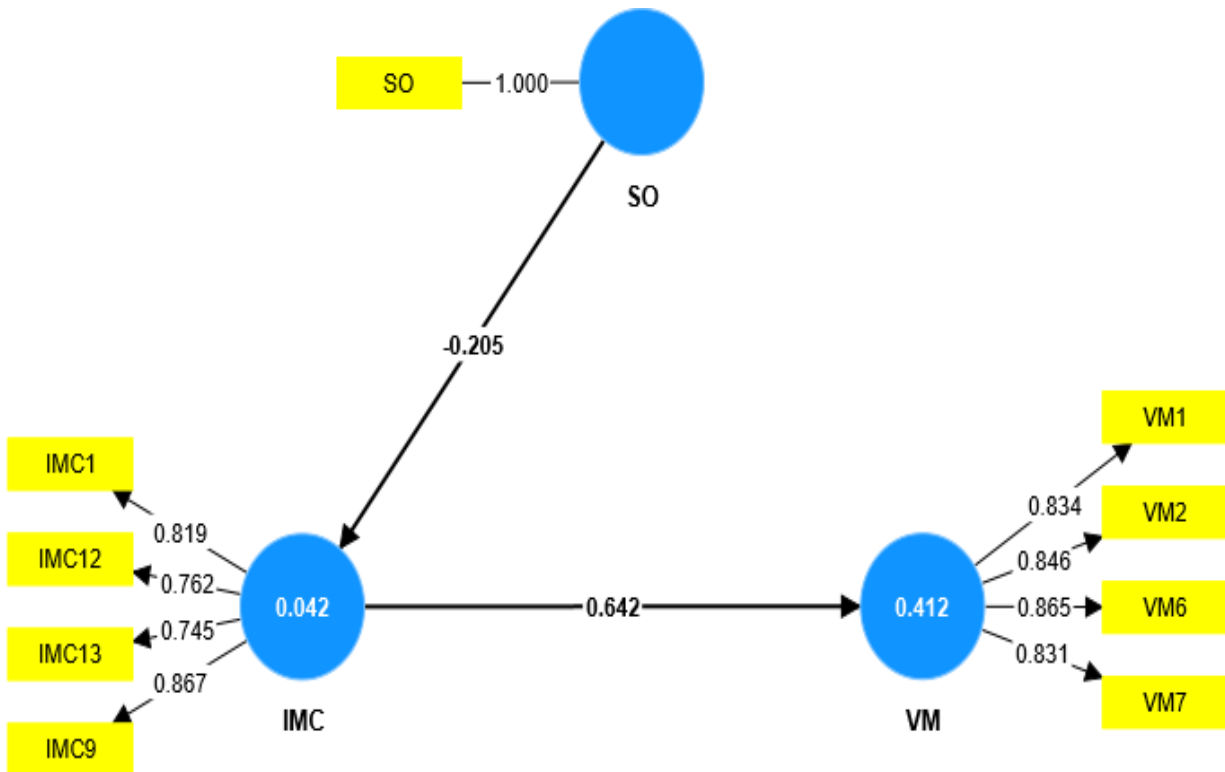


Figure 6.1 - Structural Model

Ho10 – There is no significant relationship between IMC and intention to recommend.

Ho10 evaluates whether there is a significant relationship between IMC and intention to recommend, which was tested by the constructs of integrated marketing and viral marketing. The result reveals that there is a significant relationship between the constructs, which clearly defines the significant relationship between the variables ($B = 0.642, t = 19.149, p = <0.05$; $B = -0.205, t = 4.599, p = <0.05$). Hence, Ho10, which is a null hypothesis, was not accepted. The results are presented in Table 6.5. The structural model is presented in Figure 6.1.

6.7. Suggestions and Recommendations

After analysing the results of this objective, the researcher concluded that there is a significant positive relationship between an integrated marketing campaign and viral marketing, as well as a significant negative relationship that has been discovered between sexual orientation and an integrated marketing campaign.

I generally notice an advertisement on the following platforms (Participant can choose multiple options)

450 responses

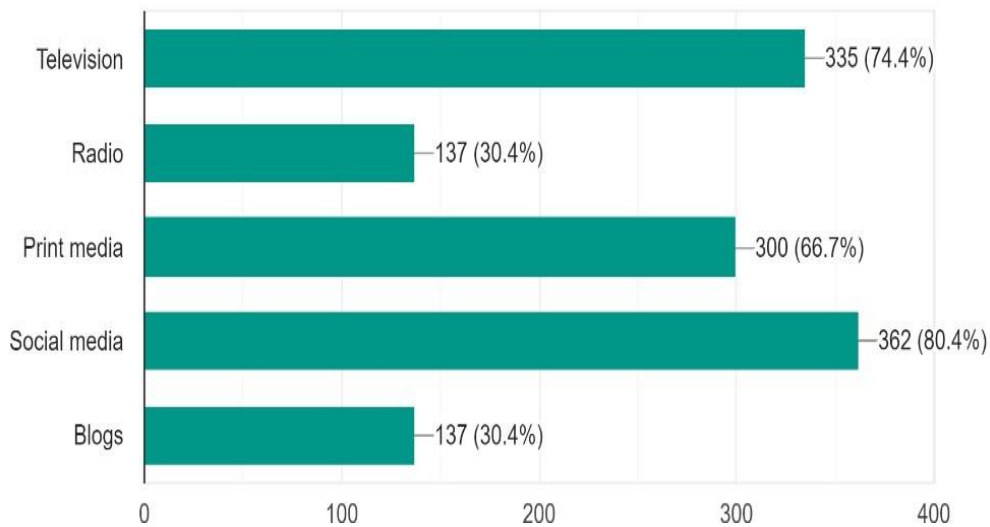


Figure 6.2 – The Study's Findings Regarding the Medium of Promotion

The researcher even found out that social media is a very common medium amongst the LGBT community for noticing an advertisement. It was followed by television. It was even disclosed in the study that even print media can be considered a good source of promotion for companies that consider the LGBT community as their potential customer audience. The LGBT

community considers radio and blog marketing to be the least preferred mediums for promotion. With the help of this study, we suggest the following mediums of promotion (from highest to lowest) to the companies that focus on the LGBT community and consider them as their market audience.

- a) Social media – 80.4%
- b) Television – 74.4%
- c) Print media – 66.7%
- d) Radio and Blog marketing – 30.4% each

CHAPTER 7 – Attitude of the LGBT Community Towards the IMC Campaign (Analysis)

OBJECTIVE 4

As in the previous chapter, the research tried to understand, identify and suggest the significant medium of promotional platform which can influence the LGBT community. In this chapter the motive of the research is to significantly study the attitude of the LGBT community towards the integrated marketing campaign (IMC). To reach to a effective conclusion the researcher decided to run two-way ANOVA keeping the literature review in mind.

- To study the attitude of the LGBT community towards the IMC campaign – Two Way ANOVA

7.1. Analysis of Variance for Effect of IMC Construct on LGBT Community

The ANOVA (Analysis of Variance) test examines sample means and the significance of their variances. A two-way ANOVA test is a statistically analytical technique that analyses the influence of two factors on a result as well as the impact of changing the factors on the result. In this chapter, the one common construct is sexual orientation (LGBT community), and the other constructs are behavioural intention (BI). From Tables 7.2 to 7.5, the researcher talks about the construct of behavioural intention and sexual orientation. In Table 7.1 the researcher has listed all the statements or variables along with their codes.

Table 7.1 - List of Variables and Their Codes Projected

Variables	Codes
I enjoy and share funny LGBT-themed advertisements.	IMC2
I enjoy and share inspirational LGBT-themed advertisement	IMC6
I prefer to purchase from brands that take a stand for LGBT	IMC7
I prefer to purchase from brands that display LGBT in their marketing campaigns.	IMC8
I think brands that use LGBT-themed advertisements are progressive compared to brands that use generic-themed advertisements	IMC9
Brands with LGBT-themed ads are more caring than brands with generic-themes advertisements	IMC11
I feel more positive about businesses that include transgender and gender-expansive imagery in their outreach communications	IMC14
I'm willing to pay a little more for a product from an LGBTQ-friendly company vs. their competitor	IMC15
I feel the lifestyle of LGBT was not sufficiently represented in advertising	IMC17
I feel that brands are doing a better job today than five years ago at representing LGBT people in their advertisements	IMC20

Table 7.2 - Descriptive Statistic of Behavioral Intention (BI) and Sexual Orientation

Variables	Lesbian		Gay		Bisexual		Transgender		F	N ²
	M	SD	M	SD	M	SD	M	SD		
IMC2	4.13	0.960	4.27	0.886	3.94	0.956	3.65	1.251	0.940	0.63
IMC6	4.23	1.072	4.21	0.924	4.06	0.978	3.77	1.260		
IMC7	4.16	1.089	4.17	0.853	3.84	0.997	3.70	1.275		
IMC8	4.08	1.079	4.21	0.782	3.82	1.024	3.61	1.252		
IMC9	4.18	0.989	4.22	0.836	3.86	0.926	3.62	1.189		
IMC11	4.06	1.127	4.12	0.924	3.78	1.036	3.64	1.256		
IMC14	4.09	1.111	4.24	0.922	3.92	1.112	3.78	1.265		
IMC15	3.50	1.314	3.63	1.253	3.36	1.306	2.91	1.395		
IMC17	4.08	1.061	4.09	0.911	4.06	1.018	3.65	1.244		
IMC20	4.25	0.914	4.29	0.820	3.98	0.937	3.65	1.260		

*p>0.05

Table 7.3 - Tests of Within-Subjects Effects

Measure: MEASURE_IMC							
Source		Type III Sum of Squares	Df	Mean Square	F	Sig.	Partial Eta Squared
IMC * SO	Sphericity Assumed	12.826	27	0.475	0.940	0.553	0.006
	Greenhouse-Geisser	12.826	21.501	0.597	0.940	0.539	0.006
	Huynh-Feldt	12.826	22.035	0.582	0.940	0.540	0.006
	Lower-bound	12.826	3.000	4.275	0.940	0.421	0.006
	Error (IMC)	Sphericity Assumed	2027.953	4014	0.505		
	Greenhouse-Geisser	2027.953	3196.513	0.634			
	Huynh-Feldt	2027.953	3275.822	0.619			
	Lower-bound	2027.953	446.000	4.547			

Table 7.4 - Estimated Marginal Mean of Sexual Orientation

Measure: MEASURE_IMC				
SO	Mean	Std. Error	Upper Bound	Lower Bound
Lesbian	4.076	0.091	3.897	4.255
Gay	4.145	0.091	3.966	4.324
Bisexual	3.862	0.129	3.608	4.116
Transgender	3.597	0.065	3.470	3.723

Table 7.5 - Paired Comparisons

Measure: MEASURE_IMC						
(I) SO		Mean Difference (I-J)		Sig. ^b	95% Confidence Interval for Difference ^b	
			Std. Error		Lower Bound	Upper Bound
Lesbian	Gay	-0.069	0.129	1.000	-0.411	0.273
	Bisexual	0.214	0.158	1.000	-0.205	0.633
	Transgender	.480*	0.112	0.000	0.183	0.776
Gay	Lesbian	0.069	0.129	1.000	-0.273	0.411
	Bisexual	0.283	0.158	0.444	-0.136	0.702
	Transgender	.549*	0.112	0.000	0.252	0.845
Bisexual	Lesbian	-0.214	0.158	1.000	-0.633	0.205
	Gay	-0.283	0.158	0.444	-0.702	0.136
	Transgender	0.266	0.144	0.398	-0.117	0.648
Transgender	Lesbian	-.480*	0.112	0.000	-0.776	-0.183
	Gay	-.549*	0.112	0.000	-0.845	-0.252
	Bisexual	-0.266	0.144	0.398	-0.648	0.117

Based on observed means.

The error term is Mean Square (Error) = 1.287.

*The mean difference is significant at the 0.05 level

The findings reveal that the gay community is highly involved in IMC2, which is ‘I enjoy and share funny LGBT-themed advertisements,' compared to the lesbian, bisexual, and transgender communities (M = 4.27, SD = 0.886; M = 4.13, SD = 0.960; M = 3.94, SD = 0.956; and M = 3.65, SD = 1.251). In IMC6, we discovered that the lesbian community enjoys and shares inspirational LGBT-themed advertisements the most, followed by the gay, bisexual, and transgender communities (M = 4.23, SD = 1.072; M = 4.21, SD = 0.924; M = 4.06, SD = 0.978; and M = 3.77, SD = 1.260). Results for IMC7, which is ‘I prefer to purchase from brands that take a stand for LGBT,' found that the gay community holds the highest ranking, followed by lesbians, bisexuals, and transgender people (M = 4.17, SD = 0.853; M = 4.16, SD = 1.089; M = 3.84, SD = 0.997; and M = 3.70, SD = 1.260). The gay community even holds the highest ranking in variable IMC8, which is ‘I prefer to purchase from brands that display LGBT in their marketing campaigns,' followed by the lesbian, bisexual, and transgender communities (M = 4.21, SD = 0.782; M = 4.08, SD = 1.079; M = 3.82, SD = 1.024; and M = 3.61, SD = 1.252). The same patter was discovered for the variable IMC 9: "I think brands that use LGBT themed advertisements are progressive compared to brands that use generic-themed advertisements" (M= 4.22, SD= 0.836; M = 4.18, SD = 0.989; M = 3.86, SD = 0.926; and M = 3.62, SD = 1.189); IMC 11: "Brands with LGBT themed ads are more caring than brands with generic-themes advertisements" (M = 4.12, SD = 0.924; M = 4.06, SD = 1.127; M = 3.78, SD = 1.036; M = 3.64, SD = 1.256); IMC 14: "I feel more positive about businesses that include transgender and gender-expansive imagery in their outreach communications" (M = 4.24, SD = 0.922; M = 4.09, SD = 1.111; M = 3.92, SD = 1.112; and M = 3.78, SD = 1.265); IMC 15: "I'm willing to pay a little more for a product from an LGBTQ-friendly company vs. their competitor" (M = 3.63, SD = 1.253; M = 3.50, SD = 1.314; M = 3.36, SD = 1.306; and M = 2.91, SD = 1.395); IMC 17: "I feel the lifestyle of LGBT was not sufficiently represented in advertising" (M = 4.09, SD = 0.911; M = 4.08, SD = 1.061; M = 4.06, SD = 1.018; and M = 3.65, SD = 1.244) and when the researcher analyses the data for the IMC20: "I feel that brands are doing a better job today than five years ago at representing LGBT people in their advertisements" (M = 4.29, SD = 0.820; M = 4.25, SD = 0.914; M = 3.98, SD = 0.937; and M = 3.65, SD = 1.260) pride advertising isn't just about acknowledging and embracing the LGBT community. It's an opportunity for brands to speak their own truth and take a stand. And when they do, consumers, especially millennials, appreciate it and respond in kind. They tune in and watch, participate in the conversation, and spend their dollars. Burger King and Honey Maid are just two of the brands making an impact by telling stories of diversity and equality in their advertising. Snyder, (2015). Not only did Burger King take a stand on an

important social issue, but it also delivered messaging that resonated with its target audience of 18- to 24-year-olds. In fact, today's young millennials—47% of consumers under 24-years-old—are more likely to support a brand after seeing an equality-themed ad (compared with 30% of all age groups combined), as the Google Consumer Survey showed . And that's a win for everyone involved. Post-Hoc comparisons in Table 7.5 revealed insignificant mean differences across categories of sexual orientation except between lesbian and transgender, gay and bisexual, gay and transgender, and bisexual and transgender. When we put all the data into simple words, we can say that we found insignificant mean differences across all the categories of sexual orientation, i.e., in lesbians, gays, bisexuals, and transgenders, which significantly tells us that the construct of behavioural intention does get influenced by sexual orientation or socio-psychological elements. This directly implies that sexual orientation (LGBT community) has a strong influence on integrated marketing campaigns.

7.2. Hypothesis Testing

Ho1- There is no significant relationship between perceived ease of use and behavioural intention of LGBT and technology adoption uses

Ho1 helps in analysing the relationship between the construct of perceived ease of use and behavioural intention which helps in understanding the attitude of the LGBT community towards the IMC campaign. While studying the data the author found out that the construct of Integrated marketing has a huge impact on the LGBT community. Hence the null hypothesis is rejected.

Ho2 – There is no significant relationship between perceived usefulness and behavioural intention of LGBT and technology adoption uses.

Ho2 helps in analysing the relationship between the construct of perceived usefulness and behavioural intention which helps in reaching results as well as understanding the attitude of the LGBT community towards the IMC campaign. While studying the data the author found out that the construct of Integrated marketing has a huge impact on the LGBT community. Hence the null hypothesis is rejected.

Ho3 – There is no significant relationship between facilitating condition and behavioural intention of LGBT and technology adoption uses

Ho3 helps in studying the relationship between the construct of facilitating condition and behavioural intention which helped the author to understand the major objective of the study which is to comprehend the attitude of the LGBT community towards the IMC campaign.

While studying the data the author found out that the construct of Integrated marketing has a huge impact on the LGBT community. Hence the null hypothesis is rejected.

Ho4 – There is no significant relationship between social influence and behavior intention of LGBT and technology adoption uses.

Ho4 is a portion to study a significant objective of the research work which was to understand the attitude of the LGBT community towards the IMC campaign. The author found this construct shows a huge impact on the community. Hence the null hypothesis is rejected.

Table 7.6 - Structural Relationship

Hypothesis	Proposed Relationship	Remark
Ho1	PEoUoTA->BI of LGBT	<i>Not Accepted</i>
Ho2	PUoTA->BI of LGBT	<i>Not Accepted</i>
Ho3	FC->BI of LGBT	<i>Not Accepted</i>
Ho4	SI->BI of LGBT	<i>Not Accepted</i>

7.3. Suggestions and Recommendations

The reason behind analysing this objective was to study the attitude of the LGBT community toward an integrated marketing campaign (IMC). After interpreting the collected data, the author identified a positive attitude of the LGBT community towards IMC. We even came to the conclusion that the LGBT community believes brands are doing a much better job today than they were five years ago when it comes to portraying the LGBT community in marketing campaigns. Lesbian, bisexual, and transgender communities mostly enjoy and share inspirational-themed advertisements, whereas the gay community is mostly involved in sharing funny-themed LGBT advertisements. Members of the LGBT community, especially from the gay community, are even willing to pay a little extra to companies that have a positive perspective towards the LGBT community.

The above analysis discloses how much importance the LGBT community gives to the brands that stand tall in their support. It won't be wrong if we say that along with trend-setters, they can even be considered a loyal customer base for the brands. They not only enjoy

advertisements that portray the LGBT community but also share the same within their social groups. So, based on our analysis, we can suggest that companies prefer going for LGBT-themed campaigns if they wish to attract the LGBT community as their loyal customer base.

**CHAPTER 8 – Behaviour Intention of LGBT
Community Towards Technology Adoption Uses
(Analysis)**

OBJECTIVE – 5

As in the previous chapter, the research's motive was to significantly study the attitude of the LGBT community towards the integrated marketing campaign (IMC). We attempted to understand the behaviour intentions of LGBT community members toward technology adoption uses in this chapter, which is the fifth objective part of the study. To reach the outcome of the objective, we analysed the collected data using partial least squares (PLS).

- To study the behavior intention of LGBT towards technology adoption uses – Partial Least Square (PLS)

8.1. Measurement Model

The quality of the constructs in the study is assessed based on the evaluation of the measurement model. The assessment of the quality criteria started with the evaluation of the factor loadings, which was followed by establishing the construct reliability and construct validity. Table 8.1 presents all the variables included in the study along with their code for easy understanding of the result.

Table 8.1 - List of Variables and Their Codes Projected

Variables	Codes
I have access to digital technology, I intend to use them	BI1
I do not need assistance in using digital technology	BI11
I intended to continue to buy products and services via mobile devices in the near Future	BI6
I believe my interest in m-shopping/e-shopping will increase in future	BI7
I'm confident about my ability to use digital technology	BI9
I find the user interface of the system clear and intuitive	PEoUoTA4
Learning to buy via smart devices is easy	PEoUoTA7
Becoming skillful at using mobile devices to shop online is easy	PEoUoTA9
Using digital technology enhances my task	PUoTA1
Using digital technology makes it easy to find the content I need	PUoTA10
Digital technology and smart devices enable me to perform activities and transactions that are not close to my location	PUoTA11
Using digital technology increases my productivity.	PUoTA2
Work is difficult to perform without modern digital technology	PUoTA3
Digital technology provides me with greater control over my work.	PUoTA4
Digital technology makes my work easier	PUoTA5
Using the technology enable me to accomplish my task more quickly	PUoTA6
Which group are you self-identified with?	SO

8.2. Factor Loadings

Factor loadings refer to the "extent to which each of the items in the correlation matrix correlates with the given principal components." Factor loadings can range from -1.0 to +1.0, with higher absolute values indicating a higher correlation of the item with the underlying factor (Pett et al., 2003).

Table 8.2 - Factor Loadings

	BI	PEoUoTA	PUoTA	SO
BI1	0.749			
BI11	0.654			
BI6	0.858			
BI7	0.841			
BI9	0.847			
PEoUoTA4		0.881		
PEoUoTA7		0.897		
PEoUoTA9		0.864		
PUoTA1			0.828	
PUoTA10			0.793	
PUoTA11			0.747	
PUoTA2			0.855	
PUoTA3			0.796	
PUoTA4			0.762	
PUoTA5			0.839	
PUoTA6			0.843	
SO				1

Table 8.2 clearly denotes the factor loading. None of the items in the study had a factor loading that was less than 0.50 (Hair et al., 2016). Hence, no items were further removed.

8.2.1. Indicator Multicollinearity

Table 8.3 - Multicollinearity Statistics (VIF) for Indicators

Variables	VIF
BI1	1.652
BI11	1.477
BI6	2.533
BI7	2.355
BI9	2.278
PEoUoTA4	2.175
PEoUoTA7	2.26
PEoUoTA9	1.996
PUoTA1	3.386
PUoTA10	2.233
PUoTA11	1.896
PUoTA2	3.778
PUoTA3	2.29
PUoTA4	2.169
PUoTA5	2.942
PUoTA6	3.096
SO	1

The variance inflation factor (VIF) statistic is utilised to assess multicollinearity in the indicators (Fornell & Bookstein, 1982). According to (Heir et al., 2016) multicollinearity is not a serious issue if the value for VIF is below 5. Table 8.3 presents the VIF values for the indicators in the study and reveals that the VIF for each of the indicators is below the recommended threshold.

8.2.2. Reliability Analysis

Table 8.4 - Construct Reliability Analysis (Cronbach Alpha and Composite Reliability)

	Cronbach's alpha	Composite Reliability
Behavioural Intention	0.85	0.894
Perceived Ease of Use of Technology Adoption	0.856	0.912
Perceived Usefulness of Technology Adoption	0.924	0.938

According to (Mark, 1996) "reliability is defined as the extent to which a measuring instrument is stable and consistent." "The essence of reliability is repeatability; if an instrument is administered over and over again, it will yield the same results." The most commonly used methods for establishing reliability include Cronbach's alpha and composite reliability (CR). The results for both Cronbach's alpha and composite reliability are presented in Table 8.4. The Cronbach's alpha ranged from 0.85 to 0.92, whereas composite reliability statistics ranged from 0.89 to 0.93 Both indicators of reliability have reliability statistics over the required threshold of 0.70 (Heir et al., 2011).

8.3. Construct Validity

Statistically, using PLS-SEM, construct validity is established when there is convergent validity and discriminant validity.

8.3.1. Convergent Validity

Table 8.5 - Construct Convergent Validity (AVE)

	Average variance extracte (AVE)
Behavioural Intention	0.63
Perceived Ease of Use of Technology Adoption	0.776
Perceived Usefulness of Technology Adoption	0.654

"Convergent validity is the degree to which multiple attempts to measure the same concept are in agreement." "The idea is that if two or more measures of the same thing are valid measures of the concepts, they should convey highly" (Bagozzi et al., 1991). When the AVE value is greater than

or equal to the recommended value of 0.50, items converge to measure the underlying construct, and hence convergent validity is established (Fornell & Larcker, 1981). Convergent validity results based on the AVE statistics in the current study show that all the constructs are above the required standard. Hence, convergent validity is considered valid. Table 8.5 shows the AVE value for each of the constructs.

8.4. Discriminant Validity

"Discriminant validity is the degree to which measures of different concepts are distinct." The notion is that if two or more concepts are unique, then valid measures of each should not correlate too highly (Bagozzi et al., 1991).

8.4.1. Fornell and Larcker Criterion

Table 8.6 - Discriminant Validity – Fornell & Larcker Criterion

	BI	PEoUoTA	PUoTA	SO
BI	0.794			
PEoUoTA	0.748	0.881		
PUoTA	0.73	0.761	0.809	
SO	-0.226	-0.238	-0.133	1

According to (Fornell and Larcker's, 1981) criterion, discriminant validity is established when the square root of the AVE for a construct is greater than its correlation with all other constructs. In this study, the square root of AVE for a construct was found to be greater than its correlation with other constructs (Table 8.6). As a result, providing strong support for the establishment of discriminant validity is essential.

8.4.2. Cross – Loadings

Cross loadings help assess if an item belonging to a particular construct loads strongly onto its own parent construct instead of other constructs in the study. The result (Table 8.7) shows that the factor loading of all the items is stronger on the underlying construct to which they belong than on the other construct in the study (Wasko and Faraj, 2005). Hence, based on the evaluation of cross-loadings, discriminant validity is attained.

Table 8.7 - Discriminant Validity – Cross Loadings

	BI	PEoUoTA	PUoTA	SO
BI1	0.749			
BI11	0.654			
BI6	0.858			
BI7	0.841			
BI9	0.847			
PEoUoTA4		0.881		
PEoUoTA7		0.897		
PEoUoTA9		0.864		
PUoTA1			0.828	
PUoTA10			0.793	
PUoTA11			0.747	
PUoTA2			0.855	
PUoTA3			0.796	
PUoTA4			0.762	
PUoTA5			0.839	
PUoTA6			0.843	
SO				1

8.4.3. Discriminant Validity – HTMT

Table 8.8 - Discriminant Validity – HTMT

HTMT Matrix				
	BI	PEoUoTA	PUoTA	SO
BI				
PEoUoTA	0.872			
PUoTA	0.819	0.851		
SO	0.24	0.256	0.136	

HTMT is based on an estimation of the correlation between the constructs. Discriminant validity is established based on the HTMT ratio. However, the threshold for the HTMT has been debated in the existing literature; (Kline, 2011) suggested a threshold of 0.85 or less,

while (Teo et al., 2008) recommended a liberal threshold of 0.90 or less. The HTMT results show (Table 8.8) that the HTMT ratio is less than the required threshold of 0.90.

8.5. Data analysis and results

The PLS-SEM methodology was employed in this research because of its variance-based technique (Lohmoller, 1989) (Chin, 1998). PLS-SEM, based on a finite element model, takes into account of common considerations, specifics, and error differences when analysing the techniques (Hair et al. 2017), and thus implements all the volatility from the independent variable to anticipate variations in the dependent variable.

Table 8.9 - Indicator Reliability

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
PEoUoTA -> BI	0.457	0.457	0.049	9.325	0
PUoTA -> BI	0.382	0.384	0.049	7.874	0
SO -> PUoTA	-0.133	-0.132	0.049	2.702	0.007

Using observational research, they also found that PLS-SEM, as a "causal-predictive" framework, accomplishes a more visible, measurable impact at all sample sizes and works brilliantly with non- normal distributions. As a consequence, the suggested investigation model was validated using the PLS-SEM, which was performed in smart PLS. PLS-SEM has become a well-known and well- established process that has been strongly recommended by researchers in a wide range of fields, such as marketing and strategic management (Hair et al., 2012). Numerous studies have used PLS- SEM to examine the variance-based structural equation in multiple spheres (Ruzzier, 2007).

5000 bootstraps were used to evaluate a structured equation model utilising Smart PLS software. As per the standard, standardised root mean squares (SRMR) values should be less than 0.08 for sample sizes greater than 100. (Henseler et al., 2016; Cho et al., 2020). Furthermore, (Bentler, 1995) determines SRMR using covariance residuals, with smaller values indicating a better fit. It is essentially a document on the amount of disparity between observed data and model predictions. When the number of observed variables (p) is large, the SRMR generates more feasible disapproval levels for close fit tests as well as superior density

for its population value (Maydeu- Olivares, 2017). He proposed standardising model misfit effect sizes to address the difficulties associated with calculating the amplitude of unstandardized misfit effect sizes such as the Standardized Root Mean Square Error (SRMR). Moreover, the value for SRMR was noted to be 0.07, which represents the model fit and R square in Figure 8.1.

8.6. Structural Model Assessment

Following the assessment of the measurement model, the next step is the evaluation of structural paths for the evaluation of path coefficients (relationships amongst studied constructs) and their statistical significance.

8.6.1. Hypothesis testing

Table 8.10 - Structural Relationship

Proposed Relationships	Beta Value	T Statistics (O/STDEV)	P Values	Remarks
Perceived Ease of Use of Technology Adoption -> Behavioral Intention	0.457	9.325	0	<i>Not Accepted</i>
Perceived Usefulness of Technology Adoption -> Behavioral Intention	0.382	7.874	0	<i>Not Accepted</i>
Sexual Orientation -> Perceived Usefulness of Technology Adoption	-0.133	2.702	0.007	<i>Not Accepted</i>

Ho5 - There is no significant relationship between viral marketing and behavioural intention of LGBT and technology adoption uses

Ho5 examines whether there is a significant relationship between viral marketing and the LGBT community's behavioural intentions and technology adoption. The results show that there is a significant relationship between viral marketing and the LGBT community's behavioural intention and technology adoption (B = 0.457, t = 9.325, p = <0.05; B = 0.382, t = 7.874, p = <0.05). Hence, Ho5, which is a null hypothesis, was not accepted. The results are presented in Table 8.5. The structural model is presented in Figure 8.1.

Ho11 - There is no significant relationship between LGBT and consumer technology adoption.

Ho11 evaluates whether there is a significant relationship between LGBT and consumer technology adoption. The result revealed that there is a negative and significant relationship between the LGBT community and consumer technology adoption ($B = -0.133$, $t = 2.702$, $p = 0.007$). Hence, H11, which is a null hypothesis, was not accepted, and the result is presented in Table 8.5. The structural model is presented in Figure 8.1.

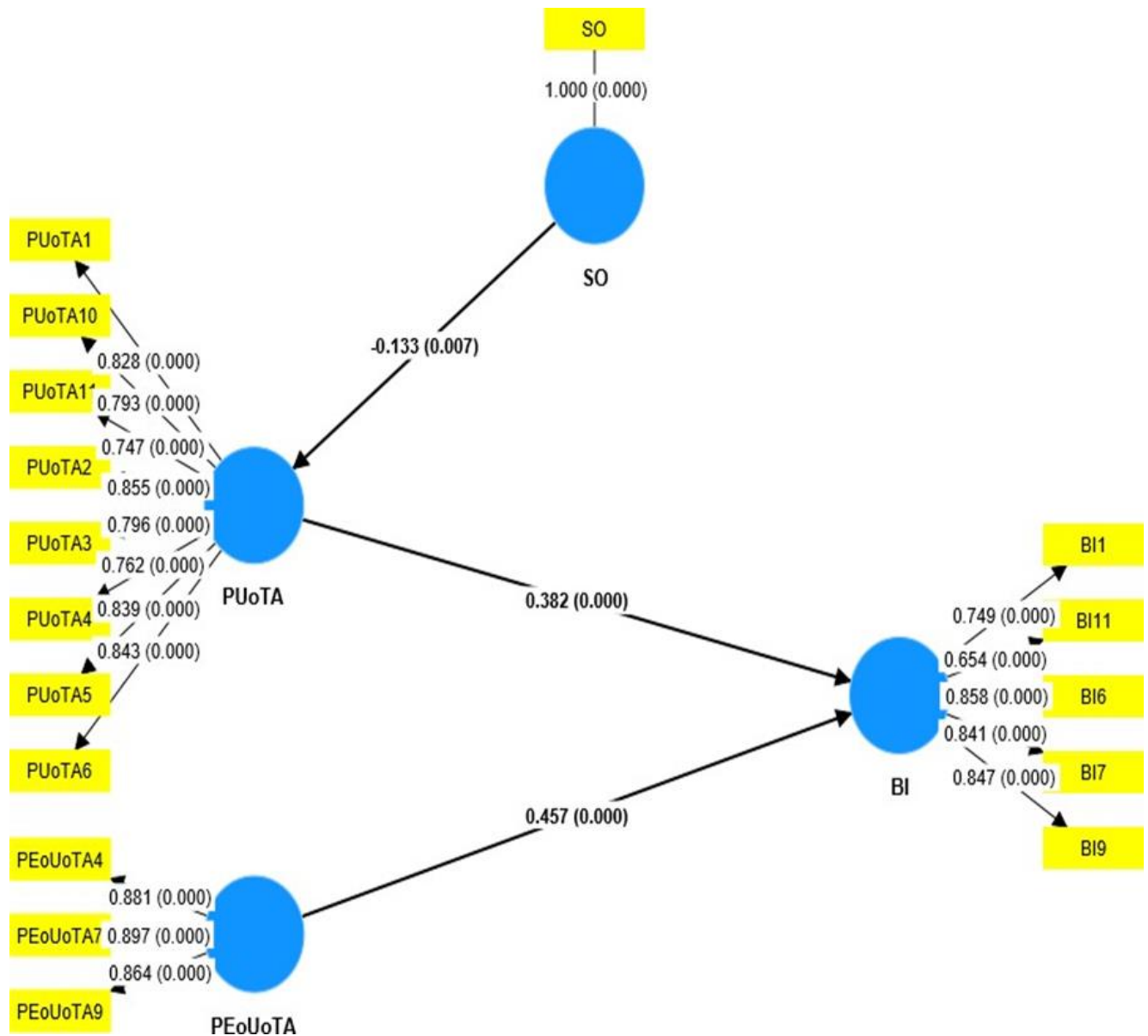


Figure 8.1 - Structural Model

8.7. Suggestions and Recommendations

The goal of analysing this objective was to identify the LGBT community's behaviour intentions toward technology adoption. After analysing the data of the study, the author found a significant relationship between the variables of perceived ease of use of technology adoption, perceived usefulness of technology adoption, and behavioural intention, which indicates a positive approach of the LGBT community towards technology adoption. Based on the evaluation of the objectives, we can say companies must set a value both in the product development of technology products and at the end of the value chain to create a noticeable benefit. More specifically, products must help the customers in the LGBT community get things done faster and easier, increase productivity, and achieve things they care about.

CHAPTER 9 – Factors Affecting LGBT’s Choice While Choosing Technology Products (Analysis)

Objective – 6

The research attempted, as in the previous chapter, to understand the behaviour intentions of LGBT community members toward technology adoption. It was found in the result that the behavioural intention is being influenced by the LGBT community, i.e., the sexual orientation of a being. In this chapter, the researcher tries to identify the factors that affect the choice of a technology product for the LGBT community. To reach the outcome of the objective, we analysed the collected data using factor analysis.

- To study the factors affecting LGBT’s choice while choosing technology product - Factor Analysis

Table 9.1 - List of Variables and Their Codes Projected

Variables	Codes
I use smart devices for online purchase through digital technology	PUoTA7
Online purchase of products and services via digital technology is cost-Effective	PUoTA8
I consider the favourable risk/benefit analysis while choosing a digital Technology	PUoTA9
It is easy to become skilful while using digital technology	PEoUoTA1
Learning to operate digital technology is easy for me	PEoUoTA2
I easily find the information I’m looking for using the digital technology	PEoUoTA3
I find the system easy to use (user-friendly)	PEoUoTA5
Interacting with digital technology requires a lot of mental effort.	PEoUoTA8
I have asked my friends and family to buy a product because the company is LGBTQ-friendly	IMC16
I boycott brands that take anti-LGBTQ political or social stands	IMC18
I have asked friends and family not to buy a product because the company that makes it is not LGBTQ friendly	IMC19
I intend to increase my use of Digital technology in the future.	BI2
I usually recommend digital technology to my friends	BI5
I recommend others to use m-shopping/e-shopping	BI8
I prefer purchasing products and services using digital technology	BI10

If I have a good experience with digital technology, then I will recommend their use to my friends	BI14
My relatives/friends think it is useful for me to use digital technology so I intend to continue using it in future	BI15
I get influenced to buy a product or service after hearing about it from friends or family?	VM4
Reading or hearing a NEGATIVE/POSITIVE customer response about a product influence my buying decision	VM5

9.1. Data Reliability: Internal consistency, or how strongly connected a group of elements are to one another, is measured by Cronbach's alpha. It is regarded as a gauge of scale reliability. Cronbach's alpha was examined to determine the data's reliability. All value indicators listed in Table 9.2 were exceptional and far above the required 0.5. Indicator correlations suggest that Cronbach's Alpha values should be higher than 0.5 to be acceptable (Taber, 2009).

Table 9.2 - Reliability Measurement of Reflective Variables (N =450)

Variables	Code	Mean	Std. Deviation	Cronbach's Alpha
Perceived Usefulness of Technology Adoption	PUoTA	3.669	3.046	0.773
Perceived Ease of Use of Technology Adoption	PEoUoTA	3.686	4.300	0.772
Integrated Marketing Campaigning	IMC	3.671	3.190	0.869
Behavioral Intention to Recommend	BIR	3.760	5.622	0.897
Viral Marketing	VM	3.559	1.840	0.534

An exploratory factor analysis (EFA) was performed using principal component analysis and varimax rotation. The minimum factor loading criteria was set at 0.50. The community of the scale, which indicates the amount of variance in each dimension, was also assessed to ensure acceptable levels of explanation. The result shows that all the communities were over 0.50, as shown in Table 9.3.

Table 9.3 - Communalities

	Initial	Extraction
PUoTA7	1.000	.692
PUoTA8	1.000	.559
PUoTA9	1.000	.568
PEoUoTA1	1.000	.707
PEoUoTA2	1.000	.773
PEoUoTA3	1.000	.754
PEoUoTA5	1.000	.781
PEoUoTA8	1.000	.937
IMC16	1.000	.760
IMC18	1.000	.732
IMC19	1.000	.792
BI2	1.000	.556
BI5	1.000	.678
BI8	1.000	.692
BI10	1.000	.693
BI14	1.000	.607
BI15	1.000	.601
VM4	1.000	.619
VM5	1.000	.556

Extraction Method: Principal Component Analysis.

An important step involved weighing the overall significance of the correlation matrix through Bartlett's Test of Sphericity, which provides a measure of the statistical probability that the

correlation matrix has a significant correlation among some of its components. For analysing EFA data readiness, various tests should be conducted to evaluate the adequacy of the respondent data for factor analysis before the factors are extracted (Williams et al., 2012). Additionally, the sample size, adequacy test, missing values, consistency, and errors in the gathered data are all checked in this step. The tests that evaluate whether data are appropriate for factor analysis involve Bartlett's Test of Sphericity and the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy (M.-Y.Wu et al., 2012; Y.-L. Wu et al., 2013). Between 0 and 1, the KMO index ranges, with 0.50 being deemed adequate for factor analysis. To use factor analysis, Bartlett's Test of Sphericity must be significant (p.05) (Yu, 2012). The KMO measure of sampling adequacy, which indicates the appropriateness of data for factor analysis, was 0.954. According to Table 9.4, both test findings for this study were within the required ranges to be considered adequate in terms of sample size and adequacy.

Table 9.4 - KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.954
Bartlett's Test of Sphericity	Approx. Chi-Square	5700.156
	Df	171
	Sig.	.000

Confirmation of the Eigenvalue Rule criteria for the initial factors set. The next step of EFA confirms the extracted set factors, conferring empirically on the eigenvalue rule along with the Scree Plot cross-graphical confirmation. The data collected displayed a 68% cumulative percentage of variance explained by a total of 4 components (factors) having an eigenvalue > 1, which is displayed in Table 9.5. According to (Kaiser, 1960) the requirement that the eigenvalue be greater than 1 was followed, and the factor load lower cut-off point was set at 0.50 for each item, as also suggested by (Hair et al., 2012; Williams et al., 2012). Furthermore, the graphical interpretation using the scree plot determines the number of factors extracted by drawing a straight line through the smaller eigenvalues and noting where a departure from this line occurs, as shown in figure 9.1. Debris or breaks are highlighted here. In the example below (see Figure 1), the inspection of the scree plot and eigenvalues

produced a parting line from linearity coinciding with a 4-factor result. Therefore, this "screen test" indicates that the data should be analysed for four factors. The mean values of all the items ranged from 3.55 to 3.76. Standard deviations ranged from 1.840 to 5.662, respectively.

Rotating maximum likelihood factors for factor extraction: using the maximum likelihood factor rotation approach to extract factors This data extraction step's goal is to simplify a large number of variables into a small number of elements. This approach to factor extraction combined the Promax rotation technique with the Maximum Likelihood rotation method. Elements with variables less than 0.40 or elements with multiple factors will be primarily eliminated during this step. Hence these four-factor sets can be used to assess confirmatory factor analysis (CFA).

In this research study, an example is given of the use of factor analysis to access the factors that affect LGBT choices when choosing technology products. All the extracted latent factors' best set of items are again tested for their reliability, and the results indicate high alpha values. This proves that all the EFA extracted items are highly reliable and dependable and are expected to yield superior results if used for hypothesis testing, multivariate regression, or structural equation modelling path analysis.

Table 9.5 - Total Variance Explained

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.766	51.402	51.402	9.766	51.402	51.402	6.442	33.905	33.905
2	1.254	6.599	58.001	1.254	6.599	58.001	3.033	15.964	49.870
3	1.028	5.412	63.413	1.028	5.412	63.413	2.519	13.258	63.128
4	1.009	5.311	68.724	1.009	5.311	68.724	1.063	5.597	68.724
5	.794	4.181	72.905						
6	.665	3.501	76.406						
7	.594	3.124	79.530						
8	.560	2.947	82.477						
9	.514	2.707	85.185						
10	.401	2.110	87.295						
11	.377	1.987	89.281						
12	.350	1.845	91.126						
13	.320	1.682	92.808						
14	.286	1.503	94.311						
15	.255	1.340	95.651						
16	.235	1.236	96.887						
17	.227	1.196	98.083						
18	.193	1.016	99.099						
19	.171	.901	100.000						
Extraction Method: Principal Component Analysis.									

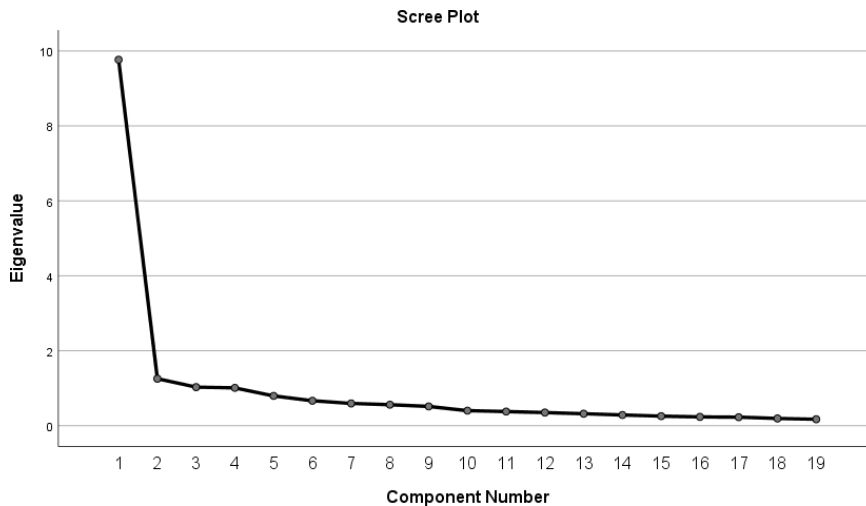


Figure 9.1 - Screen Plot Displaying the Eigenvalues Associated with 4 Factors Above Value

Table 9.6 – Final Pattern Matrix

Components	1	2	3	4
I use smart devices for online purchase through digital technology (PUoTA7)	0.763			
Online purchase of products and services via digital technology is cost-effective (PUoTA8)	0.712			
I consider the favourable risk/benefit analysis while choosing a digital technology (PUoTA9)	0.554			
Interacting with digital technology requires a lot of mental effort. (PEoUoTA8)				0.967
I have asked my friends and family to buy a product because the company is LGBTQ-friendly (IMC16)		0.780		
I boycott brands that take anti-LGBTQ political or social stands (IMC18)		0.721		
I have asked friends and family not to buy a product because the company that makes it is not LGBTQ- friendly (IMC 19)		0.806		
I get influenced to buy a product or service after hearing about it from friends or family? (VM4)			0.714	
Reading or hearing a NEGATIVE/POSITIVE customer response about a product influence my buying decision (VM5)			0.680	

Extraction Method: Principal Component Analysis. Rotation

Method: Varimax with Kaiser Normalization.

- a. Rotation converged in 6 iterations.

As explained earlier, the methodology adopted in the exploratory factor extraction using maximum likelihood has been carried out with the Promax Rotation method. This resulted in the extraction of seven factors that explain more than 60% of the variance. EFA can be a complex exercise, and many researchers in this course often adopt a rule of thumb or heuristic in their approach to extracting factors. But these do not render precise results. Using the EFA should involve a sequence of well-constructed steps and a multivariate approach.

The steps cited in this research to conduct EFA are intricate statistical procedures involving many sequential steps. As stated earlier, the main aim of this research was to extract the best set of factors that best represent the factors affecting the LGBT community's choices when choosing technology products. As per Table 9.6, the author was able to extract four factors in total that best represent the LGBT community's choices when selecting a technology product.

9.2. Naming the Factors Identified

Table 6 shows the loadings of nine variables on four factors through the component matrix. The cells with regular font in the table show the loadings that are less than 0.5 as put in SPSS before the application of the test. As per the table, loading values above 0.5 show that individual factors contribute more to variables. Factors in loading values less than 0.5 don't contribute that well to variables.

a. Factor 1 - Perceived Usefulness of Technology Adoption

The most important factor in determining factors influencing LGBT product selection is identified as "perceived usefulness of technology adoption." This factor explains 51.4 percent of the variance in the remaining 3 statements. The highest factor loading is for the statement PUoTA7, "I use smart devices for online purchase through digital technology" (0.763), followed by PUoTA8, "Online purchase of products and services via digital technology is cost-effective" (0.712). The last statement loaded on this factor was PUoTA9, "I consider the favourable risk/benefit analysis while choosing a digital technology" (0.554). Overall, factor 1 impacts the LGBT community's choice in technology products when using smart devices while making an online purchase. The community even considers digital technologies to be cost-effective, which means that when selecting a digital technology, they consider not only the benefits but also the risks involved.

b. Factor 2 - Perceived Ease of Use of Technology Adoption

Factor 2 highlights the ease of use of technology adoption in the LGBT community. This factor explains the 6.59 percent variance with 1 statement, which was PEOUoTA8. PEOUoTA8 states, "Interacting with digital technology requires a lot of mental effort" (0.967). Overall, we can say that the LGBT community believes that using digital technology requires mental effort. This put lot of pressure on believing that perceived ease of use of technology adoption acts as an influencing factor for the LGBT community when deciding on the selection of technology.

c. Factor 3 - Integrated Marketing Campaign

The statements expressing emphasis on the selected set of integrated marketing campaigns are discussed through factor 3. With three statements, this factor explains 5.41 percent of the total variance. The highest varimax coefficient is secured by the statement IMC19, which is "I have asked friends and family not to buy a product because the company that makes it is not LGBTQ-friendly" (0.806), followed by IMC16, "I have asked my friends and family to buy a product because the company is LGBTQ-friendly" (0.780). The last statement to load under factor 3 is IMC18, "I boycott brands that take anti-LGBTQ political or social stands" (0.721). Therefore, factor 3 gives concrete proof of how important the LGBT community is to its supporters. This factor even describes how a company needs to progressively portray the community in its campaign to capture a major portion of the market. Hence, it can be said that the integrated marketing campaign (IMC) is one of the major factors for the LGBT community when choosing digital technology.

d. Factor 4 – Viral Marketing

The fourth factor, which is viral marketing, explains 5.31 percent of the variance. The statements included in this factor with the highest varimax coefficient are VM4: "I get influenced to buy a product or service after hearing about it from friends or family" (0.714), followed by VM5: "Reading or hearing a negative/positive customer response about a product influences my buying decision" (0.680). Through the fourth factor, it can be seen that viral marketing does play a positive role in deciding on technology products for the LGBT community. As a result, we can conclude that a company's goodwill is significant, and the image it creates helps them reach their potential customers in the LGBT community.

Table 9.7 = Factor Matrix

Factor No.	Factor	Total	Percentage of Variance	Items	Item Loading
1`	Perceived Usefulness of Technology Adoption	9.766	51.402	I use smart devices for online purchase through digital technology	0.763
				Online purchase of products and services via digital technology is cost-Effective	0.712
				I consider the favourable risk/benefit analysis while choosing a digital Technology	0.554
2	Perceived Ease of Use of Technology Adoption	1.254	6.599	Interacting with digital technology requires a lot of mental effort.	0.967
3	Integrated Marketing Campaign	1.028	5.412	I have asked my friends and family to buy a product because the company is LGBTQ-Friendly	0.780
				I boycott brands that take anti-LGBTQ political or social stands	0.721
				I have asked friends and family not to buy a product because the company that makes it is not LGBTQ-friendly	0.806
4	Viral Marketing	1.009	5.311	I get influenced to buy a product or service after hearing about it from friends or family?	0.714
				Reading or hearing a negative/positive customer response about a product influence my buying decision	0.680
Total		13.057	68.724		

9.3. Hypothesis testing

Table 9.7 - Structural Relationship

Hypothesis	Proposed Relationships	Remarks
Ho8	IMC->User Behaviour	<i>Not Accepted</i>
Ho9	IMC->Consumer Technology Adoption	<i>Not Accepted</i>
Ho12	Viral Marketing->Behavioural Intention to Recommend	Accepted

Ho8 - There is no significant relationship between IMC and user behavior

Ho8 evaluates whether there is a significant relationship between IMC and user behavior. The result reveals that factors like perceived use of technology, perceived ease of use of technology, and IMC play a major role when choosing a technology product. Hence, we found a significant relationship between IMC and user behaviour. Therefore, Ho8 is not accepted.

Ho9 - There is no significant relationship between IMC and consumer technology adoption

Ho9 states that there is no significant relationship between IMC and consumer technology adoption. While conducting exploratory factor analysis, we discovered that factors such as perceived use of technology products, perceived ease of use of technology products, IMC, and viral marketing had significantly loaded, indicating a significant relationship between IMC and consumer technology adoption. Hence, Ho9 is not being accepted.

Ho12 - Viral Marketing has no significant relationship with behavioral intentions to recommend

Ho12 defines viral marketing as having no significant relationship with behavioural intentions to recommend. While analysing the data, we found out that the factor of behavioural intention fails to load in the component matrix. Hence, Ho12, which is a null hypothesis, has been accepted, and viral marketing has no significant relationship between behavioural intention to recommend in the case of LGBT community.

9.4. Suggestions and Recommendations

The author identified a positive attitude of the LGBT community toward technological products in the previous objectives. It becomes crucial to identify the factors that affect the choices of LGBT communities when choosing a technological product. So, for this objective, we have deeply analysed the data to identify those significant factors. While analysing the results of the objective,

the researcher came up with four factors that play a major role in impacting the choice of the LGBT community when choosing technology products, i.e., perceived usefulness of technology adoption (PUoTA), perceived ease of use of technology adoption (PEoUoTA), integrated marketing campaigns (IMC), and viral marketing (VM). The results clearly show that customer judgement is limited to what they can perceive. This means that companies must establish value in both communication and technological product development. This study showed a concrete result of how important brands are to the LGBT community when they have progressive thoughts for the community. The providers need to keep in mind that in all cases, LGBT customers should be proactively made aware of the benefits of technology products and how the company is beneficial to their societal world.

CHAPTER 10 – Summary, Discussion, and Conclusion of the Study

In this chapter, the researcher describes the findings of the objective inspections and makes suggestions reflecting the outcomes and constraints of the current research effort as well as future research work.

10.1 Summary of the Study

Throughout this research, we attempted to determine, using multiple sources, the projected market in India that is solely driven by LGBT customers; we also attempted to evaluate their purchase motivations and behaviour intentions. In India, there aren't any publicly available statistics on the LGBTQ+ community's population, but during the year 2012, the Indian government provided statistics to the Supreme Court that indicated there were roughly 2.5 million gay citizens in India. These statistics only include those who self-reported to the Ministry of Health (BBC News, 2012). These figures are only based on those individuals who have self-declared to the Ministry of Health. There may be much higher statistics for individuals who have concealed their identity. The Institut Public de Sondage d'Opinion Secteur (Ipsos), a multinational research company, has published a report on the LGBTQ+ Pride 2021 Global Survey, which was carried out between April 23 and May 7, 2021. Ipsos conducted the survey on its global advisor forum as a 27-market survey, with interviews conducted on a sample of 500 people in India. According to the survey, 3% of the Indian populace is homosexual (which includes gay and lesbian), 9% is bisexual, 1% is pansexual, and 2% is asexual. Approximately 17% of respondents do not recognise them as heterosexual (excluding responses such as "do not know" and "prefer not to answer") (LGBT+ Pride 2021 Global Survey). As a result, collecting data from the overall population was impossible.

As a result, we must not underestimate the impact of Indian culture on consumer decision-making and purchasing trends. As a result, we attempt to determine whether a certain aspect of LGBT cultures or a socio-psychological element may be extrapolated on a worldwide scale in order to fit into the consumer context in the target nations. We attempted to understand consumer demographics from a quantitative standpoint and produce insights from them in the scenario of technological products. When building campaigns for this audience, the choice of promotional channel becomes essential. In order to do so, we thoroughly examined the media consumption patterns of community members for technological products, as well as the cultural code and symbols that are inherent to the group's culture. Finally, by following worldwide signifiers as well as other domestic patterns, we attempted to understand which promotional channel can act as a

potential kick-start marketing revolution, as this will not only make the company stand out in a crowded market but will also pioneer in creating an entirely new market avenue to explore in India.

Nobody in the mainstream knows why July 1991 is crucial. However, for marketers, July 1991 was a watershed moment when they discovered themselves at the intersection of a massive marketing opportunity and ethical and social quandaries. The ultra-conservative "Wall Street Journal" labelled the global lesbian, gay, bisexual, as well as transgender populations a "dream market" in July 1991. According to LGBT Capital, the global LGBT population is currently estimated to be around 371 million, with a nominal global GDP of 3.9 trillion dollars. Whereas the estimated LGBT population in India is 64.6 million, with a national GDP (nominal) of 132 billion dollars in 2019. In year 2004, 36% of the top 100 companies had already begun advertising specifically to the LGBT market in the United States (Skallerud, 2009). Based to a 2006 news article, \$223.3 million is spent each year to speak directly to representatives of the American LGBT community (Skallerud, 2009). The information in the study comes from Prime Access, which monitors approximately 284 Gay Press publications in the United States of America. This also states that considerably more money has been spent on sponsorships as well as internet advertising, which are not tracked in this survey study (Prime Access, 2006). Considering the dynamic global trends, the scenario in India is rapidly evolving.

According to OutNowConsulting.com, a London-based consulting firm that has conducted global surveys on the LGBT community and also advises global goliaths like Lufthansa, Toyota, and Citibank on accommodating this group, the Indian LGBT market is worth around \$ 200 billion (CNBC Business, 2011). This estimate is consistent with the worldwide tendency of 6% of GDP. Because of the community's rapidly increasing spending power, firms are paying significant attention to the Indian market, which is now controlled by a robust 45 million populace (CNBC Business, 2011). While estimating the total purchasing power of the Indian urban LGBT community, we must first divide it by the Indian total urban population, which was around 28.4% in 2007 (and is expected to reach 40% by 2030) (Hindustan Times, 2007), and then divide it by the percentage of the urban populace who relates to SEC A1, A2, and A3 (according to the new SEC classification), which is presently about 18 percent. (Market Research Society of India, 2011). Using the estimates mentioned above, this sector is worth approximately \$10 billion. This indicates that we might be sitting on a \$10 billion, absolutely unexplored market opportunity. The preceding reasoning pushed us into additional marketing-specific fields of research. We know who we are targeting based on the information: self-proclaimed members of the LGBT community. So, once

we narrowed down the target group, we needed to understand the behaviours of this group in order for marketers to reach out to them in a more meaningful manner. In the discourse analysis that follows, we attempt to get a better and broader understanding of the community. Also, we must recognise that the target group of customers we have attempted to evaluate is a well-read, well-traveled, sociable group of individuals who are not only aware of the current trends and styles but also want to keep up with local and worldwide signals. Please keep in mind that the use of terminology like LGBT, gay, lesbian, bisexual, as well as transgender throughout this study will remain to reflect this group of customers and this section of consumers only, unless further specified, and that this study has only considered technology products. At the time, India was witnessing massive social and economic transformations.

Prestigious businesses are competing to extend their operations on Indian soil, and Indian customers are becoming more familiar with multinational companies and their brand messaging. Despite the fact that the value-driven Indian market appears to be a very lucrative choice for companies to expand into, brands are increasingly discovering that it is extremely difficult to establish a foothold and then flourish in such a difficult and cluttered situation that companies must do something very unique to ensure they stand out in the group. Content has become the new king, and businesses are attempting to study the market environment and come up with concepts that will earn them devoted customers in order to differentiate themselves. In addition, a few businesses have already begun the procedure. I expect the report to raise a few issues and spark a few conversations that will help to fine-tune the process. However, one must keep in mind that practically every component of traditional market positioning has been attempted and is quite congested. To expand swiftly, marketers must enter a hitherto untapped market: the LGBT community.

10.2. Discussion of the Study

10.2.1. Objective 1

The very first objective of this research was basically to study the awareness of the LGBT community towards technology products. We have previously disclosed that our research has been applied to consumer technology products such as e-commerce (Tseng, M. M., Kjellberg et al., 2003), e-learning (Henry, 2001), mobile banking/e-banking (Machogu et al., 2015), social media (Orlandi et al., 2020), voice assistants (Fernandes & Oliveira, 2021), chatbots (Zumstein Chatbots (Zumstein & Hundertmark, 2017), Speech Recognition (Schultz & Waibel, 2001), Navigation Technology (Henfridsson et al., 2014), Weather Prediction Technology (Kussul et al., 2009), Image

Recognition Technology (Agrawal et al., 2017). The tools that we implemented to study the data were descriptive statistics and a one-way ANOVA.

After analysing the descriptive statistic for awareness, it revealed an overall mean score of 3.591 ($SD = 0.840$). This shows the positive level of awareness among the LGBT community regarding digital technology. AW2, which is "I easily find the information I'm looking for using the digital technology," holds the highest mean value, which is 3.81, followed by AW3, which indicates "I discuss the new digital technology within my group to spread awareness," which is 3.78. The third highest is AW4, which is "Viral marketing campaigns raised my awareness of the need for a product or service" and has a mean value of 3.48. It is followed by AW1, which indicates "How aware are you of digital technology?" and whose mean value is 2.11.

When we looked into awareness among people of different sexual orientations (lesbians, gays, bisexuals, and transgender), we discovered the construct AW1, which indicates "How aware are you of digital technology?" Lesbians hold the highest mean value of 3.41 ($SD = 0.488$), followed by gays at 3.40 ($SD = 0.441$), followed by bisexuals at 3.31 ($SD = 0.453$), and transgenders' mean value of 3.19 ($SD = 0.595$). Whereas construct AW2 says, "I easily find the information I'm looking for using digital technology," gays have the highest mean value of 4.23 ($SD = 0.763$), followed by lesbians at 4.02 ($SD = 0.943$), bisexuals at 3.82 ($SD = 0.896$), and transgenders at 3.50 ($SD = 1.307$). For construct AW3, which is "I discuss the new digital technology within my group to spread awareness," the same sequence has been received, where the mean value of gay was 4.01 ($SD = 0.937$), lesbian 3.98 ($SD = 1.101$), bisexual 3.88 ($SD = 0.918$), and transgenders 3.53 ($SD = 1.276$). For the last construct of AW4, "Viral marketing campaigns raised my awareness of the need for a product or service," a respondent from the lesbian community holds the highest mean value of 3.71 ($SD = 1.008$). The gay community follows with a mean value of 3.67 ($SD = 1.074$), followed by bisexuals at 3.54 ($SD = 1.129$) and transgenders at 3.26 ($SD = 1.170$).

The hypothesis tested whether awareness of digital technology differs across different sexual orientation groups. The result of the ANOVA reveals that the score of awareness regarding digital technology differs significantly ($F_{3,446,449} = 5.460, p < 0.05$); ($F_{3,446,449} = 11.686, p < 0.05$); ($F_{3,446,449} = 5.791, p < 0.05$); ($F_{3,446,449} = 5.074, p < 0.05$). The findings indicate a significant difference in the groups as well as a difference in the level of awareness among various sexual orientation groups, which led to the rejection of the null hypothesis.

Furthermore, we discovered that members of the lesbian community are much more aware of technology products, followed by the gay community, the bisexual community, and finally the transgender community. As per the communication held with the responders, experts, and on the basics of the literature review, the one segment that the researcher kept encountering was "imagined possibilities," which could act as a solid reason for why the lesbian community is much more aware of technology/digital products. Social media was one of the technological products involved in the study, which 86 percent of the total respondents agreed to use in their daily lives. It significantly proves that an imagined possibility could be one of the valid reasons behind the result achieved in the analysis.

The author defines digital imaginations as the interaction of cultural referents, like symbolism and media, and technology frameworks, which results in routine activities that are thought to reverberate with an imagined audience. We use Hess and Zimmermann's (1999) idea of "transnational digital imaginaries" to investigate how digital technology might refigure "past/future trails" to bring up opportunities for generating cultural interpretations by combining present and previous media activities. Individuals' involvement with digital technology in linguistic creation practises results in the new synthesis of cultural materials in methods that are "recognisable due to their known components and produce emotive effect via the inventive procedure of recombination" (Burgess, 2006). The relevance of such innovative outcomes, which emerge on modern platforms as movies, photographs, GIFs, and memes, is dependent on producers' and audiences shared cultural competences and knowledges (Kanai, 2016). Fusing digital instruments and practises with cultural reference groups can be considered digital literature because these activities allow people to interact using a "digital vernacular" (Kanai, 2016) that fosters a shared sense of social belonging (Kanai, 2016; Wargo, 2015). As a result, understanding and communicating cultural allusions displaying a shared sense of identity is essential for involvement in a digital imaginary. In addition to culture, technical infrastructures are critical to digital imaginations. Jasanoff (2015) defines sociotechnical imaginaries as "community-owned, institutionalised stable, and openly enacted conceptions of desired futures." In terms of the physical and significant potential for change in the environment, as well as potential partners (met through applications, websites, seminars, or other E-social events), digital technologies necessitate a certain amount of imagination. It also generates a ray of hope regarding social acceptance. Literature has even disclosed that imagined possibilities have always had an impact on LGBT communities (Heffernan and Wilgus, 2018; Buckland, 2002; Ferris et al., 2020), especially among the lesbian community (Dave, 2010).

I use the following digital technology in my day-to-day life. (NOTE- Participant can choose multiple options and a set of examples has been provided with each service for better understanding)

450 responses

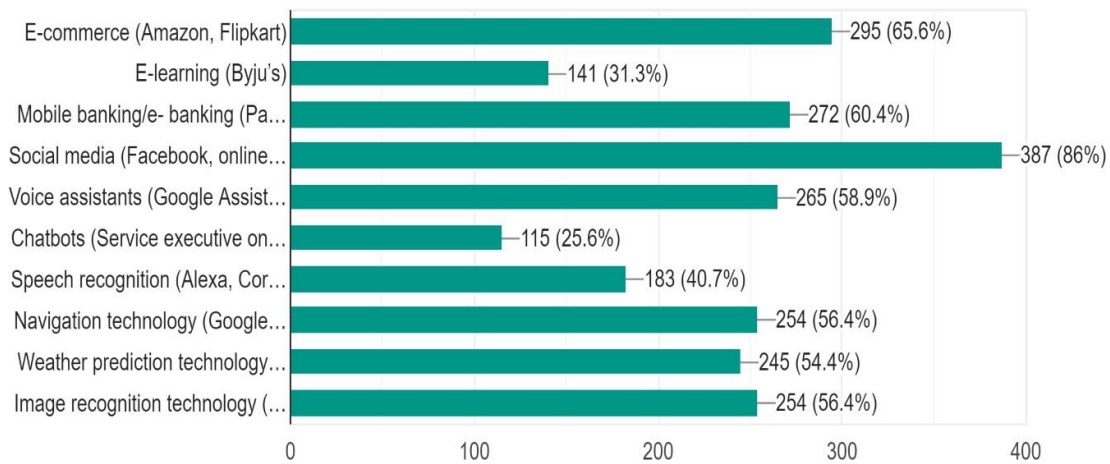


Figure 10.1 - The Study's Findings Regarding the Technology Products

Analysing the second part of the objective, which was to provide a ranking of the technology products that the LGBT community's respondents use in their daily lives. We found the following ranking (from highest to lowest) of the usage of technology products, which is presented below:

1. Social media: 86% of total respondents (387 out of 450)
2. E-commerce: 65.6% of total respondents (295 out of 450)
3. Mobile banking/e-banking: 60.4% of total respondents (272 out of 450)
4. Voice assistants: 58.9% of total respondents (265 out of 450)
5. Navigation technology: 56.4% of total respondents (254 out of 450)
6. Image recognition technology: 56.4% of total respondents (254 out of 450)
7. Weather prediction technology: 54.4% of total respondents (245 out of 450)
8. Speech recognition technology: 40.7% of total respondents (183 out of 450)
9. E-learning: 31.3% of total respondents (141 out of 450)
10. Chatbots: 25.6% of total respondents (115 out of 450).

10.2.2. Objective 2

In objective 2, the researcher tried to study the effectiveness of the integrated marketing campaign (IMC) on the LGBT community in relation to technology products. The tools used by the author to

analyse the data for this goal were a two-way ANOVA. To reach the conclusion of this objective, we calculated the two-way ANOVA of three constructs, i.e., integrated marketing campaign (IMC), behavioural intention (BI), and viral marketing (VM).

The data for the first construct indicated tests of within-subjects' effects, whose result indicates insignificant mean differences in the IMC effect across four communities: $F(6,860) = 0.532$, $MSE = 0.590$, $p = 0.780$, $\eta^2 = 0.004$ with a large effect size. The findings reveal a higher level of IMC effect in IMC 2 ($M = 4.27$, $SD = 0.827$; $M = 4.37$, $SD = 0.774$; $M = 4.12$, $SD = 0.849$; and $M = 3.77$, $SD = 1.226$), which eventually decreased in IMC 1 ($M = 3.98$, $SD = 1.101$; $M = 4.02$, $SD = 1.082$; $M = 3.80$, $SD = 1.050$; and $M = 3.61$, $SD = 1.314$); and then in IMC 3 ($M = 3.77$, $SD = 1.246$; $M = 3.90$, $SD = 1.115$; $M = 3.72$, $SD = 0.991$; and $M = 3.42$, $SD = 1.335$). The paired-wise comparisons indicated that there are insignificant mean differences in all pair scores between lesbian, gay, bisexual, and transgender communities. The data for the second construct indicated tests of within-subjects' effects, whose result indicates insignificant mean differences in the behavioural intention (BI) effect across four communities. With a large effect size, $F(6,93) = 2.24$, $MSE = 0.744$, $p = 0.780$, $\eta^2 = 0.015$. Except for the gay community ($M = 4.05$, $SD = 0.892$; $M = 4.23$, $SD = 0.897$; $M = 3.98$, $SD = 0.892$; and $M = 3.72$, $SD = 1.242$), the findings show a higher level of construct BI effect in BI3, which was "I share about the products and services I have bought with people." It eventually decreased in BI1, which was "I spend more time than I had planned on digital technologies" ($M = 4.09$, $SD = 0.996$; $M = 4.27$, $SD = 0.802$; $M = 3.78$, $SD = 1.016$; and $M = 3.56$, $SD = 1.310$) and then in BI2 ($M = 3.61$, $SD = 1.262$; $M = 3.82$, $SD = 1.077$; $M = 3.70$, $SD = 1.015$; and $M = 3.19$, $SD = 1.366$). The paired-wise comparisons indicated that there are insignificant mean differences in all pair scores between lesbian, gay, bisexual, and transgender communities. The data for the third and last construct indicated that there are insignificant mean differences in the viral marketing construct for the LGBT community with sexual orientation $F(3, 430) = 6.252$, $MSE = 1.287$, $p = 0.000$, $\eta^2 = 0.42$, the city with $F(4, 430) = 2.002$, $MSE = 1.287$, $p = 0.093$, $\eta^2 = 0.18$, and the sexual orientation X city with $F(12, 430) = 1.148$, $MSE = 1.287$, $P = 0.320$, $\eta^2 = 0.31$. The findings reveal that in Bangalore, bisexuals ($M = 4.20$; $SD = 0.991$) exhibited higher mean scores on the viral marketing construct as compared to lesbians ($M = 3.45$; $SD = 1.276$), gays ($M = 3.45$; $SD = 0.999$), and transgenders ($M = 3.15$; $SD = 1.292$). In Chandigarh, lesbians ($M = 3.95$; $SD = 0.686$) have a higher mean score on the construct of viral marketing compared to gays ($M = 3.35$; $SD = 1.309$), bisexuals ($M = 3.40$; $SD = 1.174$), and transgenders ($M = 3.00$; $SD = 1.301$), whereas in Delhi, gays ($M = 3.50$; $SD = 0.513$) show a higher mean score for the viral marketing constructs compared to lesbian ($M = 3.05$; $SD = 1.234$), bisexual ($M = 2.70$;

SD = 0.675) and transgender (M = 2.93; SD = 1.118). Even the mean score for Kolkata gay (M = 3.65; SD = 1.226) reflects a higher mean score of viral marketing constructs compared to lesbian (M = 3.20; SD = 1.196), bisexual (M = 3.50; SD = 1.179), and transgender (M = 2.93; SD = 1.163). Even for Mumbai, the data on gays (M = 3.65; SD = 1.040) reflect a higher mean score of viral marketing compared to lesbians (M = 3.50; SD = 0.946), bisexuals (M = 3.20; SD = 0.919), and transgenders (M = 3.00; SD = 1.219). Post-Hoc comparisons revealed insignificant mean differences across categories of sexual orientation except between transgender and gay. However, Post-Hoc comparison revealed an insignificant mean difference only between cities. In a nutshell, the null hypothesis of the object was being rejected as the author found a relationship between IMC and the behavioural intentions of the LGBT community. While studying the data, the author found out that the constructs of integrated marketing, behavioural intention, and viral marketing have a huge impact on the LGBT community. It is not hidden that promotion is considered the most important element of the marketing mix. Companies dealing with technology products or services that consider the LGBT community as their potential customer base can rely on integrated marketing campaigns to spread awareness about their products and services. As it was found in the study, the IMC can be considered a favourable channel to reach the LGBT community.

10.2.3. Objective 3

The current research study's third objective was to identify and recommend an effective medium of promotion for the LGBT community. To test this objective, the author used the tool of partial least squares (PLS). The PLS-SEM methodology was employed in this research because of its variance-based technique (Lohmoller, 1989; Chin, 1998). PLS-SEM based on a finite element model takes into the common consideration, specificity, and error differences when analysing the techniques (Hair et al. 2017), and thus implements all the volatility from the independent variable to anticipate variations in the dependent variable.

The very first step in this analysis was to check the factor loadings. Factor loadings refer to the "extent to which each of the items in the correlation matrix correlates with the given principal components." Factor loadings can range from -1.0 to +1.0, with higher absolute values indicating a higher correlation of the item with the underlying factor (Pett et al., 2003). None of the items in the study had a factor loading less than the recommended value of 0.50 (Hair et al., 2016). Hence, no items were further removed. The next step was to check the variance inflation factor (VIF). The variance inflation factor (VIF) statistic is used to assess multicollinearity in the indicators (Fornell

& Bookstein, 1982). According to (Heir et al., 2016) multicollinearity is not a serious issue if the value for VIF is below 5. The VIF values for the indicators in the study reveal that the VIF for each of the indicators is below the recommended threshold. Further, the author moved toward reliability analysis. According to (Mark, 1996) "reliability is defined as the extent to which a measuring instrument is stable and consistent." "The essence of reliability is repeatability: if an instrument is administered over and over again, it will yield the same results." The most commonly used methods for establishing reliability include Cronbach's alpha and composite reliability (CR). Cronbach's alpha ranged from 0.818 to 0.865, whereas composite reliability statistics ranged from 0.85 to 0.867. Both indicators of reliability have reliability statistics over the required threshold of 0.70 (Heir et al., 2011).

Statistically, using PLS-SEM, construct validity is established when there is convergent validity and discriminant validity. "Convergent validity is the degree to which multiple attempts to measure the same concept are in agreement." "The idea is that if two or more measures of the same thing are valid measures of the concepts, they should convey a lot of information" (Bagozzi et al., 1991). When the average variance extracted (AVE) value is greater than or equal to the recommended value of 0.50, items converge to measure the underlying construct, and hence convergent validity is established (Fornell & Larcker, 1981). Convergent validity results based on the AVE statistics in the current study show that all the constructs are above the required standard. Hence, convergent validity is considered valid. "Discriminant validity is the degree to which measures of different concepts are distinct." The notion is that if two or more concepts are unique, then valid measures of each should not correlate too highly (Bagozzi et al., 1991). According to (Fornell and Larcker's, 1981) criterion, discriminant validity is established when the square root of the AVE for a construct is greater than its correlation with all other constructs. In this study, the square root of the AVE for a construct was found to be greater than its correlation with other constructs. As a result, providing strong support for the establishment of discriminant validity is essential. Cross loadings help assess if an item belonging to a particular construct loads strongly onto its parent construct instead of other constructs in the study. The result shows that the factor loading of all the items is stronger on the underlying construct to which they belong than on the other construct in the study (Wasko and Faraj, 2005). Hence, based on the evaluation of cross-loadings, discriminant validity is attained. HTMT is based on an estimation of the correlation between the constructs. Discriminant validity is established based on the HTMT ratio. However, the threshold for the HTMT has been debated in the existing literature; (Kline, 2011) suggested a threshold of 0.85 or less, while (Teo et al., 2008)

recommended a liberal threshold of 0.90 or less. The HTMT results show that the HTMT ratio is less than the required threshold of 0.90.

Using observational research, they also found that PLS-SEM, as a "causal-predictive" framework, accomplishes a more visible, measurable impact at all sample sizes and works brilliantly with non-normal distributions. As a consequence, the suggested investigation model was validated using the PLS-SEM, which was performed in smart PLS. PLS-SEM has become a well-known and well-established process that has been strongly recommended by researchers in a wide range of fields, such as marketing and strategic management (Hair et al., 2012). Numerous studies have used PLS-SEM to examine the variance-based structural equation in multiple spheres (Ruzzier, 2007). 5000 bootstraps were used to evaluate a structured equation model utilising Smart PLS software. As per the standard, standardised root mean squares (SRMR) values should be less than 0.08 for sample sizes greater than 100. (Henseler et al., 2016; Cho et al., 2020). Furthermore, (Bentler, 1995) determines SRMR using covariance residuals, with smaller values indicating a better fit. It is essentially a document on the amount of disparity between observed data and model predictions. When the number of observed variables (p) is large, the SRMR generates more feasible disapproval levels for close fit tests as well as superior density for its population value (Maydeu-Olivares, 2017). He proposed standardising model misfit effect sizes to address the difficulties associated with calculating the amplitude of unstandardized misfit effect sizes such as the Standardized Root Mean Square Error (SRMR). Moreover, the value for SRMR was noted to be 0.070.

In nutshell, after analysing the data, the author tends to reject the null hypothesis under this objective. As the author found a significant relationship between IMC and intention to recommend, which was tested by the constructs of integrated marketing and viral marketing. The result reveals that there is a significant relationship between the constructs, which clearly defines the significant relationship between the variables ($B = 0.642$, $t = 19.149$, $p = <0.05$; $B = -0.205$, $t = 4.599$, $p = <0.05$). After analysing the results of this objective, the researcher concluded that there is a significant positive relationship between an integrated marketing campaign and viral marketing, as well as a significant negative relationship that has been discovered between sexual orientation and an integrated marketing campaign.

I generally notice an advertisement on the following platforms (Participant can choose multiple options)

450 responses

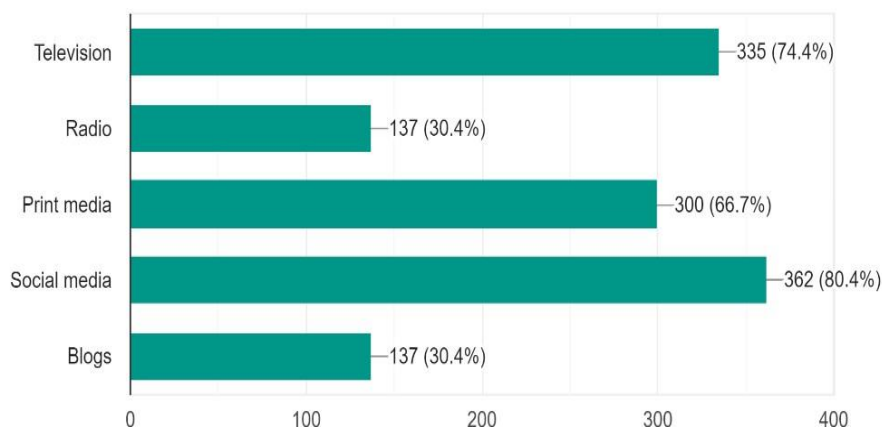


Figure 10.2 – The Study's Findings Regarding the Medium of Promotion

The researcher even found out that social media is a very common channel amongst the LGBT community for noticing an advertisement. It was followed by television. It was even disclosed in the study that even print media can be considered a good source of promotion for companies that consider the LGBT community as their potential customer audience. The LGBT community considers radio and blog marketing to be the least preferred mediums for promotion.

With the help of this study, we suggest the following mediums of promotion (from highest to lowest) to the companies that focus on the LGBT community and consider them as their market audience.

- a. Social media: 80.4%
- b. Television: 74.4%
- c. Print media: 66.7%
- d. Radio: 30.4%
- e. Blog marketing: 30.4% each

The availability of smartphones among the population could explain this result. Not only that, we believe that somehow "Jiofication" is the most significant trend that has arisen in the social media usage and digital marketing paradigm in India over the last few years. With dime-a-dozen prices and a range of gratis deals, the ordinary Indian mind was moulded with a thirst for more internet data. Those without any connection to the internet have been granted connectivity, whereas current web users have been provided with more data and a broad variety of internet options. Even more Indian citizens are becoming acquainted with the Internet, and vigilant content companies post

online. Social networks, Web design, and content are the main three powerful platforms that can enable companies to create traffic by making their materials shareable. For example, exchanging information across personal social networking accounts is successful. Web design could be achieved by expanding visitors to the intended group by encouraging your audience to expose the content through blogs. Social media usage rose by 58 percent in 2018, particularly in comparison to 2016. SEO (Search Engine Optimization) via a rise of around 55 percent, electronic mail marketing utilising interior lists along with an intensification of about 50 percent, webinars with a 43 percent rise, online banner advertisement networks with a rise of 35 percent, business websites, and content development with a boost of around 58 percent individually. The Indian digital marketing market is estimated at \$68 billion. In comparison, advertising from phones and tablets grew by 200 percent, or \$6 billion. It is predicted that this demand will quickly hit \$7.8 billion. Digital marketing has proven and remains exceptional, as well as the most productive tool available to companies.

10.2.4. Objective 4

The fourth objective of the current research study was to study the attitude of the LGBT community towards the IMC campaign. To test this objective, the author used the tool of a two-way ANOVA. The findings reveal that the gay community is highly involved in IMC2, which is "I enjoy and share funny LGBT-themed advertisements," compared to the lesbian, bisexual, and transgender communities ($M = 4.27, SD = 0.886$; $M = 4.13, SD = 0.960$; $M = 3.94, SD = 0.956$; and $M = 3.65, SD = 1.251$). In IMC6, we discovered that the lesbian community enjoys and shares inspirational LGBT-themed advertisements the most, followed by the gay, bisexual, and transgender communities ($M = 4.23, SD = 1.072$; $M = 4.21, SD = 0.924$; $M = 4.06, SD = 0.978$; and $M = 3.77, SD = 1.260$). Results for IMC7, which is "I prefer to purchase from brands that take a stand for LGBT," found that the gay community holds the highest ranking, followed by lesbians, bisexuals, and transgender people ($M = 4.17, SD = 0.853$; $M = 4.16, SD = 1.089$; $M = 3.84, SD = 0.997$; and $M = 3.70, SD = 1.260$). The gay community even holds the highest ranking in variable IMC8, which is "I prefer to purchase from brands that display LGBT in their marketing campaigns," followed by the lesbian, bisexual, and transgender communities ($M = 4.21, SD = 0.782$; $M = 4.08, SD = 1.079$; $M = 3.82, SD = 1.024$; and $M = 3.61, SD = 1.252$). The same patten was discovered for the variable IMC 9: "I think brands that use LGBT themed advertisements are progressive compared to brands that use generic-themed advertisements" ($M = 4.22, SD = 0.836$; $M = 4.18, SD = 0.989$; $M = 3.86, SD = 0.926$; and $M = 3.62, SD = 1.189$); IMC 11: "Brands with LGBT themed ads are more caring

than brands with generic-themes advertisements" (M = 4.12, SD = 0.924; M = 4.06, SD = 1.127; M = 3.78, SD = 1.036; M = 3.64, SD = 1.256); IMC 14: "I feel more positive about businesses that include transgender and gender-expansive imagery in their outreach communications" (M = 4.24, SD = 0.922; M = 4.09, SD = 1.111; M = 3.92, SD = 1.112; and M = 3.78, SD = 1.265); IMC 15: "I'm willing to pay a little more for a product from an LGBTQ-friendly company vs. their competitor" (M = 3.63, SD = 1.253; M = 3.50, SD = 1.314; M = 3.36, SD = 1.306; and M = 2.91, SD = 1.395); IMC 17: "I feel the lifestyle of LGBT was not sufficiently represented in advertising" (M = 4.09, SD = 0.911; M = 4.08, SD = 1.061; M = 4.06, SD = 1.018; and M = 3.65, SD = 1.244) and in IMC20: "I feel that brands are doing a better job today than five years ago at representing LGBT people in their advertisements" (M = 4.29, SD = 0.820; M = 4.25, SD = 0.914; M = 3.98, SD = 0.937; and M = 3.65, SD = 1.260). Post-Hoc comparisons revealed insignificant mean differences across categories of sexual orientation except between lesbian and transgender, gay and bisexual, gay and transgender, and bisexual and transgender.

As a result, all four null hypotheses of the objectives were rejected. Ho1 helps in analysing the relationship between the construct of perceived ease of use and behavioural intention, which helps in understanding the attitude of the LGBT community towards the IMC campaign. While studying the data, the author found out that the construct of integrated marketing has a huge impact on the LGBT community. Hence, the null hypothesis is rejected. Ho2 helps in analysing the relationship between the construct of perceived usefulness and behavioural intention, which helps in reaching results as well as understanding the attitude of the LGBT community towards the IMC campaign. While studying the data, the author found out that the construct of integrated marketing has a huge impact on the LGBT community. Hence, the null hypothesis is rejected. Ho3 helps in studying the relationship between the construct of a facilitating condition and behavioural intention, which helped the author to understand the major objective of the study, which is to comprehend the attitude of the LGBT community towards the IMC campaign. While studying the data, the author found out that the construct of integrated marketing has a huge impact on the LGBT community. Hence, the null hypothesis is rejected. Ho4 is a portion of the study that was conducted to understand the attitude of the LGBT community towards the IMC campaign. The author found this construct has a huge impact on the community. Hence, the null hypothesis is rejected.

After interpreting the collected data, the author identified a positive attitude of the LGBT community towards IMC. We even came to the conclusion that the LGBT community believes brands are doing a much better job today than they were five years ago when it comes to portraying

the LGBT community in marketing campaigns. Lesbian, bisexual, and transgender communities mostly enjoy and share inspirational-themed advertisements, whereas the gay community is mostly involved in sharing funny-themed LGBT advertisements. Members of the LGBT community, especially from the gay community, are even willing to pay a little extra to companies that have a positive perspective towards the LGBT community. The above analysis discloses how much importance the LGBT community gives to the brands that stand tall in their support. It won't be wrong if we say that along with trend-setters, they can even be considered a loyal customer base for the brands. They not only enjoy advertisements that portray the LGBT community but also share the same within their social groups. So, based on our analysis, we can suggest that companies prefer going for LGBT-themed campaigns if they wish to attract the LGBT community as their loyal customer base.

10.2.5. Objective 5

The fifth objective of the research was to investigate the behavioural intentions of LGBT people toward the adoption of technology. To test this objective, the author has used the tool of partial least squares (PLS). The PLS-SEM methodology was employed in this research because of its variance-based technique (Lohmoller, 1989; Chin, 1998). PLS-SEM, based on a finite element model, takes into account of common considerations, specifics, and error differences when analysing the techniques (Hair et al. 2017), and thus implements all the volatility from the independent variable to anticipate variations in the dependent variable. The quality of the constructs in the study is assessed based on the evaluation of the measurement model. The assessment of the quality criteria started with the evaluation of the factor loadings, which was followed by establishing the construct reliability and construct validity.

Factor loadings refer to the "extent to which each of the items in the correlation matrix correlates with the given principal components." Factor loadings can range from -1.0 to +1.0, with higher absolute values indicating a higher correlation of the item with the underlying factor (Pett et al., 2003). None of the items in the study had a factor loading that was less than 0.50 (Hair et al., 2016). Hence, no items were further removed. Further, we moved toward variance inflation factors (VIF). The variance inflation factor (VIF) statistic is used to assess multicollinearity in the indicators (Fornell & Bookstein, 1982). According to (Heir et al., 2016) multicollinearity is not a serious issue if the value for VIF is below 5. The VIF values for the indicators in the study reveal that the VIF for each of the indicators is below the recommended threshold. Moving towards reliability analysis,

according to (Mark, 1996) "reliability is defined as the extent to which a measuring instrument is stable and consistent." "The essence of reliability is repeatability; if an instrument is administered over and over again, it will yield the same results." The most commonly used methods for establishing reliability include Cronbach's alpha and composite reliability (CR). The Cronbach's alpha ranged from 0.85 to 0.92, whereas the composite reliability statistics ranged from 0.89 to 0.93. Both indicators of reliability have reliability statistics over the required threshold of 0.70 (Heir et al., 2011).

Statistically, using PLS-SEM, construct validity is established when there is convergent validity and discriminant validity. "Convergent validity is the degree to which multiple attempts to measure the same concept are in agreement." "The idea is that if two or more measures of the same thing are valid measures of the concepts, they should convey a lot of information" (Bagozzi et al., 1991). When the average variance extracted (AVE) value is greater than or equal to the recommended value of 0.50, items converge to measure the underlying construct, and hence convergent validity is established (Fornell & Larcker, 1981). Convergent validity results based on the AVE statistics in the current study show that all the constructs are above the required standard. Hence, convergent validity is considered valid. "Discriminant validity is the degree to which measures of different concepts are distinct." The notion is that if two or more concepts are unique, then valid measures of each should not correlate too highly (Bagozzi et al., 1991). According to (Fornell and Larcker's, 1981) criterion, discriminant validity is established when the square root of the AVE for a construct is greater than its correlation with all other constructs. In this study, the square root of AVE for a construct was found to be greater than its correlation with other constructs. As a result, providing strong support for the establishment of discriminant validity is essential. Cross loadings help assess if an item belonging to a particular construct loads strongly onto its own parent construct instead of other constructs in the study. The result shows that the factor loading of all the items is stronger on the underlying construct to which they belong than on the other construct in the study (Wasko and Faraj, 2005). Hence, based on the evaluation of cross-loadings, discriminant validity is attained. HTMT is based on an estimation of the correlation between the constructs. Discriminant validity is established based on the HTMT ratio. However, the threshold for the HTMT has been debated in the existing literature; (Kline, 2011) suggested a threshold of 0.85 or less, while (Teo et al., 2008) recommended a liberal threshold of 0.90 or less. The HTMT results show that the HTMT ratio is less than the required threshold of 0.90.

5000 bootstraps were used to evaluate a structured equation model utilising Smart PLS software. As per the standard, standardised root mean squares (SRMR) values should be less than 0.08 for sample sizes greater than 100. (Henseler et al., 2016; Cho et al., 2020). Furthermore, (Bentler, 1995) determines SRMR using covariance residuals, with smaller values indicating a better fit. It is essentially a document on the amount of disparity between observed data and model predictions. When the number of observed variables (p) is large, the SRMR generates more feasible disapproval levels for close fit tests as well as superior density for its population value (Maydeu-Olivares, 2017). He proposed standardising model misfit effect sizes to address the difficulties associated with calculating the amplitude of unstandardized misfit effect sizes such as the Standardized Root Mean Square Error (SRMR). Moreover, the value for SRMR was noted to be 0.07.

Following the assessment of the measurement model, the next step is the evaluation of structural paths for the evaluation of path coefficients (relationships amongst studied constructs) and their statistical significance. Ho5 examines whether there is a significant relationship between viral marketing and the LGBT community's behavioural intentions and technology adoption. The results show that there is a significant relationship between viral marketing and the LGBT community's behavioural intention and technology adoption ($B = 0.457$, $t = 9.325$, $p = <0.05$; $B = 0.382$, $t = 7.874$, $p = <0.05$). Hence, H5, which is a null hypothesis, was not accepted. Ho11 evaluates whether there is a significant relationship between LGBT and consumer technology adoption. The result revealed that there is a negative and significant relationship between the LGBT community and consumer technology adoption ($B = -0.133$, $t = 2.702$, $p = 0.007$). Hence, H11, which is a null hypothesis, was not accepted. The goal of analysing this objective was to identify the LGBT community's behaviour intentions toward technology adoption. After analysing the data of the study, the author found a significant relationship between the variables of perceived ease of use of technology adoption, perceived usefulness of technology adoption, and behavioural intention, which indicates a positive approach of the LGBT community towards technology adoption. Based on the evaluation of the objectives, we can say companies must set a value both in the product development of technology products and at the end of the value chain to create a noticeable benefit. More specifically, products must help the customers in the LGBT community get things done faster and easier, increase productivity, and achieve things they care about.

10.2.6. Objective 6

The last and 6th objective of the present research work were to study the factors affecting LGBT's choices while choosing technology products, and to analyse this objective, the author implemented the tool of "factor analysis." The very first step in this analysis was to go for data reliability. Internal consistency, or how strongly connected a group of elements are to one another, is measured by Cronbach's alpha. It is regarded as a gauge of scale reliability. Cronbach's alpha was examined to determine the data's reliability. All value indicators are far above the required 0.5. Indicator correlations suggest that Cronbach's Alpha values should be higher than 0.5 to be acceptable (Taber, 2009). An exploratory factor analysis (EFA) was performed using principal component analysis and varimax rotation. The minimum factor loading criteria was set at 0.50. The community of the scale, which indicates the amount of variance in each dimension, was also assessed to ensure acceptable levels of explanation. The result shows that all the communities were over 0.50.

An important step involved weighing the overall significance of the correlation matrix through Bartlett's Test of Sphericity, which provides a measure of the statistical probability that the correlation matrix has a significant correlation among some of its components. For assessing EFA data readiness, various tests should be conducted to evaluate the adequacy of the respondent data for factor analysis before the factors are extracted (Williams et al., 2012). Additionally, the sample size, adequacy test, missing values, consistency, and errors in the gathered data are all checked in this step. The tests that evaluate whether data are appropriate for factor analysis involve Bartlett's Test of Sphericity and the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy (M.-Y. Wu et al., 2012; Y.-L. Wu et al., 2008). Between 0 and 1, the KMO index ranges, with 0.50 being deemed adequate for factor analysis. To use factor analysis, Bartlett's Test of Sphericity must be significant ($p < 0.05$) (Yu, 2012). The KMO measure of sampling adequacy, which indicates the appropriateness of data for factor analysis, was 0.954. According to the results, both test findings for this study were within the required ranges to be considered adequate in terms of sample size and adequacy.

Confirmation of the Eigenvalue Rule criteria for the initial factors set. The next step of EFA confirms the extracted set factors, conferring empirically on the eigenvalue rule along with the Scree Plot cross-graphical confirmation. The data collected displayed a 68% cumulative percentage of variance explained by a total of 4 components (factors) having an eigenvalue > 1 . According to (Kaiser, 1960) the requirement that the eigenvalue be greater than 1 was followed, and the factor

load lower cut-off point was set at 0.50 for each item, as also suggested by (Hair et al., 2012; Williams et al., 2012). Furthermore, the graphical interpretation using the scree plot determines the number of factors extracted by drawing a straight line through the smaller eigenvalues and noting where a departure from this line occurs. Debris or breaks are highlighted here. The inspection of the scree plot and eigenvalues produced a parting line from linearity coinciding with a 4-factor result. Therefore, the "screen test" indicates that the data should be analysed for four factors. The mean values of all the items ranged from 3.55 to 3.76. Standard deviations ranged from 1.840 to 5.662, respectively. Rotating maximum likelihood factors for factor extraction: using the maximum likelihood factor rotation approach to extract factors This data extraction step's goal is to simplify a large number of variables into a small number of elements. This approach to factor extraction combined the Promax rotation technique with the Maximum Likelihood rotation method. Elements with variables less than 0.40 or elements with multiple factors will be primarily eliminated during this step. Hence these four-factor sets can be used to assess confirmatory factor analysis (CFA).

In this research study, an example is given of the use of factor analysis to access the factors that affect LGBT choices when choosing technology products. All the extracted latent factors' best set of items are again tested for their reliability, and the results indicate high alpha values. This proves that all the EFA extracted items are highly reliable and dependable and are expected to yield superior results if used for hypothesis testing, multivariate regression, or structural equation modelling path analysis. As explained earlier, the methodology adopted in the exploratory factor extraction using maximum likelihood has been carried out with the Promax Rotation method. This resulted in the extraction of seven factors that explain more than 60% of the variance. EFA can be a complex exercise, and many researchers in this course often adopt a rule of thumb or heuristic in their approach to extracting factors. But these do not render precise results. Using the EFA should involve a sequence of well-constructed steps and a multivariate approach.

The steps cited in this research to conduct EFA are intricate statistical procedures involving many sequential steps. As stated earlier, the main aim of this research was to extract the best set of factors that best represent the factors affecting the LGBT community's choices when choosing technology products. As per the result, the author was able to extract four factors in total that best represent the LGBT community's choices when selecting a technology product. The component matrix was used to determine the loadings of nine variables on four factors during factor naming. The cells with regular font in the table show the loadings that are less than 0.5 as put in SPSS before the application

of the test. As per the table, loading values above 0.5 show that individual factors contribute more to variables. Factors in loading values less than 0.5 don't contribute that well to variables.

a. **Factor 1 - Perceived Usefulness of Technology Adoption**

The most important factor in determining factors influencing LGBT product selection is identified as "perceived usefulness of technology adoption." This factor explains 51.4 percent of the variance in the remaining 3 statements. The highest factor loading is for the statement PUoTA7, "I use smart devices for online purchase through digital technology" (0.763), followed by PUoTA8, "Online purchase of products and services via digital technology is cost-effective" (0.712). The last statement loaded on this factor was PUoTA9, "I consider the favourable risk/benefit analysis while choosing a digital technology" (0.554). Overall, factor 1 impacts the LGBT community's choice in technology products when using smart devices while making an online purchase. The community even considers digital technologies to be cost-effective, which means that when selecting a digital technology, they consider not only the benefits but also the risks involved.

b. **Factor 2 - Perceived Ease of Use of Technology Adoption**

Factor 2 highlights the ease of use of technology adoption in the LGBT community. This factor explains the 6.59 percent variance with 1 statement, which was PEoUoTA8. PEoUoTA8 states, "Interacting with digital technology requires a lot of mental effort" (0.967). Overall, we can say that the LGBT community believes that using digital technology requires mental effort. This put a lot of pressure on those who believe that perceived ease of use of technology adoption influences the LGBT community's choice of technology.

c. **Factor 3 - Integrated Marketing Campaign**

The statements expressing emphasis on the selected set of integrated marketing campaigns are discussed through factor 3. With three statements, this factor explains 5.41 percent of the total variance. The highest varimax coefficient is secured by the statement IMC19, which is "I have asked friends and family not to buy a product because the company that makes it is not LGBTQ-friendly" (0.806), followed by IMC16, "I have asked my friends and family to buy a product because the company is LGBTQ-friendly" (0.780). The last statement to load under factor 3 is IMC18, "I boycott brands that take anti-LGBTQ political or social stands" (0.721). Therefore, factor 3 gives concrete proof of how important the LGBT community is to its supporters. This factor even describes how a company needs to progressively portray the community in its campaign to capture a major portion of the market. Hence, it can be said that the integrated marketing

campaign (IMC) is one of the major factors for the LGBT community when choosing digital technology.

d. Factor 4 – Viral Marketing

The fourth factor, which is viral marketing, explains 5.31 percent of the variance. The statements included in this factor with the highest varimax coefficient are VM4: "I get influenced to buy a product or service after hearing about it from friends or family" (0.714), followed by VM5: "Reading or hearing a negative/positive customer response about a product influences my buying decision" (0.680). Through the fourth factor, it can be seen that viral marketing does play a positive role in deciding on technology products for the LGBT community. As a result, we can conclude that a company's goodwill is significant, and the image it creates helps them reach their potential customers in the LGBT community.

In terms of hypothesis testing, this objective H8 determines whether or not there is a significant relationship between IMC and user behavior. The result reveals that factors like perceived use of technology, perceived ease of use of technology, and IMC play a major role when choosing a technology product. Hence, we found a significant relationship between IMC and user behaviour. Therefore, Ho8 was not accepted. Ho9 states that there is no significant relationship between IMC and consumer technology adoption. While conducting exploratory factor analysis, we discovered that factors such as perceived use of technology products, perceived ease of use of technology products, IMC, and viral marketing had significantly loaded, indicating a significant relationship between IMC and consumer technology adoption. Hence, Ho9 was not being accepted. Ho12 defines viral marketing as having no significant relationship with behavioural intentions to recommend. While analysing the data, we found out that the factor of behavioural intention fails to load in the component matrix. Hence, Ho12, which is a null hypothesis, has been accepted, and viral marketing has no significant relationship between behavioural intention to recommend. In the previous objectives, the author identified a positive attitude among the LGBT community toward technological products. It becomes crucial to identify the factors that affect the choices of LGBT communities when choosing a technological product. So, for this objective, we have deeply analysed the data to identify those significant factors. While analysing the results of the objective, the researcher came up with four factors that play a major role in impacting the choice of the LGBT community when choosing technology products, i.e., perceived usefulness of technology adoption (PUoTA), perceived ease of use of technology adoption (PEoUoTA), integrated marketing campaigns (IMC), and viral marketing (VM). The findings clearly demonstrate that a customer's

judgement is limited to what he/she/they can perceive. This means that companies must establish value in both communication and technological product development. This study showed a concrete result of how important brands are to the LGBT community when they have progressive thoughts for the community. The providers need to keep in mind that marketing is challenged in a special way when asking the LGBT customer about its usefulness. Our results even showed that the IMC has the greatest impact on the LGBT community when choosing a technology product. In all cases, LGBT customers should be proactively made aware of the benefits of technology products and how the company is beneficial to their societal world.

10.3. Hypothesis and Conclusion

Table 10.1 - Hypothesis and Conclusion

S.no.	Hypothesis	Significance Level	Accepted/Rejected
1	There is no significant relationship between IMC and LGBT	p<0.05	Rejected
2	There is no significant relationship between IMC and the behavioural intention of LGBT	p<0.05	Rejected
3	There is no significant relationship between IMC and intention to recommend.	p<0.05	Rejected
4	There is no significant relationship between perceived ease of use and behavioural intention of LGBT and technology adoption Uses	p<0.05	Rejected
5	There is no significant relationship between perceived usefulness and behavioural intention of LGBT and technology adoption uses.	p<0.05	Rejected
6	There is no significant relationship between facilitating condition and behavioural intention of LGBT and technology adoption uses	p<0.05	Rejected

7	There is no significant relationship between social influence and behavior intention of LGBT and technology adoption uses.	$p < 0.05$	Rejected
8	There is no significant relationship between viral marketing and behavioural intention of LGBT and technology adoption uses	$p < 0.05$	Rejected
9	There is no significant relationship between LGBT and consumer technology adoption	$p < 0.05$	Rejected
10	There is no significant relationship between IMC and user behavior	$p < 0.05$	Rejected
11	There is no significant relationship between IMC and consumer technology adoption	$p < 0.05$	Rejected
12	Viral Marketing has no significant relationship with behavioral intentions to recommend	$p > 0.05$	Accepted

10.4. Key Recommendations of the Study

The LGBT community, also referred as the "dream market," has already grown into a lucrative market in the West thanks to supportive legal regulations; nevertheless, India is currently grappling with the law in order to provide equality to this sector of society. Since India is already losing GDP owing to its legal system, which is also causing a mass exodus of the community, companies have begun to take strong steps in favour of the community. The research takes a managerial viewpoint, recommending numerous methods and tactics for entering the rising market. Such marketing has potential in India as long as it is handled correctly; otherwise, it may expose the brand to unwanted problems. The many techniques, models, and communication methods employed in the study all boil down to the essence of marketing to this group since including this section is not only economically significant but also socially vital. The hurdles and risks that the company may face while addressing such a population are considerable, but how the brand responds to such a circumstance is critical.

On the basis of the present research work, the author was able to list a few key recommendations to the organisations that consider the LGBT community or any socio-psychological community as their audience.

- Consumer power is increasing, which has social, psychological, and even political ramifications. We focused specifically on what marketers should do in response to this control revolution and how they can optimise the benefits of integrating these groups. One of the research's primary suggestions is for the companies to take action and stimulate the establishment of online social groups. These suggestions are given to businesses that choose to execute a proactive marketing approach rather than a reactive marketing approach.
- Rather than supporting the traditional image of businesses wielding dominance and authority, companies may take a more cooperative approach and work to establish the trust of the LGBT community or any socio-psychological community. The findings of this study clearly demonstrate how devoted LGBT consumers can be. Customers' unfavourable remarks should not be interpreted as assaults but as constructive input. Companies should listen to their customers in order to offer better technology products and services that would tempt them to make a purchase.
- Connected and immersive marketing must be on the radar of every smart marketer today, since developing a reputation is a more reliable approach to growing brand recognition, brand awareness, and, ultimately, brand loyalty. Connected marketing is a catch-all phrase for all viral marketing, buzz, and word-of-mouth marketing strategies that a firm uses to leverage connectedness between customers and personnel, therefore using that strong medium to generate demand and corporate success. Experiential marketing refers to genuine customer interactions with a brand, product, service, or company in order to enhance sales transactions and brand recognition. Both types of marketing approaches rely on an increase in peer-to-peer trustworthiness to be successful.
- First and foremost, businesses must invest in developing the technology infrastructure required for an open interaction with online consumers, as it was found in the study that members of the LGBT community are quite active in social media or other electronic mediums. Companies cannot afford to be absent when individuals of all categories/communities spend increasing amounts of time online. To better filter and monitor user-generated information uploaded online, data mining techniques and efficient software programmes should be investigated. For example, it will be extremely beneficial for businesses if they can determine through specialised online social groups that X% of

consumers are in favour of a new brand, Y% are opposed, and Z% have no opinion. Companies will gain new knowledge about their technological products or services, their competitors' products, and their customers' demands as a result of this.

- Companies may start by adding a communication forum or a weblog to their website, which will encourage customer involvement and allow customers to establish a community at their own speed. Organizations are expected to better comprehend this shift in control phenomena in the coming years, as well as develop competence in handling viral marketing and obtain an initial competitive edge over those that adapt too late. When businesses do not know how to deal with a negative image, they may demolish all they have created over years with traditional marketing in a matter of days. It was found that for the LGBT community, the goodwill of a brand matters a lot, especially when it comes to the nature of a business. They tend to support brands that are progressive in nature. However, when businesses learn how to control a negative or not-so-good image being spread via viral marketing on digital social groups beforehand, it is simpler for them to alleviate such circumstances before anything unpleasant begins to spread. As a result, firms that have incorporated online social networks are perceived as being closer to their consumers and capable of making choices more swiftly.
- When marketing items through online social groups, marketers should seek out clients with the highest network value, such as e-fluentials, influential gatekeepers, and information diffusers. People from the LGBT community are more inclined to openly read information about a company, brand, or product if it is provided by someone they trust. Essentially, viral marketing had a significant impact on the LGBT community's attitude. Advertising to one consumer may be equivalent to advertising to 10,000 separate customers due to the network effect. Organisations must know which specific sort of consumer to solicit input from when determining different aspects of technology product development and leveraging online social networks as sources of information for product innovation. That is, to understand who the "experts" are and which segment's talents will be more suited to offering recommendations for which area of the product development process.
- In addition to leveraging consumer feedback as information assets, personnel from both within and outside the R&D department may be tremendous sources of creativity if they are

given the freedom to submit their ideas through the creation of an online social network. As a result, brands may be able to get responses that reflect both views on every given issue as a result of this. Instead of wasting money on new product failures, this will boost the chance of releasing successful solutions.

- Businesses should utilise advertising to entice individuals to join not only online social groups, but they should also explore or organise in-person social events to show their support for the LGBT community. However, in order to establish confidence, the advertisements must emphasise that the customers are in charge. Because online social groups reflect a more realistic sample of a company's target market, total advertising expenditures and marketing research approaches must be reviewed on a timely basis.
- In this study, we emphasise the relevance of online advertising for businesses with "exciting" technological products. However, as more members of the LGBT community are expected to join one or another digital social group, all businesses will be required to take this step within the next few years. We do not advise companies to eliminate all advertising and public relations expenses and focus entirely on digital or social media. What we propose is to progressively raise the emphasis on establishing online channels of promotion by changing the ratio allotted to each component of the marketing mix. The study even discloses how important other channels, such as television, radio, or print media, are in spreading awareness about a technology product.
- Organisations should take advantage of the benefits of social networks for rejuvenation approaches or to realign brand linkages with new customer wants. Customers might sometimes think of a brand in extremely restricted ways. Marketers may develop communication with consumers using various platforms such as social media, television, and print media to speak about new methods to grow the usage of their brand and technological products. Boosting fading connections, neutralising bad associations, and generating new associations are all rejuvenation brand methods that may be implemented through various channels of promotion.

10.5. Implications of the Study

10.5.1 Managerial Implications of the Study

The double-edged dagger of inclusion advertisements has prevented several commercial professionals from designing integrated marketing campaigns concentrating on LGBT communities. Despite Indian consumers' overall view of growing tolerance for homosexuality, fashion and cosmetics businesses may be hesitant to integrate LGBT inclusive images in commercials beyond the LGBT-specific channels. This study can serve as a motivator for advertisers and organisations to make more successful selections when designing inclusive commercials. The findings of this study reveal how LGBT-inclusive images are depicted in advertisements. More intriguingly, if a business approaches a target audience with a high tolerance for LGBT, making targeted visuals and/or explicit messaging in LGBT commercials and campaigns might successfully develop viewers' positive views about the advertisement and therefore such attitudes toward the brand. If a company primarily appeals to people who are seen as being less accepting of the LGBT group, using either implicit or explicit advertisement design does not alter audiences' perspectives toward the advertisement.

The study provides several managerial implications for the business practitioners involved in the sector of technology products. These implications enable practitioners or marketers to judge the significant drivers in the development and successful diffusion of technology products in India. Assume there is a way for consumers to increase their behavioural intention to continue using and recommending technology by incorporating it into their lifestyles. Therefore, this forms a crucial part of the suppliers' communication efforts. Customer judgement is limited to what he is able to perceive. This means that companies must place a value on both the communication and the product development of technology products at the end of the value chain to create a noticeable benefit. More specifically, products must help customers get things done faster, increase productivity, and achieve things they care about.

This study showed a concrete result of how important the LGBT community is to its supporters. The providers need to keep in mind that marketing is challenged in a special way when asking the LGBT customer about its usefulness. Our results even showed that the IMC has the greatest impact on the behavioural intentions of technology products. In all cases, LGBT customers should be proactively made aware of the benefits of technology products and how the company is beneficial

to their societal world. Only in this way can the fear of failure be reduced over time. More research on the many methods of good inclusive advertisement/campaign design and their efficacy is required.

10.5.2. Societal Implication of the Study

People are still hesitant to publicly address subjects such as LGBT concerns. Gomillion and Giuliano (2011) investigated the impact of media role models on lesbian, gay, bisexual, and transgender persons. According to the findings of the studies, this assists individuals in self-realization and inspires them to come out publicly about their sexuality. Despite the marketers' desire to interact with the greater community, the public is still not ready for such commercials in mainstream media. This conclusion is supported by Peitz and Valletti (2008).

Furthermore, unlike previous research, the intersectional analysis reveals that any depiction whose appearance and lifestyle do not match the "dream customer" image goes unnoticed. LGBT categories that contradict standard gender conceptions are facing discrimination and stigmatisation at their highest rate. The lack of racial, socioeconomic, and age diversity, as well as non-lean images, is likely to further marginalise non-white, non-lean, working-class, and mature LGBT individuals. Older generations that grew up in less welcoming circumstances are less likely to be members of an LGBT group and to depend on others (Cronin & King, 2010). Although this does not apply to everyone, many elderly LGBT people have been discovered to be socially isolated as a result of an inner conflict with their gender identity or sexual orientation. Positive media depictions would almost certainly boost their self-esteem. However, they are confronted with an obvious gerontophobia in advertisements, which eliminates them from the sexual revolution and creates a negative contradiction for older LGBT individuals. So, with the help of this study, the researcher tries to normalise the topic of LGBT in Indian society.

10.6 Conclusion of the Study

UTAUT is considered a fundamental model by previous studies; however, several studies have added various other factors to the UTAUT extended model and added it to the vast literature of this conceptual base model, yet the socio-psychological factor has been ignored. To fill this gap, the present study investigated all the factors that could positively affect the role of IMC on LGBT communities' intention to recommend technology products using the UTAUT extended model by proposing 12 hypotheses and concluded that 11 null hypotheses had been rejected as the

significance level was less than 0.5 and a correlation existed in the data, whereas one null hypothesis had been accepted. The finding relayed the impact of socio-psychological factors on UTAUT from the perspective of IMC and technology products. In practice, when introducing a technology product to the world, companies should consider the socio-psychological effects to improve its success rate and operational efficiency. According to the prior literature, the upcoming generations believe that commercials with social themes help them handle the problem more openly. As per the conversations that the author had with experts, the advertisement instils a sense of confidence and strength in the members of the LGBT community, as well as encourages them to accept their sexual identity freely and live a normal life with dignity. They feel that advertising that depicts a social issue should be developed more regularly than conventional product advertisements since they are more popular and help to change the perspective of society in general towards these concerns. Audiences form connections between the promoted items and companies. If an advertisement displays an unpopular viewpoint, it has an impact on the company in the eyes of consumers and the sale of the product.

Nonetheless, while pursuing this research the author even got a chance to encounter the viewpoint of the families of the LGBT community member. As per them, commercials have the capacity to alter hearts and minds; thus, in order to have a stronger influence, advertisements or campaigns supporting diverse change agendas should be given a larger opportunity to reach a huge number of individuals in order to transform societal evils. We hope that, just like such advertisements, this research too will draw the readers' attention to a sensitive topic and strive for the development of society by bringing LGBT identity and equality to the forefront.

10.7. Limitation and Future Scope of the Study

Even though the research study came up with some concrete findings, such as the impact of socio-psychological factors on UTAUT from the perspective of integrated marketing campaigns (IMC) and technology products. In practice, when introducing a technology product to the world, companies should consider the socio-psychological effects to improve its success rate and operational efficiency. The current study has some limitations too. Because every research project must be done within certain parameters, the current study has some restrictions. The term "limit" has several implications, but it is employed in the context of the bounds within which the work is done in the current scenario. First, the findings of this study are limited to the Indian context. In other words, whether the findings are applicable to other contexts, particularly the context of

developed or underdeveloped nations, is not known. In addition, the present research only investigated the direct effect of the socio-psychological community on UTATU, while its moderating role is still unknown. As a result, future research can look into the effect of socio-psychologic communities on UTAUT in developed and remaining oriental regions. Future studies can also test the moderating effects of socio-psychological elements further when integrating them into the UTAUT. Future research can combine the UTAUT with other theories, such as the innovation diffusion theory, to produce more accurate results. The other limitation of this study was that it was limited to the four parts of the community, which are lesbian, gay, bisexual, and transgender. Despite the fact that very few studies have been discovered, they claim that other groups in the community are equally powerful in bringing about significant changes in the findings. Future researchers can consider the Q+ groups of the communities, to add to the literature and establish the findings in a much more practical manner. The study will also assist in analysing how advertisers can use and portray the LGBT community in their campaigns in order to capture a large portion of the market.

CHAPTER 11 – References

11.1 References

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CHAPTER 12 – Appendix

12.1. Questionnaire

Dear Participant,

This survey is a part of my ongoing research on the factors that affect integrated marketing campaigns on technology adoption of the LGBT community in India. If you belong to LGBT - L (Lesbian), G (Gay), B(Bisexual), or T(Transgender) community in the following cities that use the technology you are requested to spare a few minutes in answering the questions. The answers will be used solely for the purpose of my research.

Please note the scope of this study is limited to the following community:

1. Lesbian (L)
2. Gay (G)
3. Bisexual (B)
4. Transgender (T)

Chosen Cities:

1. Bangalore (Karnataka)
2. Chandigarh (Punjab, Haryana)
3. Delhi
4. Kolkata (West Bengal)
5. Mumbai (Maharashtra)

Demographical profile of participants.

S.no.	Statements	Response
1	Name	
2	Age	
3	Which group are you self-identified with? <ol style="list-style-type: none">1. Lesbian (L)2. Gay (G)3. Bisexual (B)4. Transgender (T)	

4	<p>City</p> <ol style="list-style-type: none"> 1. Bangalore 2. Chandigarh 3. Delhi 4. Kolkata 5. Mumbai 	
5	<p>How aware are you about digital technology/smart devices?</p> <ol style="list-style-type: none"> 1. Totally aware 2. Somewhat aware 3. Neutral 4. Not really aware 5. Totally unaware 	
6	<p>I use the following digital technology in my day-to-day life</p> <ol style="list-style-type: none"> 1. E-commerce (<i>amazon, flipkart</i>) 2. E-learning (<i>Byju's</i>) 3. Mobile banking/e- banking (<i>Paytm, google pay</i>) 4. Social media (<i>Facebook, online-dating, Instagram</i>) 5. Voice assistants (<i>Google assistant, Alexa, Siri</i>) 6. Chatbots (<i>Service executive on amazon</i>) 7. Speech recognition (<i>Alexa, Cortana, Siri</i>) 8. Navigation technology (<i>Google Map</i>) 9. Weather prediction technology (<i>The weather channel on android and iPhones</i>) 	

	10. Image recognition technology (Face lock on android and iPhones)					
S.No.	Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Using digital technology enhances my Task					
2	Using digital technology increases my productivity.					
3	Work is difficult to perform without modern digital technology					
4	Digital technology provides me greater control over my work.					
S.No.	Statements	Rarely	Occasionally	Often	Very Often	Always
5	Digital technology makes my work Easier					
6	Using the technology enable me to accomplish my task more quickly					
S.No.	Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
7	I use smart devices for online purchase through digital technology					
8	Online purchase of products and services via digital technology is cost-effective					
9	I consider favorable risk/benefit analysis while choosing a digital Technology					
S.no	Statements	Rarely	Occasionally	Often	Very Often	Always
10	Using digital technology makes it easy to find the content I need					

S.No.	Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
11	Digital technology and smart devices enable me to perform activities and transactions that are not close to my Location					

Technology adoption - Technology adoption is the successful integration of new technology into your daily life. Adoption means more than just using technology. When you've adopted new technology, you'll use it to its fullest potential and see the benefits of using the new system.

S.no.	Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
12	It is easy to become skillful while using digital technology					
13	Learning to operate the digital technology is easy for me					
14	I easily find the information I'm looking for using the digital technology					
15	I find the user interface of the system clear and intuitive					
16	I find the system easy to use (user-friendly)					
17	It is easy to find the content I'm looking for with the help of digital technology"					
18	Learning to buy via smart devices is Easy					
19	Interacting with digital technology requires lot of mental efforts.					
20	Becoming skillful at using mobile devices to shop online is easy					

21	I take keen interest in LGBT themed Advertisements					
22	I usually gain awareness about new digital technology from the following (RESPONDENCE CAN SELECT MORE THAN 1 OPTIONS) <ol style="list-style-type: none"> 1. Television 2. Radio 3. Print media 4. Conferences/seminars 5. Social media 6. Blogs 7. Friends/peers 					
23	I generally notice advertisement on following platforms (RESPONDENCE CAN SELECT MORE THAN 1 OPTIONS) <ol style="list-style-type: none"> 1. Television 2. Radio 3. Print media 4. Social media 5. Blogs 					
24	I enjoy and share funny LGBT themed advertisement.					
25	The LGBTQ-themed display advertisements drove stronger brand recall than the generic advertising					
26	With the help of advertisement, I learn about new digital technology					
27	Advertising in the LGBTQ media is more impactful to LGBTQ					

	consumers than advertising in the general population media					
28	I enjoy and share inspirational LGBT themed advertisement					
29	I prefer to purchase from brands that take a stand for LGBT					
30	I prefer to purchase from brands that display LGBT in their marketing campaigns.					
31	I think brands that use LGBT themed ads are progressive compare to brands that use generic-themed ads					
32	A brand with LGBT-themed ads is perceived to be inclusiveness.					
33	Brands with LGBT themed ads are more caring than brands with generic-themes ads					
34	Advertisements in LGBT+ print and media had a greater impact than advertisements in non-LGBT+ print and media					
35	When reading LGBT news stories, I trust LGBT sources more than I trust reporting in the general media					
36	I feel more positive about businesses that include transgender and gender-expansive imagery in their outreach communications					
37	I'm willing to pay a little more for a product from an LGBTQ-friendly company vs. their competitor					

38	I have asked my friends and family to buy a product because the company is LGBTQ-friendly					
39	I feel the lifestyle of LGBT was not sufficiently represented in advertising					
40	I boycott brands that take anti-LGBTQ political or social stands					
41	I have asked friends and family not to buy a product because the company that makes it is not LGBTQ-friendly					
42	I feel that brands are doing a better job today than five years ago at representing LGBT people in their ads					
S.No.	Statements	Rarely	Occasionally	Often	Very Often	Always
43	I have access to digital technology I intend to use them					
S.No	Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
44	I intend to increase my use of digital technology in the future.					
45	I spend more time than I had planned on Digital technologies.					
46	I am willing to spend more money than had, planned on the digital technology					
47	I usually recommend a digital technology to my friends					

48	I intended to continue to buy product and services via mobile devices in the near future					
49	I believe my interest in m-shopping/e-shopping will increase in future					
50	I recommend others to use m-shopping/e-shopping					
51	I'm confident about my ability to use digital technology					
52	I prefer purchasing products and services using digital technology					
53	I do not need assistance in using digital technology					
54	I discuss about the new digital technology within my group to spread awareness.					
55	I share about the products and services I have bought with people?					
56	If I have a good experience with digital technology, then I will recommend their use to my friends					
57	My relatives/friends think it is useful for me to use digital technology so I intend to continue using it in future					

Viral Marketing - Viral marketing is a sales technique that involves organic or word-of-mouth information about a product or service to spread at an ever-increasing rate. The internet and the advent of social media have greatly increased the number of viral messages in the form of memes, shares, likes, and forwards.

S.No.	Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
58	I have bought a product or service after seeing it advertised on social media or read about it on a blog?					
59	I have got influenced to buy a product or service after seeing a Viral Message?					
60	Viral marketing campaign raised my awareness for a need of a product or service?					
61	I get influenced to buy a product or service after hearing about it from friends or family?					
62	Brands gain more popularity through a viral marketing platform					
S.No	Statements	Rarely	Occasionally	Often	Very Often	Always
63	Reading or hearing a NEGATIVE/POSITIVE customer response about a product have influenced my buying decision					
64	I consider viral marketing as a useful tool for creating brand awareness					
65	I find viral marketing messages/contents more effective					
66	I don't read the messages that will pass thru viral marketing					
67	Viral marketing provides me with relevant product information					
68	I'm indulged in transferring the viral message related to the product or					

	service of my area of interest or information about the brand.					
69	Viral Marketing related to price or innovative products tend them to visit the website or shop for purchasing					

- Thank you for Your Response

**CHAPTER 13 – List of Publications, Conferences,
Workshops and Consultancy Projects**

13.1. List of Research Papers

13.1.1. "Effectiveness of Social Advertisement Campaigns for Societal Improvement," a research paper, has been published in the International Journal of Social Ecology and Sustainable Development (H-Index - 11), DOI: 10.4018/IJSESD.287880.

Effectiveness of Social Advertisement Campaigns for Societal Improvement

Roktim Sarmah, Mittal School of Business, Lovely Professional University, India*
Aayushi Singh, Lovely Professional University, India

ABSTRACT

This paper is an attempt to measure the effectiveness of social advertisement campaigns for societal improvement. The Government of India is currently running a number of social advertisement campaigns which are government initiatives for the societal improvement. The objective here is to divide the effectiveness into three parts (i.e., awareness, perception, and attitude). Responses have been filled through the help of questionnaire which has equal questions from each of these three segments. The study is conducted to know the awareness level of youth towards the social advertisement campaigns, perception and attitude of youth towards the social advertisement that are run by the Government of India. Top 10 social advertisements which are mostly viewed by the people have been chosen through the pilot study conducted on 25 social advertisement campaigns run in Punjab by the Government of India. The study is grounded on primary and secondary data.

KEYWORDS

Campaigns, Social Advertisements, Societal Improvement

1. INTRODUCTION

Advertisement is a means of communication or exchange of ideas or information with the consumer/customer of a product and services. In other words, we can say advertisements are the paid form of publicity. It is non-personal presentation.

According to Wheeler, "Advertising" is any shape or sort of paid or premium non-individual presentation of merchandise, administrations and thoughts with the end goal of drafting individuals to purchase" Advertising is the messages paid for by the individuals who need to advance, convince, or advise the recipient about the items or administrations. The mediums utilized are television, print media (daily paper, diaries, magazines et cetera), radio, squeeze, net, coordinate offering, boards, mailers, challenges, sponsorships, crusades, individuals, articles of clothing, tints, sounds and visuals.

Social Advertising is not for the most part utilized for business showcasing purposes, yet rather for social advantage. Social advertising has two parent hypotheses to bolster itself with the end goal that – "a social parent" where sociology and social strategy methodologies is stressed upon and the second is "Showcasing guardian" that incorporates business and open part promoting approaches.

DOI: 10.4018/IJSESD.287880

*Corresponding Author

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Figure 13.1 – Research Paper Publication in International Journal of Social Ecology and Sustainable Development

13.1.2. Research paper entitled ‘How Continuous Intentions Towards Over the Top Platform are Framed? Stimulus–Organism–Response Model Perspective’ has been published in Vision: The Journal of Business Perspective (H-Index – 12) DOI: 10.1177/09722629221104202.

Research Article

How Continuous Intentions Towards Over the Top Platform are Framed? Stimulus–Organism–Response Model Perspective

Vision
1–12
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DOI: 10.1177/09722629221104202
journals.sagepub.com/home/via
SAGE

Neeraj Dhiman¹ , Aayushi Singh² and Raktim Sarmah³

Abstract

The current study attempts to measure the determinants of continuous intention of over-the-top (OTT) platforms. In the present context, stimulus–organism–response (S–O–R) model was applied to identify the determinants of continuous intentions. The data were collected from users of the existing OTT platforms. To test the proposed model, we applied the partial least square structural equation modeling (PLS–SEM) technique in accordance with the objective and hypotheses. The proposed model explains 45% of perceived value and 41% of continuance intentions, respectively. The results indicated that there are four significant relationships and one insignificant relationship. To explicitly state: perceived ease of use, perceived customization benefits, mobility has a favorable impact on perceived value, and perceived value significantly influences the continuous intention of OTT platform, and last, entertainment value was found to be insignificant with perceived value. This study provides varied clues to marketers to shape up customers behavior and to ensure the factors affecting decision regarding continuous intention of OTT platform. The current study proposes that continuous intentions can be framed by offering value.

Key Words

Perceived Value, Continuous Intentions, Over the Top, PLS and Mobility, Perceived Customization

Introduction

The media sector has seen significant transformation with the advent of internet and wireless technologies. Prior research in the field of online communities revealed that technological advancements have ushered in a new era of consuming content (Chalaby & Plunkett, 2020). Thus, the evolution of visual material consumption habits is centered on over-the-top (OTT) platforms (Federal Communications Commission [FCC], 2004). With around 158 million members, Netflix is presently the largest worldwide OTT services company, operating in approximately 190 nations (Wayne, 2020). Video consumption is particularly growing as a result the popularity of video content in our modern lives (Bentley et al., 2019). The Indian video OTT industry is prophesied to upsurge to US\$4 billion by 2025, and then to US\$12.5 billion by 2030. India has seen an unprecedented

growth in the world market related to OTT streaming apps, on track to overtake the USA as the world’s sixth largest nation by 2024 (Jha, 2020). The reasons for the rise in OTT network memberships were the COVID-19 outbreak and lockdown (Basuki et al., 2022). For fresh releases, filmmakers prefer to use the OTT network. From 2017 to 2022, the streaming business will be responsible for 46% of the total expansion in the Indian information and broadcasting industry (Verma, 2018). Consumption habits of consumers are changing as a result of smartphones which enables them to access content anywhere and anytime, and its consumption is particularly growing (Bentley et al., 2019). As a result, the introduction of new media has impacted not only users’ media consumption habits, but also the scholarly work – particularly in terms of its connection with older media. Several researches has been undertaken to investigate this connection (Dimmick,

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Figure 13.2 – Research Paper Publication in Vision: The Journal of Business Perspective

13.1.3. An abstract of a research paper entitled "Understanding Acceptance and Continuous Intention of Mobile Wallet by the LGBT Community Using the SOR Model" has been accepted for publication in "Digital Influence on Consumer Habits: Marketing Challenges and Opportunities," an Emerald publication.

Fwd: Submission towards Edited Book, "Digital Influence of Consumer Habits: Marketing Challenges and Opportunities".  



Dr. Preeti Mehra <preeti.23746@pu.co.in>
to me ▾

Aug 6, 2022, 3:48 PM   

----- Forwarded message -----

From: **Emerald Book** <emeraldbook2022@gmail.com>
Date: Sat, Aug 6, 2022 at 3:43 PM
Subject: Re: Submission towards Edited Book, "Digital Influence of Consumer Habits: Marketing Challenges and Opportunities".
To: Dr. Preeti Mehra <preeti.23746@pu.co.in>

Dear Author (s)
Greetings of the Day!

I would like to inform you that the abstract submitted by you for the edited book "Digital Influence on Consumer Habits: Marketing Challenges and Opportunities" has been accepted and you need to submit your full paper on or before 30th Oct 2022.

In case of any queries feel free to contact me.

Best Regards
Editors

Figure 13.3 – Acceptance Mail of Abstract of Research Paper in Digital Influence on Consumer Habits: Marketing Challenges and Opportunities

13.2. List of Book Chapters

13.2.1. In "Marketing Dynamics in Pandemic: COVID 19," ISBN-10: 9356288801 and ISBN-13: 978-9356288805, a book chapter titled "LGBT Inclusion: An Immunity Booster for the Corporate World and Economy" was published.

CHAPTER-9

LGBT INCLUSION AN IMMUNITY BOOSTER FOR THE CORPORATE WORLD AND ECONOMY

*Aayushi Singh, Research Scholar, Mittal School of
Business, Lovely Professional University, Kapurthala,
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Author's Profile

1. Aayushi Singh

Aayushi Singh is a Ph.D. scholar at Lovely Professional University, India. Her work focuses on integrated marketing with a specific emphasis on the interrelationships between technology adoption and sexual orientation. She has published several book chapters in Lakshmi's publication and research paper in the International Journal of Social Ecology and Sustainable Development. She has undertaken several consultancy projects and has led the team as principal investigator. Aayushi is a regular presenter at various marketing conferences such as ISDSI-Global Conference, the International marketing conference, and various others.

13.2.2. Book Chapter "Transgender: An Emerging Market" published by Lakshmi Publication Pvt. Ltd., ISSN No. 978-93-80644-21-9

Transgender's: An Emerging Market

***Aayushi Singh-Research Scholar, Mittal School of Business**

****Dr. Raktim Sarmah-Associate Professor, Mittal School of Business**

INTRODUCTION

India, a developing country not only in the economic aspect but also in the psychological aspect of country. The well-known example to prove it is K.Prithika Yashini, the first transgender sub-inspector in Tamil Nadu. This 26-year-old has fought three lengthy cases to become India's first transgender sub inspector. Transgender are recognized as the third gender in India. This facilitate them to admister for education and government jobs. Transgender is an umbrella term that describe people whose gender existence or identification does not match with the sex they were designated at birth. According to 2011 census of India, total population of transgender is approximately 4.88 lakhs out of which 56.07 percent transgender are literate. However, they endure to be serrated by the ignorance and apathy of Indian people. Hijras or Transgender are still up to some aspect treated

Figure 13.5 – Publication of Book Chapter in Lakshmi Publication

13.2.3. Manuscript entitled as 'Traces of LGBT in Bollywood: A Case Study on Shubh Mangal Zyada Savdhan Movie' published by Lakshmi Publication Pvt Ltd, ISSN 978-93-81159-91-0

**Traces of LGBT in Bollywood: A Case study on Shubh Mangal Zyada Savdhan
Movie**

***Aayushi Singh-Research Scholar, Mittal School of Business**

****Dr. Raktim Sarmah-Associate Professor, Mittal School of Business**

The aim of this chapter is to provide an insight to various factors that influence the perception of youths towards LGBT community and its traces in bollywood.Indian society is divided into two categories urban and rural. Rural in the current scenario is no more rural now due to the introduction of various modern techniques and an increase in income. Rural is now considered as the bottom of the pyramid of the urban society.The chapter tried to identify what youths take on the emergence and and increasing influence of stories related to LGBT in Bollywood movies.

Keywords:Bollywood,LGBT,Youth,Movies

Figure 13.6 – Publication of Book Chapter in Lakshmi Publication

13.3. List of Conferences

13.3.1. A research paper titled "Understanding the Role of IMC on LGBT Communities' Intention to Adopt and Recommend Technology Products" has been presented in the 2nd PRITAM SINGH MEMORIAL (PRISM) Conference of IIM Nagpur.



Figure 13. 7 – Conference Certificate of 2nd PRITAM SINGH MEMORIAL (PRISM) Conference of IIM Nagpur.

13.3.2. At the 9th IBS Conference on Marketing and Business Strategy in Hyderabad, a research paper titled "A Study of Millennials' Continued Intention Towards Mobile Wallet" was presented.



Figure 13.8 – Conference Certificate of 9th IBS Conference

13.3.3. A research paper entitled "Working Professionals' Inclination Towards UPI Payments and Mobile Wallet Adoption" has been presented at the International Marketing Conference, – 1, Innovations in Contemporary Marketing: Theory and Practice, at IIM Shillong.



Figure 13.9 – Conference Certificate of International Marketing Conference – 1

13.3.4. A research paper entitled "LGBT Inclusion in the Workplace: An Unnoticed Crucial Factor for Business Success in Progressing Time" has been presented at the International Conference on "Rethinking Business: Designing Strategy in the Age of Disruptions" at the Lovely Professional University.



Figure 13.10 – Conference Certificate of International Conference

13.4. List of Workshops

13.4.1. Attended online short-term course "National Workshop on Statistical Analysis using SPSS" at Lovely Professional University.



Figure 13.11 – Workshop Certificate Received at Lovely Professional University

13.4.2. Attended five-day e-workshop on quality research and scholarly publications in the social sciences at NIT Hamirpur.



Figure 13.12 – Workshop Certificate Received at NIT Hamirpur

13.5. List of Faculty Development Programmes (FDPs)

13.5.1. Participated in an online faculty development programme on partial least squares and structural equation modelling at IIM Visakhapatnam.



Figure 13.13 – FDP Certificate Received at IIM Visakhapatnam

13.5.2. Attended a Faculty Development Programme (FDP) on Advanced Multivariate Data Analytics: Moderation and Mediation Analysis using AMOS & Process Macro has been attended in IIM Visakhapatnam



Figure 13.14 – FDP Certificate Received at IIM Visakhapatnam

13.6. List of Consultancy Projects

13.6.1. Worked under a consultancy project entitled "Digital Technology Adoption and Social Media Marketing in QThrust," with QThrust Software Solution Private Limited as principal investigator, and collaborated with Dr. Neeraj Dhiman, assistant professor, NIT Hamirpur.



QThrust Software Solutions Private Limited

Bandhwa Tahirpur, Trivenipuram, Jhusi Allahabad - 211019

CIN: U72900UP2020PTC131337

Date:07/01/2021

Dear Aayushi

Subject: Approval of Collaboration

This mail letter is in response to your proposal being sent to us regarding your collaboration with us as a principal consultant for a digital marketing consultancy titled "Digital Technology Adoption and Social Media Marketing in QThrust".

After going through your proposal, we are pleased to offer you the consultancy work as a principal investigator under the guidance of your guide, Dr. Raktim Sarmah. We would also like to welcome Dr. Neeraj Dhiman, assistant professor, NIT Hamirpur on board for this consultancy project and we are glad to appoint him as Institutional Mentor. The duration of the consultancy will be for one year and we would be paying Rs 75,000 as the consultancy fees.

The date of starting the consultancy work will be 15th January 2021 and it is expected that this collaboration with Dr. Neeraj Dhiman will be rewarding for this consultancy project, which will help our company to increase its digital presence. Looking forward to a fruitful collaboration.

This project will be supervised and handled by Aayushi Singh, Mittal School of Business, Lovely Professional University, and under the guidance of Dr. Raktim Sarmah.

Detail of team members:

Dr. Raktim Sarmah – Brand Manager, Pharmazz India Pvt Ltd.

Dr. Neeraj Dhiman - Assistant Professor, Department of Management Studies, NIT Hamirpur

Aayushi Singh – Research Scholar, Mittal School of Business, Lovely Professional University

Sincere Regards,

A handwritten signature in black ink, appearing to read "Arun Kumar".

Arun Kumar

Director

QThrust Software Solutions Private Limited

Figure 13.1 – Certificate Received for the Approval of 1st Consultancy Project

13.6.2. Work as a principal investigator in a consulting project titled "Brand Awareness of Pixxort through Social Media and Digital Marketing Initiatives" at Diagnocare Solutions Pixxort in Hyderabad.

DIAGNOCARE SOLUTIONS



Date: 5th Septmeber 2021

This is to certify that Ms. Aayushi Singh, bearing 11916866 registration number from Ph.D. Lovely Professional University has completed a 6-months consultancy project in Diagnocare Solutions, Hyderabad represented by their Product named - Pixxort. The duration of the consultancy project was from 1st March 2021 to 31st August 2021. During this period in work from home mode, she had closely worked on a project entitled as "Brand Awareness of Pixxort through Social Media and Digital Marketing Initiatives" as Principal Investigator. She worked on the various digital platform of Pixxort, Hyderabad, and also created content for Facebook, Instagram, LinkedIn handles along with other social media promotional activities like e-mail marketing, blog marketing, etc.

She is sincere, hardworking and her conduct during the consultancy project is commendable.

We wish her all the best in her future endeavors.

For Diagnocare Solutions

Mohit Goel
Founder, Director

Figure 13.16 – Certificate Received After Completing of 2nd Consultancy Project