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Diversity and Consumption: Evaluation of the Research Papers on the LGBT Community in Top Marketing Journals

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Abstract - The purpose of this research is to identify the evolution of papers published on LGBT issues in the main marketing journals. To that end, the 50 top-ranked journals in the SCImago Journal Rank (SJR) were analyzed, revealing that 17 of them had at least one publication on the subject. Analysis of a total of 34 articles enabled the main topics studied to be summarized in six categories: the effects of LGBT advertising on the viewers; LGBT advertising – an overview; gender studies in marketing; the gay-friendly approach; the LGBT market; and social marketing.

Keywords - LGBT; Marketing; Systematic Review

Relevance to Marketing Educators, Researchers and/or Practitioners – This article provides an overview of the main topics covered in the field of LGBT community studies, as well as signaling interested research gaps that deserve the attention of the academic community.

Introduction

The LGBT (lesbian, gay, bisexual and transgender) community has been ignored, silenced, neglected and often rejected by a society that feeds a heterocentric and hegemonically masculine discourse (Irigaray, 2008). Even in academia and in major research centers, countless examples of homophobic, transphobic and heterosexist behavior can be found (Johnston, 2018).

However, respect, tolerance and inclusion have become watchwords for the 21st century (Quintella, 2018). Rodríguez (2016) points out that gay people, under the optics of social inclusion policies, claim the visibility of sexual variants, receiving the support of various institutions and civil movements. This is a change that is urgently needed; the lack of inclusion of members of minority groups—even in the media—is problematic, since this absence constitutes a distortion of reality that renders minorities invisible to viewers (Chae, Kim and Johnson, 2016).

On the other hand, Baxter (2010) suggests that diversity is an important concept in the world of business and marketing, and in this era of global competition with the incessant search for competitive advantage, the question is: Why *wouldn't* marketers include the LGBT community? In this regard, some authors (e.g., Descubes, McNamara and Bryson, 2018) claim that the social, political and economic importance of lesbian, gay, bisexual and transgender people is increasingly being recognized by mainstream society.

Taking the above into account, the research problem posed by this study is: How is this field of studies structured in relation to LGBT consumers and the area of marketing? Therefore, the main objective of this research is to identify the evolution of publications on LGBT issues in the main marketing journals, reporting on what work has been produced (research interests), by whom (authors and journals) and when (time range of publications).

This research paper has thus been structured in five sections: the present introduction; a second part that refers to the theoretical framework, addressing researchers' reflections on marketing and the LGBT community; a third part that describes the methodological approach, clarifying how the data were collected and the articles were analyzed in order to answer the research question; a fourth part that details and analyzes the categories assigned to the main issues addressed by the evaluated journals; and lastly, some final considerations.

Literature Review

The awareness of the need to continue the fight to put an end to discrimination in the business world is fundamental for the evolution of globalized social relations in the current capitalist system (Quintella, 2018). How to successfully make use of diversity has been a strategic concern for business (Baxter, 2010); in this corporate world, gay consumers have often been referred to as a "dream market" by marketing professionals (Åkestam, Rosengren and Dahlen, 2016). According to marketing experts, this group has a relatively high income, progressive views on consumption and strong loyalty to brands that support the LGBT community.

However, companies face certain drawbacks in this regard: marketing targeted at gays and lesbians may offend other market segments (Angelini and Bradley, 2010), since homophobia and negative stereotypes about gay people still exist, particularly among heterosexual men (Descubes et al., 2018). In an attempt to minimize these asymmetries, media professionals have sought to foster more dialogue related to LGBT issues, not only through political debates, but also through advertising and marketing (Ginder and Byun, 2015). The problem that arises for some advertisers is how to reach gay and lesbian consumers who do not read the publications specifically targeted at that audience but rather are interested only in traditional media. This represents a dilemma for some companies: they want to reach those consumers without alienating their other clients, who are much larger in number. As such, this type of advertising is a challenge that few dare to tackle (Angelini and Bradley, 2010).

According to Rodrigues and Lazarin (2014), the media discourse is presented as an important ally in helping to achieve the visibility and construction of minorities' otherness. Indeed, the presence of positive role models in the media, which challenge stereotypes, is an important path for the legitimation of the minority group, encouraging more positive attitudes in society. But when these stereotypes reinforce narrow, limiting depictions, what do we learn? Within this line of reasoning, it is worth emphasizing the role that can be played by the media if they reproduce and disseminate discriminatory thinking. Thus, the function of marketing communications as representational systems is vital in generating practices that reflect, create and resolve cultural identity tensions (Borgerson et al., 2006).

Some marketing professionals seem to view LGBT consumers as a group that shares a common identity, applying a one-size-fits-all approach when developing advertising oriented

towards them (Oakenfull, 2007; Descubes et al., 2018). It is important to point out that the perception of LGBT identity is distorted by the social and media tendency that places the gay male identity as the dominant identity (Descubes et al., 2018). In her research paper, Tsai (2011) criticizes the landscape of advertising as a "men's club", with lesbians clearly underrepresented in commercials. There is far more discussion and debate about men and masculinity in the popular press. Tsai (2011) seeks to explain the focus on men in gay advertising by reporting that, given the persistent wage inequality between men and women, lesbians have been seen as a less lucrative market than the male segment. Indeed, male gay couples are more likely to be categorized as DINKs (Double Income, No Kids), and thus in possession of more disposable income—the much sought-after "pink dollar" (Irigaray, 2008). This mainly pecuniary interest in the gay community led Irigaray (2008) to question whether "homosexuals buy their space in society" adding that "if tolerance can be bought, there is no respect". However, despite the growing number of companies that are beginning to exploit the gay and lesbian market, and the numerous complexities that need to be carefully addressed, this topic has to date received little attention from academic researchers (Oakenfull, 2007).

Method

The first stage of the research was the collection of articles for analysis. As the subject of interest is LGBT-related publications in the area of marketing, we sought to identify the most relevant journals in that area. To that end, we used the SCImago Journal Rank (SJR) classification. The methodology used to identify the main journals was a criterion defined by the authors themselves, a criterion supported by the credibility of the SCImago Journal Rank (SJR), which is the publicly available portal that includes the journals and country scientific indicators. Scopus® database (Elsevier BV). These indicators can be used to assess and analyze scientific domains. Journals can be compared or analyzed separately. This open-access indicator is a measure of the visibility of the journals in the Scopus database, dating back to 1996. The database includes more than 20,000 journals, whereas the traditional Journal Citation Reports (JCR), which users must sign-in to access, has around 8000.

Thus, setting the marketing category as a filter for searching the SJR system yielded a total of 173 registered journals, ranked according to their impact factor. Of those 173 journals, it was considered appropriate to investigate only the 50 journals assigned an impact factor, as this restricted the research to publications from sources internationally acknowledged as the top level journals in this category. The next stage consisted of accessing the webpage of each of these journals, and searching on the keywords "LGBT", "gay", "lesbian", "homosexual", "transsexual" or "bisexual". This search revealed that of the 50 selected journals, 18 had published at least one paper related to the focus of this research. Detailed below are the 18 journals with their respective SJR ranking, their impact factor, and the total number of articles yielded by the search filter.

Table 1: Top Journals in the SJR Marketing Category Featuring Papers on LGBT Issues

SJR Ranking	Journal from MKT category	Impact factor	Total articles about LGBT issues
6	<i>Journal of Public Administration Research and Theory</i>	5.407	3
16	<i>Journal of Advertising</i>	2.251	2
17	<i>American Review of Public Administration</i>	2.062	3
22	<i>Journal of Public Policy and Marketing</i>	1.328	2
24	<i>Psychology and Marketing</i>	1.261	2
27	<i>Journal of Retailing and Consumer Services</i>	1.216	1
28	<i>Marketing Theory</i>	1.200	1
29	<i>Journal of Hospitality Marketing and Management</i>	1.160	1
30	<i>Sport Management Review</i>	1.159	3
31	<i>Marketing Letters</i>	1.157	1
33	<i>Journal of Marketing Communications</i>	1.074	4
35	<i>Journal of Services Marketing</i>	1.036	1
40	<i>European Journal of Marketing</i>	0.971	3
41	<i>Journal of Travel and Tourism Marketing</i>	0.940	3
42	<i>Consumption Markets and Culture</i>	0.938	7
48	<i>Public Relations Review</i>	0.809	4
49	<i>International Journal of Retail and Distribution Management</i>	0.742	2
50	<i>Journal of Macromarketing</i>	0.724	2

Source: Compiled by the authors

Results and Discussion

Categories and Subjects

To create the categories described, the 45 published articles found on the subject of interest in the 18 selected journals were read individually. Subsequently, a careful re-reading indicated the need for further filtering, as a result of which 11 of the 45 articles were excluded, because although these had been published in journals listed in the marketing category of the SCImago Journal Rank (SJR), their content did not correspond to the thematic focus of this article; namely, LGBT studies within the marketing context. These excluded articles put the emphasis on other areas of administration, which certainly fall within the scope of the journals that published them, but are not relevant to this research.

As a result of this reading, it was decided that the remaining 34 articles could be divided into 6 categories, namely: 1) effects of LGBT advertising on viewers; 2) LGBT advertising – an overview; 3) gender studies in marketing; 4) the gay-friendly approach; 5) the LGBT market and 6) social marketing. Each category is characterized below.

Category 1: Effects of LGBT Advertising on Viewers

The articles assigned to this category were characterized as having a significant focus on evaluating the impacts on consumers—both heterosexual and LGBT—of media encompassing the LGBT community, with a total of four articles. Regarding the time span of

this category, the first paper was published in 2009 and the last in 2018. The first paper in this category is the study by Martin and Gnoth (2009) titled *Is the Marlboro man the only alternative? The role of gender identity and self-construal salience in evaluations of male models*. The article examines how men react when they see masculine, feminine, or androgynous male models in print advertising. The findings of the article shed light on a strong social pressure exerted on men to endorse traditional male portrayals.

Also addressing consumers' reactions, the study by Åkestam et al. (2017) investigates whether portrayals of homosexuality in advertising can generate social effects in terms of the social connectedness and empathy perceived by the consumer. These scholars show that consumers of both sexual orientations when exposed to this type of media are encouraged to think more about the people presented in the advertisement, making them more likely to feel a social connection and empathy with others.

In addition to the previous study, the recent research by Read, Driel and Potter (2018) also analyzes people's reaction to advertisements featuring same-sex couples. Their study *Same-Sex Couples in Advertisements: An Investigation of the Role of Implicit Attitudes on Cognitive Processing and Evaluation* focuses on non-print campaigns. The objective is to evaluate how the viewers' implicit attitudes affect their cognitive processing in relation to the evaluation of ads with same-sex couples. The results reveal that implicit negative attitudes towards homosexuality are associated with more negative affect, less attention, less positivity and less preference for advertisements featuring same-sex couples. To an extent, these results corroborate the abovementioned research of Åkestam et al., (2017), reaffirming that people's personal attitudes towards homosexuality affect the way they react to the advertisements.

In contrast, Tsai (2011) adopts a different approach from the other researchers. In her paper, she investigates only gay men and lesbians, evaluating how this group of minority consumers respond to the print advertising targeted at them. The results of the research show that these consumers build self-empowering interpretive strategies to deal with the stigma and negotiate a subordinated social status. The findings highlight the sociocultural role of advertising, illuminating the struggles of consumers deprived of the right to seek public validation of their subcultural identity, helping to prevent potentially stigmatic subcultural distinctions. This is a study that takes a special look at this particular minority, presenting potentially useful results that point to the relevant role the media can play in supporting minority groups in society. In light of her findings, she reflects that in the media "homosexuals are stigmatized as an entirely incommensurate and different category very dissimilar to heterosexuals" (Tsai, 2011, p. 94)

The researchers in this category seek to evaluate the impact on homosexual and heterosexual viewers of the dissemination of LGBT-inclusive advertising.

Among the journals that contributed articles to this category are *Marketing Letters*, *European Journal of Marketing*, *Journal of Advertising* and *Journal of Marketing Communications*.

Category 2: LGBT Advertising – An Overview

This group includes six articles that provide a general description of LGBT advertising as a means of understanding its content, but without the emphasis of the previous category, which sought to evaluate how LGBT-inclusive media is perceived by consumers. The studies, which are partially discussed below, examine and reflect on the characteristics of the advertisements in regard to the most commonly-used symbols and iconographies. In terms of the time span, the oldest article is from 2007 and the most recent 2015.

The two publications from 2007 are by the researcher Blaine J. Branchik, who wrote them without co-authors. His evaluations of this media are titled *Queer Ads: Gay Male Imagery in American Advertising* and *Pansies to Parents: Gay Male Images in American Print*

Advertising. The first tells the story of gay male images in American print and video advertising, but does not focus on lesbians. He reports that at the beginning of the 20th century, although uncommon, images of gay men were portrayed subtly but non-judgmentally. However, from the end of the 1920s until the 1970s, images of gay men, still equally rare, tended to portray them mostly as objects of ridicule or contempt. These days, gay male images are more often included, with a mixed approach in terms of the way they are portrayed, ranging from positive contextualizations to negative, stereotyped ones.

The second article by Branchik (2007) analyzes the representations of the gay man in American advertising, but offers more in-depth reflections. In this study, the researcher generates thematic categories based on the analyzed advertisements, plotting a chronological series that shows an evolution of the way in which the gay community is portrayed by society, going from ridicule to edginess and then to respect.

This category includes another author who has written more than one article on the subject. In 2012, Nam-Hyun Um wrote his research paper *Seeking the holy grail through gay and lesbian consumers: An exploratory content analysis of ads with gay/lesbian-specific content*. His content analysis of ads with homosexual themes notes that these reflect the demographics and psychographies of gay consumers, also pointing to the existence of a variety of iconographies and symbolism, mainly rainbow flags. Um (2012) highlights the fact that three-quarters of the advertisements he found, in two magazines exclusively targeted at a homosexual audience, are aimed at gay men, generating a marked imbalance in the attention given to gays and that dedicated to lesbians.

In 2013, Nam-Hyun, along with researchers Kyung-Ok Kim, Eun-Sook Kwon and David Wilcox, published the study *Symbols or icons in gay-themed ads: How to target gay audience*. These authors argue that gay consumers can correctly perceive and interpret specific gay symbols such as the rainbow and the pink triangle, while those same symbols are not detected by heterosexual consumers. However, they also emphasize that this type of advertising needs further, more in-depth analysis in terms of creativity and consumer reactions.

As regards the vehicles for disseminating these investigations, they include the *Journal of Macromarketing*, *Journal of Marketing Communications* and *Journal of Hospitality Marketing and Management*.

Category 3: Gender Studies in Marketing

The articles included here reflect the interdisciplinarity of two important areas of research in the social sciences: marketing and gender studies. The total of five published studies in this category range from 2003 to 2018, addressing various aspects that are outlined below.

The article by Kates (2003), called *Producing and Consuming Gendered Representations: An Interpretation of the Sydney Gay and Lesbian Mardi Gras* is aimed at analyzing the Mardi Gras, a gay and lesbian carnival in the city of Sydney, in Australia. The researcher seeks to answer the following question: are these carnival rites rituals of rebellion with little social effect or are they something more subversive of heterosexual norms and conventions? The results show that events like this can be seen as complex places of contestation, where participants develop and change their sense of gay identity and affiliation with that community.

The research by Bettany et al. (2010) is an important literature review that seeks to highlight the exponential growth of gender studies in marketing and consumer research. In *Moving beyond binary opposition: Exploring the tapestry of gender in consumer research and marketing*, gender and feminist research can offer new ideas, critiques, theories and approaches. The article claims that gender research came out of the margins to become a strong body of work, bringing innovative forms of research such as the use of feminist theories applied to the notions of masculinity.

In *Gay Consumers and Brand Usage: The Gender-Flexing Role of Gay Identity* by Oakenfull (2012), it is argued that the congruity of gender identity between an individual and a product brand yields positive responses in terms of consumer behavior. However, the atypicality observed among gays and lesbians may confound previous research conducted under a heteronormative gaze. Based on the understanding that gay identity is a cognitive construct and a component of self-concept, this article suggests that involvement in the gay community reverses the effects of the "typical" gender scheme congruity on the use of brands for lesbians and gay men.

An evaluation of all the articles in this category reveals the variety of perspectives that may be adopted in studies on gender and marketing. As the study by Descubes, McNamara and Bryson (2018) indicates, the broadly-defined LGBT community may differ in the way they identify with their community. Marketing actions should take this into consideration, as it is natural for society in general, and specifically the LGBT community, to want to identify with the advertising stimuli that are directed to them. Moreover, it is necessary in order for the advertising to be effective.

As for the journals that displayed an interest in the subject, they include a number of important publications in the field of marketing: *Consumer Markets and Culture*, *Psychology and Marketing*, *Journal of Public Policy and Marketing*, and *Marketing Theory*.

Category 4: Gay-Friendly Approach

This fourth category includes four papers published from 2006 to 2015. The works clearly demonstrate that the authors aimed to gain a more in-depth understanding of the characteristic features of gay-friendly ownership, which has been adopted by some establishments. Junior (2014) explains that this term refers to establishments that are welcoming to gay clients, and is also the expression used by companies that do not specifically target the LGBT community but wish to communicate that the LGBT tourist will not suffer discrimination in these places. For Berezan et al. (2015), the gay space is generally a discreet space, with a concentration of bars and clubs, cafes, restaurants, shops, residences and public spaces where the gay identity can be validated by their relationship with others.

The four articles that make up this category have a common goal: to identify the key aspects for an establishment to be considered gay-friendly. The study *Exploring the Importance of Gay-friendliness and its Socialization Influences* presents the results of research on gay and lesbian consumers, evaluating the factors involved in the perception of friendliness, sources of socialization, and the relationship between gay-friendly brand claims and attitudes towards that brand. As a result, it has been pointed out that the concept of moral legitimacy, which refers to the degree of behavioral consistency between the policies and strategies of a company (Suchman, 1995), must be prioritized, since gay consumers can investigate organizations' internal and external policies as evidence of coherence with the values portrayed in the brand's marketing communications.

In the article *What Matters: Factors Influencing Gay Consumers' Evaluations of "Gay-Friendly" Corporate Activities*, Oakenfull (2013) focuses on investigating existing differences between gay and lesbian consumers; by identifying these specific features, companies can be better informed about spending and segmentation decisions when addressing the gay consumer market. The findings of this research suggest that it is important for companies to avoid treating these consumers as a single group with monolithic preferences and perceptions, since the sex and identity of an individual within the LGBT community has a significant impact on perceptions of the gay friendliness of various corporate activities.

In *Loyalty Runs Deeper than Thread Count: An Exploratory Study of Gay Guest Preferences and Hotelier Perceptions*, Berezan et al. (2015) draw attention to the fact that if the perception about being a gay-friendly establishment is not the same for hoteliers and their

gay guests, a marketing discrepancy may exist, jeopardizing the loyalty of this segment. This recent publication indicates that the challenge for hotels is to promote historical evidence of the company's participation in and support of the LGBT community, in order to confirm its long-term commitment. Marketing resources should also be used to communicate this story, since authenticity is vital to attracting guests to the LGBT-friendly hotel.

The article *Consumer myths and the gay men and women who believe them: a qualitative look at movements and markets* by Gudelunas (2010) also examines how some brands achieved their gay-friendly status. Advertising, corporate employment policies for gays and lesbians, sponsorships for LGBT charity events and interpersonal recommendations are factors that contribute to a brand or company achieving that status. This author also emphasizes that marketing professionals must understand that entering this market requires a commitment that goes beyond simply placing ads in the LGBT media segment. This audience expects sponsorships, a commitment to equality on the part of the brand or company, and a long-term commitment to supporting their community.

Studies in this category therefore suggest that any real hope of becoming a notable gay-friendly brand will require companies to commit to supporting LGBT causes and engaging in inclusive practices, both internally as well as externally to the company. According to the highlighted studies, this audience is very attentive to the balance between discourse and practice.

The journals that published these articles are, respectively, *Journal of Marketing Communications*, *Journal of Public Policy and Marketing*, *Journal of Travel and Tourism Marketing* and *Psychology and Marketing*.

Category 5: LGBT Market

This is the largest category, with 10 articles from 2002 to 2017. They seek to reflect the scenario in which gay consumers act, as well as the challenges and actions of companies that seek to serve them. Some of these studies are discussed below.

A relevant study is that of Branchik (2002): *Out in the Market: A History of the Gay Market Segment in the United States*. Writing alone, without co-authors, he traces the evolution of the gay market segment from the late 19th to the early 21st century, dividing this time span into three historical phases: (1) the underground phase, pre-1941; (2) the community-building phase, 1941-1970; and (3) the mainstream phase, from 1970 until the year of publication of the article, 2002. This article indicates that the development of a market segment is not necessarily a gradual evolutionary process. On the contrary, its growth is erratic, punctuated by historical events and times. It is important to emphasize that the focus of this study is once again on gay men, and does not address lesbians or other members of the LGBT community.

The research by Keating and McLoughlin (2005) called *Understanding the Emergence of Markets: A Social Constructionist Perspective on Gay Economy* involves an analysis of a market based on identity, where the interest lies in the emergence and understanding of the gay male market. The authors point out that in marketing and consumer research, the construction of identity through consumption has received a lot of attention, while other more complex personal aspects—such as race, religion, nationality and hobbies/interests—have often been ignored in the construction of that identity.

The article by Hildebrand et al. (2013) titled *In-Group and Out-Group Influences on the Consumption Behavior of Minority Groups: The Case of Gay Men* to an extent reflects the approach of previous publications, in terms of the group studied (gay men) and also in addressing issues related to the construction of identity. This research examines how and why members of a stigmatized minority group respond to influences of external groups in their consumption decisions. Specifically, the authors demonstrate through field research that gay

men are more likely than their straight counterparts to respond to influences from people inside their group.

Strubel and Petrie (2016) are the authors of *The clothes make the man: The relation of sociocultural factors and sexual orientation to appearance and product involvement*. This study analyzes body image and, like most of the previous articles, focuses on gay men. To that end, it examines the relationships between the multiple psychosocial factors of consumer behavior. The results indicate that when men invest heavily in their appearance, clothing and body care products are considered important tools to shape and protect their self-image. However, when they experience pressures to be corpulent or muscular, these men tend to expose their social ideals about the body and physical attractiveness. This result lends support to the findings of Hildebrand et al. (2013), who suggest that gay men are more likely to yield to in-group influences.

The last article described discusses a significant phenomenon: *LGBTQ and religious identity conflict in service settings* by Minton et al. (2017) highlights the fact that the United States is witnessing a conflict between LGBTQ consumers/supporters and Christian service providers/fundamentalist opponents regarding whether service can be denied to the LGBT community on the basis of religious values. This conflict increases when there is a lack of substitutes (that is, only one service provider in an area for a specific service), as a result of which this community sometimes has to resort to legal means to ensure they can enjoy the service denied to them.

In general, the publications in this category reflect researchers' interest in seeking an understanding of the LGBT market; however, the analysis is somewhat limited since most of these papers predominantly focus on gay men, thereby relegating the interests and tastes of lesbians, bisexuals and transgender people to invisibility. These findings lend support to the statements of Tsai (2011) about the landscape of gay advertising being a "men's club".

The journals that published these investigations are *Journal of Marketing Communications*, *Journal of Macromarketing*, *Journal of Public Administration Research and Theory*, *Journal of Public Policy and Marketing*, *Journal of Retailing and Consumer Services*, *Journal of Services Marketing*, *Journal of Travel and Tourism Marketing*, *Consumption Markets and Culture* and *International Journal of Retail and Distribution Management*.

Category 6: Social Marketing

This last category includes articles that highlight the importance of marketing as a means of inclusion or supporting the needs of the LGBT community. The identified articles date from 2002 to 2016.

The article by Kates (2002), *AIDS and community-based organizations: the marketing of therapeutic discourse*, discusses the prevalence of therapeutic discourse on AIDS in the relations between community-based organizations (CBOs) and service users. The author reflects on the sometimes chameleon-like nature of the user of social services in different times, spaces and contexts, but the relationships and meanings developed in the context of CBOs and their therapeutic practices provide a central focus in the lives of these people as they deal with the serious emotional and social challenges that the disease presents. The results of the research indicate that many organizations can perceive the benefits of this approach with service users, encouraging varied levels of self-disclosure and providing appropriate measures of care, comfort and commitment.

The article *The spiral of advocacy: How state-based LGBT advocacy organizations use ground-up public communication strategies in their campaigns for the "Equality Agenda"* by Mundy (2013) discusses how state-based LGBT advocacy organizations communicate strategically to position the movement's problems as legitimate and build broad positive political support for those issues. This article shows how public relations can serve as a tool for

democracy and an instrument of social change, and how "managing legitimacy" can play a central role in the process of public relations.

In the article by Rodríguez (2016) called *Communicating global inequalities: How LGBTI asylum-specific NGOs use social media as public relations*, the author addresses a topical issue. Specifically, he investigates the situation of lesbian, gay, bisexual, transgender and intersex (LGBTI) refugees, in an attempt to understand how this group seeks asylum through NGOs specific to that community. He also addresses how these NGOs make use of social networks such as Facebook and Twitter to build relationships with the public. The results indicate that social networks can help organizations to better communicate their messages and invoke cognitive, affective and behavioral changes in their stakeholders and audiences.

This set of articles reflects a contextual approach to marketing and the LGBT community, aiming to present positive results that have a direct applicability to this societal interaction. This corroborates the claim by Rodrigues and Lazarin (2014) regarding the relevance of media discourse in politics, the effect of increased visibility and the construction of minorities' otherness.

These studies were published in the *European Journal of Marketing and Public Relations Review*.

Time Analysis and Total Analysis of Publications by Journals and Categories

The most notable of the quarterly publications in terms of the frequency of articles and the years in which they were published is *Consumption Markets and Culture*, with seven articles, an SJR ranking of 42nd position and an impact factor 0.938. It features three articles related to category 2, LGBT advertising – an overview, three more in category 5, LGBT market, and one in category 3, gender studies in marketing. These articles were published between 2002 and 2008, but the journal has not published any studies of this nature in the last five years.

The *Journal of Marketing Communications*, ranked 33rd in the SJR, with an impact factor of 1.074, published a survey in 2006 that was assigned to category 4, gay-friendly approach. In 2012 and 2013, it published two more, both belonging to category 2, LGBT advertising – an overview, as well as a study in 2014, related to category 1, effects of LGBT advertising on viewers. It can be seen that, unlike *Consumption Markets and Culture*, the *Journal of Marketing Communications* features more recent and more frequent publications, in 2012, 2013 and 2014.

This information as well as the corresponding data for the other journals can be seen in Table 2, below, which presents an overview of the years of the publications in each journal. For ease of visualization, each article is indicated by its corresponding category code: 1) effects of LGBT advertising on viewers; 2) LGBT advertising – an overview; 3) gender studies in marketing; 4) gay-friendly approach; 5) LGBT market and 6) social marketing.

Table 2: Time Frame by Category and Journal

Journals	2000	2002	2003	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
<i>Journal of Advertising</i>										1							1
<i>Journal of Public Policy and Marketing</i>												5			3		
<i>Psychology and Marketing</i>									4		3						
<i>Journal of Retailing and Consumer Services</i>															5		
<i>Marketing Theory</i>									3								
<i>Journal of Hospitality Marketing and Management</i>														2			
<i>Sport Management Review</i>																	3
<i>Marketing Letters</i>								1									
<i>Journal of Marketing Communications</i>					4						2	2	1				
<i>Journal of Services Marketing</i>																	5
<i>European Journal of Marketing</i>		6															1 + 6
<i>Journal of Travel and Tourism Marketing</i>		1												4			5
<i>Consumption Markets and Culture</i>	2	5	3	5		2	5				2						
<i>Journal of Macromarketing</i>		5				2											
<i>International Journal of Retail & Distribution Management</i>				5							5						
<i>Public Relations Review</i>												6 + 6			5 + 6		

Source: compiled by the authors

Final Considerations

The aim of this research was to survey the work produced on marketing to the LGBT community, published by the main journals in that area. Furthermore, it sought to evaluate the composition of this field of research, identifying the focus of attention given to the issue by marketing researchers, as well as the main authors and the existing research gaps. Journals that featured such papers included *Consumption Markets and Culture* and *Journal of Marketing Communications*.

The review of the articles revealed that the researchers were mainly interested in:

- Evaluating LGBT advertising from two perspectives: one aimed at gaining an understanding of its effects on viewers; and the second aiming to characterize the nature of those ads;
- Examining the interdisciplinarity between the discussions generated in the marketing field as a way of improving studies of consumer behavior;
- Understanding the dynamics of the LGBT market as a whole, while also delving into the unique new business context of establishments that declare themselves gay-friendly.

d) Looking at the interaction between marketing and the LGBT community, in which the former can act as an agent, through their media actions, capable of generating social benefits for the latter.

There is a clear effort in the literature to draw attention to the relevance of the LGBT market; however, the existing research focuses more on gay males than other members of the LGBT community, as well as attempting to identify possible resistance from heterosexual audiences to the inclusion of the LGBT community as a target of companies' marketing actions. These approaches suggest a field of research that is still fragmented and with considerable gaps, since the predominance of gay men, as an object of research, inevitably eclipses other members of the community such as lesbians, bisexuals and transgender people.

The evidence indicates that there are still several aspects to be investigated in this field, such as consumption habits and behavioral tendencies. Above all, a better understanding is required of the specific market segments of this highly diverse community, in order to leave behind the incomplete, one-size-fits-all advertising approaches. A limitation of the study is the fact that not all of the 173 journals in the SCImago Journal Rank (SJR) were analyzed, with publications from related conferences also omitted.

The contributions of this paper are based on highlighting the context underlying the research in this field, revealing particular points of interest for researchers: LGBT advertising, its effects and the market as a whole. Moreover, research gaps are identified by pointing out the limited number of articles that take a diversified perspective, including lesbians, bisexuals and transgender people.

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