

The Research Centre of the Faculty of Economics
cordially invites you to a research seminar
on **Tuesday, 19th March 2019**
at **14:00** in room **P-119**
at the **Faculty of Economics, University of Ljubljana**

Author:

Prof. Dr. Martin Eisend

European University Viadrina Frankfurt (Oder)

will present the article:

“Sexual Orientation, Consumer Behavior, and Advertising: Meta-Analytic Findings”

“The increasing acceptance and visibility of homosexuality in society, combined with the considerable buying power of the lesbian, gay, bisexual and transgender (LGBT) community, has triggered the interest of marketers and researchers in understanding the consumption patterns of homosexual consumers. Prior research has assumed that homosexual consumers behave differently from heterosexual consumers, although evidence is mixed and no theoretical pattern has emerged as a suitable explanation for any differences. Thus, we still do not know whether any differences exist and, if they do, what these differences look like and how they can be explained. To address these research gaps, this study provides a meta-analysis of the consumption patterns of homosexual and heterosexual consumers that tests the explanatory power of four alternative theoretical approaches: a biological, an evolutionary, a social, and an identity perspective. The findings reveal that homosexual consumers show only slightly more consumption-favoring behavior than their heterosexual counterparts, but no difference appears for gay versus lesbian consumers. The moderator analysis supports an evolutionary and biological explanation for these differences, but not an explanation based on identity or social factors. The findings correct prior myths and stereotypes about homosexual consumers and suggest taking a different theoretical perspective in future research.

Assuming considerable buying power of homosexual consumers, several companies have developed advertising with homosexual imagery to better target these consumers, thereby risking alienating most heterosexual consumers. The findings on the persuasive effects of homosexual

imagery are mixed and do not provide insights on whether and when homosexual imagery in advertising supports or hampers persuasion. A meta-analysis on the effects of homosexual imagery tries to resolve the inconsistencies in findings of prior research. The integrated effect size suggests that the overall persuasive effect between homosexual and heterosexual imagery does not differ. Contrary to the assumption, the findings suggest “reverse alienation”: heterosexual consumers are not alienated by homosexual portrayals, but homosexual consumers are alienated by heterosexual imagery. Furthermore, the moderator analysis suggests that incongruence between imagery, consumer characteristics, cultural values, explicitness of imagery, endorser gender, and product type result in unfavorable responses to homosexual advertising imagery.”

You can register for the free seminar by phone (01) 58-92-489, or via e-mail:
research.seminars@ef.uni-lj.si by Monday, 18th March 2019.

You can find all information regarding future research seminars on following link:
http://www.ef.uni-lj.si/raziskovanje/seminarji_in_konference

We look forward to seeing you!

