

## Rethinking Market Inclusivity: A Strategic Approach to Reach Diverse Consumer Segments

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### KEYWORDS

*intersectionality, diversity, inclusion, power, gender, race, class, and identity.*

### ABSTRACT

Intersectionality remains significantly underutilized in the marketing field, even though it has potential. This page addresses this gap by gathering the body of evidence to present helpful resources for integrating intersectionality into marketing research. In addition to a comprehensive study design process, a visionary research objective, and key takeaways for stakeholders, it outlines a comprehensive base for an intersectional marketing framework. Essentially, intersectionality is defined by three aspects: (1) an awareness and an acceptance that social categories—such as gender, race, and class—happen as opposed to co-existing independently; (2) an understanding of how intersecting identities affect individuals' experiences in the workplace; and (3) a focus on the dynamics of power structures influencing these lived realities. Researchers and marketers can apply the article's innovative research design roadmap to incorporate intersectionality into their work through the theory and methodological strategies it outlines. Developing intersectional theories and hypotheses, conducting inclusive literature reviews, collecting rich demographic information, sampling marginalized groups, performing exploratory subsample analyses, and making context-sensitive conclusions are just a few. Furthermore, the proposed study agenda also points to significant concerns at the organizational, consumer, and social levels. Ultimately, bringing an intersectional perspective can ensure marketing stays relevant to society, promote the development of broad and inclusive theoretical frameworks, and more accurately reflect the voice of underrepresented and marginalized groups.

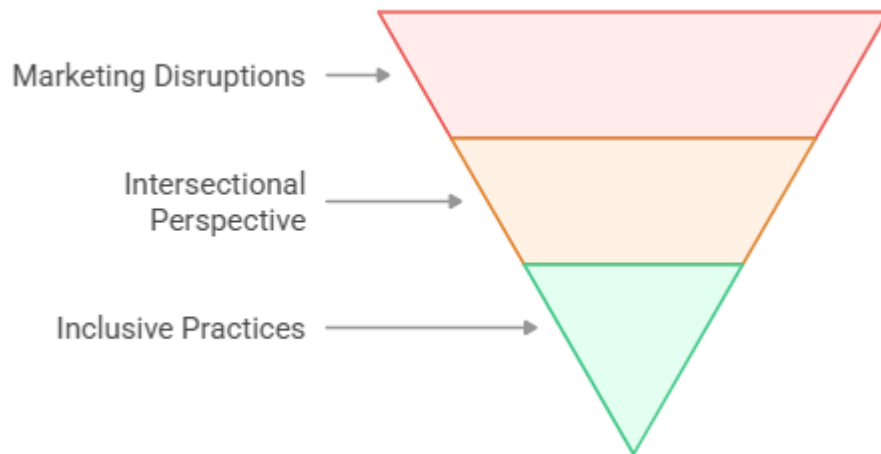
### 1. INTRODUCTION

Intersectionality becomes a necessary and crucial perspective for understanding marketing and consumption in a more encompassing way when marketing faces growing disruptions like data replicability, political difference, and emerging technology. The concern moves away from isolated social categories to the complex lived experiences of consumers, highlighting interlocking systems of privilege and oppression such as racism, sexism, and classism. Marketing risks overlooking underrepresented and marginalized populations in the market place if this perspective is not embraced. Intersectional viewpoints are not yet integrated, however, even as recent marketing theory began to call for more consideration of these historically marginalized consumers and communities. Empirical evidence has shown that marketing



is behind when it comes to adopting intersectionality, even as seminal success has been achieved in other areas. For instance, few of the top marketing journals mention the word "intersectionality," and only in research employing qualitative consumer culture theory, and

highly cited intersectionality papers are rarely cited in marketing journals. For reasons of definitional uncertainty, unfamiliarity with the academic and cultural significance of intersectionality, and apprehension about its applicability in marketing research, this limited visibility highlights a pivotal omission. In addition, while intuitively disparate intersectional experiences can bring revolutionary insights, the marketing desire to generalize widely may preclude examination of such experiences. The paper proposes a comprehensive approach to surmounting these disadvantages and includes the offer of an intersectional paradigm for marketing, introducing its unique strengths, offering a handy study design guideline, and outlining implications for scholars, practitioners, and stakeholders. Embracing intersectionality can benefit companies and society in general by encouraging inclusive marketing practices, enhancing knowledge of underrepresented consumers, and yielding beneficial outcomes.



**Figure 1: This figure shows the Intersectionality in Marketing**

### **Political Divisions as an Illustrative Example**

Take the widely debated topic of political polarization within the US as an example of why an intersectional perspective is so valuable in marketing. Recent research often equates political differences with demographic traits like age or education, and infers, for example, that younger or more educated individuals lean Democratic. Studies have examined how political ideology influences such things as taking financial risks, educational program preferences, customer satisfaction, and customer experience. It is incorrect, however, to think that similar trends apply across all groups. Such assumptions are challenged by an intersectional perspective, which points out nuanced differences both within and across groupings of people.

So-called "educational divide"—the idea that increased education is linked with Democratic preferences—is most prominent in White respondents, based on analysis of longitudinal data from the Pew Research Center's American Trends Panels. Democratic identification, for instance, increases by 28.1% for White non-Hispanics with a college degree or higher compared with high school diploma. Conversely, however, among Black and Hispanic respondents, this pattern is nonexistent or even reversed. For White, Asian, and Hispanic respondents, youth is correlated with stronger Democratic leanings; whereas, for Black respondents, age is correlated with the Democratic alignment being stronger. These findings illustrate how the diverse life experiences of oppressed peoples are not considered by conventional political assumptions.

Such oversimplification is at the risk of excluding important groups—such as Black consumers—from the broad political marketing discussion if intersectionality is ignored. To understand how social categories such as race, education, and age intersect and influence consumer behavior, intersectional analysis becomes necessary, as this illustration shows. The article discusses intersectionality in its definition and discusses how it can alter marketing theory and practice in the subsequent section.

### **The Marketing Definition of Intersectionality**

We employ three basic building blocks to frame intersectionality in marketing, using the corpus of prior research. The first is the recognition that social categories—race, gender, class, etc.—tend to intersect with one another instead of occurring in isolation. Second, it involves recognizing how these intersecting identities affect consumers' engagements in the marketplace and generate unique customer experiences. Third, it requires understanding how power influences these lived experiences, especially how consumer behavior and outcomes are affected by access to various types of capital, such as financial, cultural, and social capital. While "privilege" and "oppression" describe relatively greater or lesser amounts of such power, "power" here is the degree to which individuals do or do not have access to these resources. The most comprehensive and efficient



applications of intersectionality involve all three of these elements, although marketing studies may illustrate an intersectional approach by focusing only on one of them. Nevertheless, as evident through the examples in Web Appendix E, such integrated application remains quite rare in mainstream marketing scholarship today.

### Framework for Intersectional Concepts

We present a conceptual model illustrating such a shift and informing future attempts at forecasting to help differentiate an intersectional marketing paradigm from the dominant structure currently employed. It is important to establish that intersectionality is a methodology to theory and practice and not an independent idea. As researchers such as Poole et al. (2021) have argued, each customer is part of a marketplace that is shaped by intersecting social identities. Rather than simply combining identities additively, as would be suggested by the older models, intersectionality is concerned with the way in which these intersecting identities intersect with power and oppressive structures to influence customer experiences.

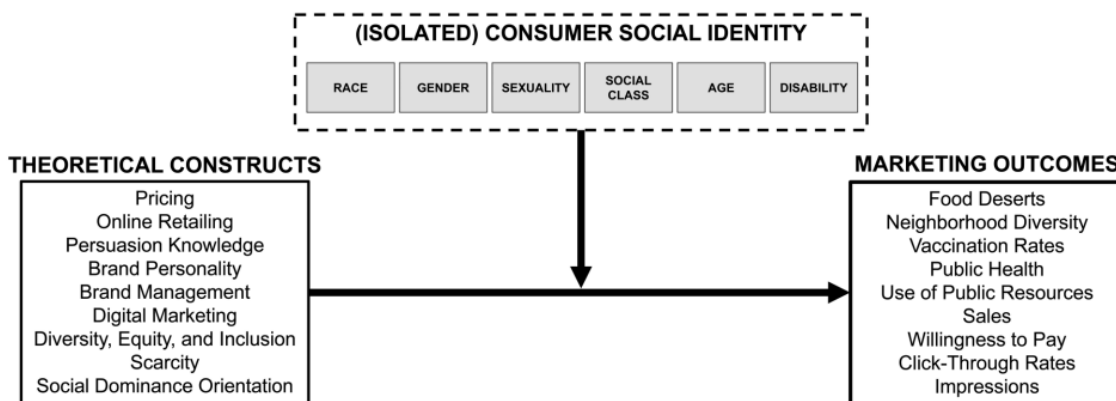


Figure 2: The current paradigm for marketing.

Alternatively, rational choice theory, which is inclined to conceptualize marketplace and consumer experiences as distinct or independent, is the main reason why the prevailing marketing paradigm is in place. Marketing research more often than not takes on its underlying assumptions implicitly, even if it attempts to counter this paradigm. These include emphasis on major behavioral trends, applying easily accessible populations for data, and not giving much attention to identification or power dynamics. As a result of this, hegemonic market research neglects the complex realities of underrepresented groups and understands consumer experience as homogeneous and autonomous. Identity or structural inequality considerations are hardly incorporated into pioneering study domains such as pricing, branding, and retailing; disenfranchised consumers are often relegated to boundary conditions instead of being focal points for theory development. Research on time-sensitive sales, for instance, may indicate a generally positive effect in storefronts, which would then be moderated by such variables as gender or race.

This approach looks at deviations from an assumed norm based on prevalent consumer groupings, such as Black or female consumers being less responsive. This kind of framing reinforces the idea that the behavior of mainstays (generally white males) is the norm and limits explanations of diverse consumer conduct. This discourages further studies of the experiences of groups that are poorly researched and often neglects the root power relations affecting these differences. The lived realities of customers, especially those belonging to groups that have previously been underrepresented, play a vital role to an intersectional marketing framework, but without being constrained by current assumptions. It acknowledges the interdependence and dynamic construction of identity, power, and lived experience by market, social, and environmental forces.

These experiences are necessary to understanding marketing theory and outcomes; they're not ancillary. For example, the concern that one will be thought of as financially insecure—a perception that is shaped by intersecting gender and class structures—could be the explanation for why women are less responsive to limited-time offers. These nuances are important discoveries that an intersectional framework brings to light; they are not just border demands. As such, an intersectional marketing worldview considers marketing results, theoretical concepts, and customer lived life all as equally important and related. It looks beyond simply identifying trends between constructs and outcomes to explore how oppressive systems and environmental factors influence both. This transformation encourages research that critiques assumptions rooted in major group norms, analyzes how power influences marketplace conduct, and raises the reality of specific consumer groups.

We study the exact relationships between marketing and the three core aspects of intersectionality—overlapping identities, lived experience, and power—in the following section and how they contribute to this more active and inclusive paradigm.

### Intersectionality Awareness and Recognition: Crossing Social Categories

Each consumer at the same time has various social identities, i.e., gender, age, occupation, or ethnicity, as the multiple-identity theory holds. Based on the context, these identities become either more or less salient (Cole, 2009; Forehand, Reed,



& Saint Clair, 2021). In the study by Rydell, McConnell, and Beilock (2009), for example, women college students' answers to demographic questions about their gender or profession primed their "women" or "student" identities. Many self-definitions may shape these identities, from place of residence and demographic characteristics to personal affiliations, beliefs, consumption, or brand identity. Moreover, biological traits (like age or body type), social norms (like caste or class), and how visible specific identities (like nationality or handicap) are can each influence salience of identity.

Intersectionality requires us to go further still, however, recognizing that people are compositions of multiple interconnected categories of social difference and not separate identities. For instance, a woman college student is more than "female" and "student," but a unique intersection that defines her workplace experience. Since each sample consists of individuals with intersecting identities, this perspective indicates that all marketing research has inherent intersectionality. While these intersections are often ignored in the traditional paradigm, it leads to findings that are ambiguous or even misleading. This is reinterpreted by an intersectional marketing model, which recognizes and represents multiple identities as stepping stones to more nuanced, context-specific understanding in place of homogenous group labels.

For example, studies are typically set up as being about "female consumers" if the study sample happens to be 80% female. Yet when it involves sexuality, we very rarely ever encounter such clarity. For instance, how often are studies described as being about "heterosexual consumers," even when most of the sample is? By setting some identities as defaults and representing others as deviants, such a double standard indicates implicit standards in research. Rather than considering gender, color, age, sexual orientation, and education as separate or secondary attributes, intersectional marketing encourages researchers to identify and engage with a broad array of social identities together. Although no one study is able to fully investigate each junction, it is the responsibility of the scientific community collectively to do so.

**Table 1: Questions Capturing the Intersectional Perspective in Marketing**

Question	Purpose
How may systems of oppression and privilege influence how underserved consumers engage with brands?	To explore how structural inequalities shape consumer-brand relationships.
What overlapping social categories are present within my work and relevant marketing processes?	To identify and integrate diverse consumer identities in research.
How do theory, hypotheses, or findings incorporate the lived experiences of underserved consumers?	To ensure research reflects the realities of marginalized groups.

For instance, Hutton (2015) considers how poverty and gender influence consumer stress. It also includes reporting ethnicity, marital status, and family role—information that, while non-crucial to the research, adds depth to its intersectional insight. Marketing research can move toward more precise, comprehensive, and socially responsible knowledge of the market by embracing intersectionality.

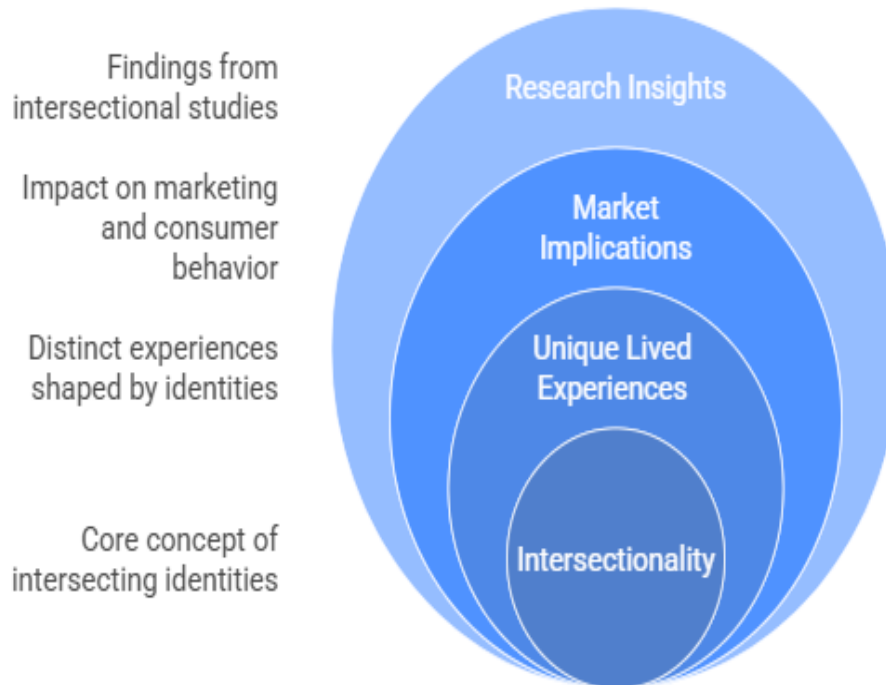
### Customers' Lived Experiences: Impact on the Market

Intersectional research uncovers complexity that are often overlooked by traditional marketing practice and elicits insights specifically linked to consumers' lives. researching lesbian consumers, for instance, necessarily involves researching the intersection of gender and sexuality; but these identities are also shaped by age, cultural background, and class (Tsai, 2011). The word "intersectionality" was originally coined to bring attention to how racism and sexism combine to frame the lives of Black queer women, a group that was doubly marginalized by both the Black Power movement, which often centered Black men, and the second-wave feminist movement, which mostly centered White middle-class women (The Combahee River Collective, 2014; Crenshaw, 1991). One must keep in mind that to be Black and a woman is greater than to merely be Black and a woman. These identities, intersectionality suggests, represent distinctive, non-combined experiences that are worth studying separately.

For example, one can deduce that Black women, who are discriminated against on both racial and gender bases, get least compensation in discrimination cases. But as per research by Ponce de Leon and Rosette (2022), Black women earn less than White women in gender discrimination but earn more than Black men in racial discrimination. This is something that additive models of marginalization would not have accounted for. This goes to show how their lived experiences are unique and intersecting. Also, intersectionality allows for an examination of diversity within identity categories that are often perceived as homogeneous.



For Collins (2015), even when outcomes appear similar, their mechanisms can differ from one group to another. Ashik et al.'s (2022) research on food consumption in Bangladesh gives a perfect example of this: while poverty hits numerous women, Muslim women, who constitute the ethnic majority, might utilize food to preserve their families' reputation, while Santal women, who are an ethnic minority, might perceive food as a marker of their perpetual marginalization. Their purposes and experiences vary because of intersecting identities despite the fact that they encounter similar material conditions. Lastly, intersectionality encourages not only to look into similarities between groups, especially vulnerable ones, but also to highlight differences. Powerful insights can be gleaned from this.



**Figure 3: Consumer Research Intersectionality**

Cherrier and Hill (2018), for example, found that ads with a "fresh start" message resonated both with individuals in recovery from drug abuse and those who had been incarcerated in the past. Likewise, Aaker, Brumbaugh, and Grier (2000) found that ads aimed at Black consumers were appreciated by White gay and lesbian consumers, although ads with racial identification alone made them untargeted. One potential reason for this might be shared experience of being a visible minority in the broader marketplace (Chaney, Sanchez, and Remedios, 2016). These examples emphasize the importance of considering marketing in a nuanced, intersectional manner. Not only does it expand our understanding of the interactions between different social identities in consumer communities, but it also enables us to identify unexpected points of similarity between them. These discoveries improve marketing theory and enable more effective and representative marketing strategies.

#### **Power: Examining How It Influences Customer Experience**

Consumer lived differences are deeply shaped by power dynamics and are not mere matters of taste or personal choice. Crockett's (2017) Black customers, for instance, shunned predominantly white restaurants due to a fear of treatment and not because of aesthetic choices, displaying an understanding of social differences in power. As an essential aspect of the intersectional marketing framework, it underscores the importance of examining how power structures influence consumption (Chun, Lipsitz, & Shin, 2013; Steinfield & Holt, 2020). While concepts of power such as social dominance orientation, system justification theory, psychological power, and power distance have been investigated in marketing scholarship previously, these theories often assume that consumers experience and understand power uniformly. Yet based on their lived experience and position in social hierarchies, individuals understand and experience power differently, as intersectionality illustrates.

Due to underlying differences in their lived proximity to power, an individual who is economically precarious, for example, will tend to envision spending a windfall of money considerably differently than someone who is economically stable. This is not due to their sense of power having been distorted (Paulson, 2018). These variations stem from real, categorical differences in privilege, access, and structural constraint; they are not hypothetical. That is, the everyday social and economic facts that shoppers encounter provide the contextual basis for their relationships with power. Ashik et al. (2022) demonstrate that a single or enduring encounter with privilege or oppression does not necessarily result from the mere holding of some social identification, for example, being in a particular gender, race, or class group.



As per Cikara, Martinez, and Lewis (2022), these dynamics are highly context-specific. Consumer behavior is determined by broader historical and cultural contexts, in which multiple oppressive systems intersect to affect inequality and access across different levels of markets. For instance, Jang and Kim (2018) examined food deserts and found that Black individuals were more likely than non-Black individuals to reside in food-insecure places, even among consumers who were poor. This difference arises from the common intersection of racial and class-based power structures, which reinforce and amplify structural injustices. Knowing about how power dynamics affect customer experience is the third fundamental aspect of intersectionality, and it offers marketing scholars a vital route to explore inequality at a more nuanced and systematic level. Power, either at the macro (societal), meso (community), or micro (individual) levels, is an important determiner of how individuals experience the marketplace.

We discuss how incorporating intersectionality in marketing research can generate more inclusive, nuanced, and socially relevant findings in the following section.

### **Providing Examples of the Advantages of Intersectionality for Theoretical Frameworks and Marketing Results**

By putting consumer lived experiences at multiple social positions at the center of marketplace research, an intersectional marketing approach can potentially transform how marketers think about, theorize, and study key elements and outcomes. This approach allows marketing scholars to better understand the intricacies of identity and structural power relations in customer behavior by redefining our knowledge as opposed to merely expanding it. For example, intersectionality promotes a multi-faceted understanding, while mainstream identity research tends to examine one aspect (such as gender) in relative isolation. By endorsing a more holistic model, like the Multiple-Identity Network model, which argues that individuals possess a network of intersecting identities (e.g., gender, race, class, ability), each of which is bound up with unique experiences, attitudes, emotions, and degrees of privilege or oppression, the paradigm builds on one-dimensional studies without suggesting they are redundant. These intersections influence how customers behave in given situations. For instance, a woman with a stigmatized body can respond differently to a conventionally beautiful model in an advertisement than other women.

In offering a richer insight into how privilege and exclusion operate on multiple dimensions of identity, the intersectional perspective also builds on diversity, equity, and inclusion (DEI) efforts. For instance, intersectionality highlights that although older consumers can become alienated in youth-oriented marketing contexts, this might actually differ across gender and cultural context. Along similar lines, an intersectional approach can be employed to re-evaluate the thoroughly researched concept of loss aversion, where it is argued that consumers feel losses more intensely than gains. Due to the "zero-sum" worldview, less prevalent among disadvantaged groups, advantaged consumers might view the achievement of one group as their own failure. This means that one's social status and concrete experiences of empowerment or exclusion are highly correlated with how they experience loss. Furthermore, the paradigm calls for a reassessment of nonverbal information such as touch in market environments.

As per research, even where the recipient is open to touch, it becomes uncomfortable for the initiator. This argument is supported by intersectionality, which reveals how social factors such as race and gender affect these relationships. For example, for fear of social violence and racialized biases, a Black man might not touch a White woman. This would affect not only his level of security but also more general consumer impacts such as tipping or product valuation. In summary, intersectionality provides a powerful analytical framework through which to understand how deeply embedded systems of power and identity, as well as individual traits or tastes, affect consumer action. It allows us to better model market behavior in a more accurate, comprehensive, and realistic way. This has profound implications for the way that marketing reacts to emergent global issues such as social fragmentation, technological hyperconnectivity, and human humanitarian crises.

### **Using Intersectionality as a Marketing Framework for New Subjects**

The need to apply intersectional perspective in marketing studies is reflected through several emerging themes. For instance, a recent technological hyperconnectivity study established that autonomous technologies replacing tasks that individuals perceive as personally meaningful, such as cooking or yard work, makes consumers resistant to them (De Bellis, Johar, and Poletti 2023). It's worth noticing that preliminary findings from the same poll suggest that males assign a higher value to manual work than females, and that this value decreases with education level. Since they are more emotionally invested in these activities, lower-educated males might be more likely to resist automation, based on a traditional additive model. In contrast, however, more complicated interactions are depicted by an intersectional perspective. For example, Moissel, Arnould, and Gentry (2013) found that based on their education level, men do-it-yourself home renovators attribute various meanings to manual labor. Although less-educated men saw do-it-yourself work as filling the job of a male provider (the "family handyman"), especially when economic times restricted that job in their white-collar jobs, highly educated men employed manual labor in order to reestablish masculine identity, fighting emasculation in white-collar work. This suggests that, contrary to what an additive model would suggest, lower-educated men could be more accepting of automation if it enhances their provider identity.

The thread of societal breakdown and humanitarian issues is entwined in a further compelling demonstration. Seiders, Flynn, and Nenkov (2022) examined corporate and advocacy group advertising campaigns to influence public opinion on policy issues such as tobacco taxes, the cost of medicine, or green energy policies. Such campaigns, often costing hundreds of



millions of dollars, have the ability to strongly polarize individuals on social issues like sustainability and health and play a significant role in shaping public opinion. As their work suggested, activist messages were more effective when they identified the benefits to the community, while industry campaigns were more persuasive when they presented the financial consequences. While intersectionality was not the main aim of the study, some interesting connections with control variables were discovered. An attitude-behavior disparity was demonstrated, for example, when older customers aided industry perspectives within their attitudes but ultimately voted on the side of activist causes. Although age didn't emerge as a significant predictor in full models, preliminary correlations lead to more fundamental questions: What lived experiences of older individuals explain this difference? Could this impact be mediated by other traits such as political party, socioeconomic status, perceived argument quality, or education? These findings indicate just how important it is to consider age in the study of consumer decision-making, in conjunction with other identity markers such as ethnicity, income, and education.

Since approximately 60% of the sample consists of White, non-Hispanic Americans, future studies might investigate whether age is a more effective predictor of voting behavior in this population than in others. This research stream illustrates the powerful potential that intersectionality can bring to advancing our understanding of consumer behavior, especially when confronting complex, applied issues. The subsequent part presents helpful resources and methods for managing these intricate research issues.

### **Research Design Roadmap for Intersectional Marketing: Methodological and Theoretical Strategies for Using Intersectionality**

The authors provide a comprehensive road map to help marketing researchers from qualitative, quantitative, strategy, and experimental backgrounds integrate intersectionality into each stage of study design based on their conceptual framework and literature review.

Although cautioning against overgeneralization because of potential sample size constraints, they suggest starting with exploratory subsample studies to determine how patterns of effects may vary across intersecting identities (e.g., gender and race). To aid in future studies, researchers are urged to publicly report directional trends and statistical results. Where feasible, they should also consider the performance of single-paper meta-analyses. The authors favor the formulation of theoretically grounded intersectional hypotheses that account for lived experiences and power play, although these kinds of analyses might initially need to be atheoretical. They argue that based on the way overlapping identities and oppressive systems impact consumer behavior, intersectionality can be viewed from different perspectives within a model such as independent, dependent, moderating, or mediating variables. For instance, studies may examine the way race and housing status shape experiences of marginalization or how class and race intersect to shape perceptions of price sensitivity. Further, the authors explain how to leverage CRM information, demographics, or measures such as price indices, sales success, and regional inequality measures to operationalize intersectional consumer experiences at the business and societal levels. An example is using machine learning to classify product descriptions in terms of temporal focus and align them with gendered purchasing behavior, as well as analyzing the sales effects of DEI policies by identity group. To develop a more inclusive and representative marketing field, the authors finally call for research that recognizes the complexity of identity, is theoretically informed, and is aware of power relations.

### **Research Methodologies for Intersectional Marketing**

Scholars are called on to broaden their literature review beyond the typical marketing orthodoxy in a bid to enhance the integration of intersectionality in marketing. The *Journal of Public Policy & Marketing*, *Journal of Marketing Management*, *Consumption Markets and Culture*, and *Journal of Business Research* are some of the journals that have been significant in advancing intersectionality but not in the FT50 list. These books have valuable information for marginalization or diversity, equality, and inclusion (DEI) research and on developing marketing theory in general. By incorporating keywords such as "race," "gender," "class," and "ethnicity" into their literature searches, researchers can identify relevant intersectional information when analyzing a broad topic such as price sensitivity. Collecting and reporting on demographics is an important methodological step.

Researchers should identify which identity intersections are being studied and include data on the demographics of their sample, although no one study can include all possible intersections. This process assists in the avoidance of overgeneralization of findings and ensures accuracy in representational claims. There are always key demographics underreported in experimental marketing studies, as per findings. E.g., nearly all studies in top-tier journals provide age and gender, but only a minuscule portion include participant race or socioeconomic status. This suggests that a significant amount of research obscures how multiple identity categories interact to represent larger social hierarchies. Authors suggest employing the GEARS framework—Gender, Education, Age, Race, and Sexuality—as a minimal set of demographic factors in experimental research as a heuristic for researchers. GEARS is a handy starting point, but it does not replace the more complete ADDRESSING framework, which also considers such variables as national origin, religion, and handicap.

Most importantly, all demographic data need to be collected unobtrusively and tactfully, particularly in cases when revealing them might put participant anonymity at risk. It is also important to include "constraints on generality" comments in published research. By making transparent who has been sampled and under what conditions findings apply, these statements help set



the boundaries of a study's relevance. These statements facilitate freer and more reflective reporting in place of substituting for more detailed exploration of power relations.

By encouraging demographic reporting as a best practice in openness and contextualization, the authors also call on journal editors and reviewers to promote and reward it. Another crucial methodological recommendation is sampling from underrepresented groups. WEIRD (White, Educated, Industrialized, Rich, Democratic) samples—particularly those of universities in America—continue to be a large part of many studies. This trend can hide the everyday life of underrepresented consumer populations and limits the ability of the findings to be generalizable. Researchers can fight against this by collaborating with schools that enroll diverse populations of students, such as tribal colleges or historically Black colleges and universities, or by employing channels that can facilitate targeted recruitment.

They can also shift their samples between studies. In addition, exploratory research can ensure measures have an equal appeal with different identification groups. The authors are aware that other researchers might face resource constraints, particularly when attempting to collect diverse or representative samples. They emphasize, though, that adopting an intersectional approach requires explicitly articulating the nature and intent of the sample to be studied instead of using representative samples. When the emphasis is placed on the experiences of marginalized identities in their own right instead of contrasting them with dominant norms, purposive sampling of homogeneous groups can also be useful. Ultimately, these methodological approaches aim to enhance intersectionality's usability and accessibility in marketing research. They encourage researchers to be intentional, expansive, and reflective in their research design and in the depiction and interpretation of customers' experiences.

**Table 2: Summary of Key Research Methodologies for Intersectional Marketing**

Methodological Focus	Key Points
Literature Review	Expand beyond traditional marketing sources; include DEI-related journals.
Demographic Reporting	Use frameworks like GEARS or ADDRESSING; report race, class, etc.
Sampling Strategy	Avoid overreliance on WEIRD samples; use purposive or diverse sampling.
Data Collection Sensitivity	Collect data unobtrusively; ensure participant anonymity.
Transparency & Generality	Clearly state sample details and applicability of findings.

### Intersectional Marketing Research Agenda

There are four new and disruptive themes identified in this intersectional marketing research agenda, namely technological hyperconnectedness, societal fragmentation (politics and ideology), humanitarian crises pertaining to public and health policy, and humanitarian crises pertaining to prosocial behavior. Each theme is discussed from societal, organizational, as well as consumer perspectives. These realms reflect new marketing literature questions and the growing complexity of the marketplace. In a hyperconnected world, for instance, automation and artificial intelligence (AI) can substitute for jobs, something which would have an unequal effect on different groups. Organizations must also deal with shifting ownership values and technical access inequalities. Based on their intersectional identities, consumers—especially stigmatized or disabled ones—will react differently to assistive technology. Issues related to how political ideology, inequality, and resistance to DEI initiatives affect consumer behavior and brand activism are raised by social fragmentation. In humanitarian crises, racial, gender, age, and geographical hierarchies affect prosocial behavior as well as policy responses, such as pandemic control or charitable donations. To be able to gain insight into the ways in which firms might engage, communicate, and relate more equitably with various customer groups, marketers and scholars are called to ask rich questions that reflect upon how everyday experience and marketplace action differ across intersections.

### Suggestions and Takeaways for Stakeholders

As stakeholders go through stages of paradigm shift, this article provides tips on how to incorporate intersectionality into marketing. It begins by explaining how important it is to challenge the norm and realize that perspectives usually rejected as being odd or fringe are just as valid and worthy of consideration. By aligning contemporary marketing theories and findings with the real experiences of consumers at various intersections under the influence of power relations, the intersectional paradigm offers pragmatic means to re-conceptualize them. Not only does this approach place alternative perspectives in context, but it also reminds us that differences are the rule rather than an aberration. In addition, so as to create legitimacy, the research agenda and roadmap provide relevant data and method for assessing the level to which





intersectionality is integrated into future marketing studies. The essay proposes leveraging available platforms, such as conferences, seminars, and special journal publications, to give opportunities to intersectionality-themed talks and scholarship in an effort to further promote adoption and push beyond resistance.

## 2. CONCLUSION

To recognize the diversity and richness of both the industry and the consumers, the authors consider intersectionality to be one of the most important elements of marketing. They emphasize that making it intersectional does not necessarily have to be challenging, though it must be intentional. Without this perspective, marketing can be at risk of becoming stagnant as it continues to study the same trends but overlooks the breadth of consumers' experiences. The discipline could be reinvigorated through an intersectional framework, which would acknowledge current pressing sociopolitical realities.

By laying bare the power dynamics in the marketplace, embracing intersectionality adds depth to marketing's capacity to reflect actual-world behaviors and enhances its relevance to society. Research frameworks have traditionally been shaped by dominant groups, with instruments being developed from their standpoint and then used to measure everybody. By translating their experiences into statistical noise instead of meaningful data, this method excludes individuals who are at underrepresented intersections. Theoretical innovation and methodological advancement are impaired by this exclusion. Intersectionality must be considered a prompt to explore new concepts and ideas. The article provides an intersectional marketing framework and roadmap of research design to assist scholars in developing more representative and inclusive studies in the hope of bringing about this shift. Several academic disciplines have already derived some benefits from intersectionality, and marketing may be no different. The authors invite researchers to take an active interest in intersectional theory, diversify their populations, and critically assess the intersections present in their existing work.

Ultimately, intersectionality—a significant part of embracing new paradigms—is an ongoing dialogue and not an extra additive. This article is intended to spur further research and is a contribution to that larger conversation. As marketing evolves, it must treat customer experiences as dynamic and continually in flux, requiring a philosophy of ongoing inquiry and adaptation. Marketing needs to abandon outdated groupings and fully accept the intersectional reality of today's marketplace if it wants to remain inclusive and relevant.

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