



THE CONSUMERS' ATTITUDE TOWARDS BRAND ACTIVISM OF
TOURISM AUTHORITY OF THAILAND: A CASE STUDY OF LGBTQ+
TARGETED MARKETING STRATEGIES

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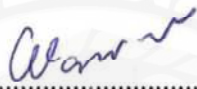
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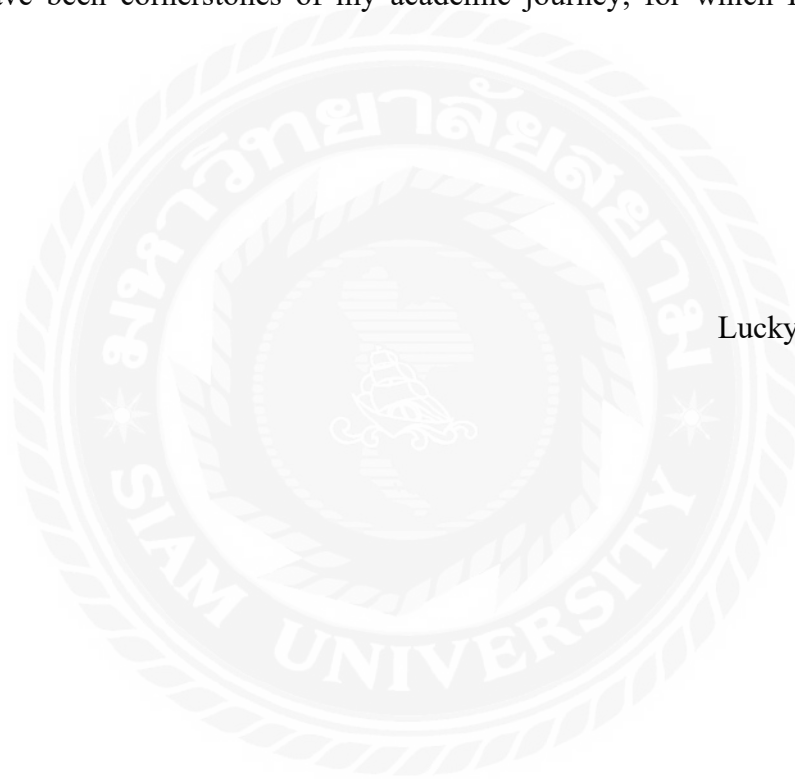
Abstract

In an era of increasing visibility of social movements and LGBTQ+ acceptance, brands must reassess their stance on inclusiveness, extending from internal company culture to public marketing communications. The objective of this study was to explore how LGBTQ+ consumers in Thailand perceived the Tourism Authority of Thailand (TAT)'s campaign, "Go Thai. Be Free," within the context of Thailand's evolving social and legislative landscape regarding LGBTQ+ rights. This study used the qualitative method, and carried out in-depth interviews with 20 LGBTQ+ individuals across various age cohorts (Gen Z, Gen X, and Gen Y) to gauge their attitudes towards TAT's LGBTQ+-focused marketing strategies. The findings revealed generational differences in perceptions: Gen Z expects inherent diversity in brand advertisements, while Gen X and Y exhibit a positive outlook, appreciating TAT's commitment to equality and inclusivity. Notably, the study found no significant impact of generational sentiments on travelers' choices influenced by TAT's LGBTQ+ marketing initiatives. Instead, the quality and personal relevance of the offerings remain the primary determinants of tourist service selection, rather than brand activism alone. This research underscores the need for marketers and policymakers to adopt a balanced approach that integrates socially responsible marketing with high-quality services to effectively engage contemporary consumers. The insights provided are crucial for developing strategies that resonate with diverse consumer preferences.

Keywords: LGBTQ+, brand, activism, consumer, attitudes, Generation X, Generation Y, Generation Z, tourism marketing,

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Lucky Darlami

Declaration

I, Lucky Darlami, hereby certify that the work embodied in this independent study entitled “THE CONSUMERS’ ATTITUDE TOWARDS BRAND ACTIVISM OF TOURISM AUTHORITY OF THAILAND: A CASE STUDY OF LGBTQ+ TARGETED MARKETING STRATEGIES” is result of original research and has not been submitted for a higher degree to any other university or institution.

(Lucky Darlami)



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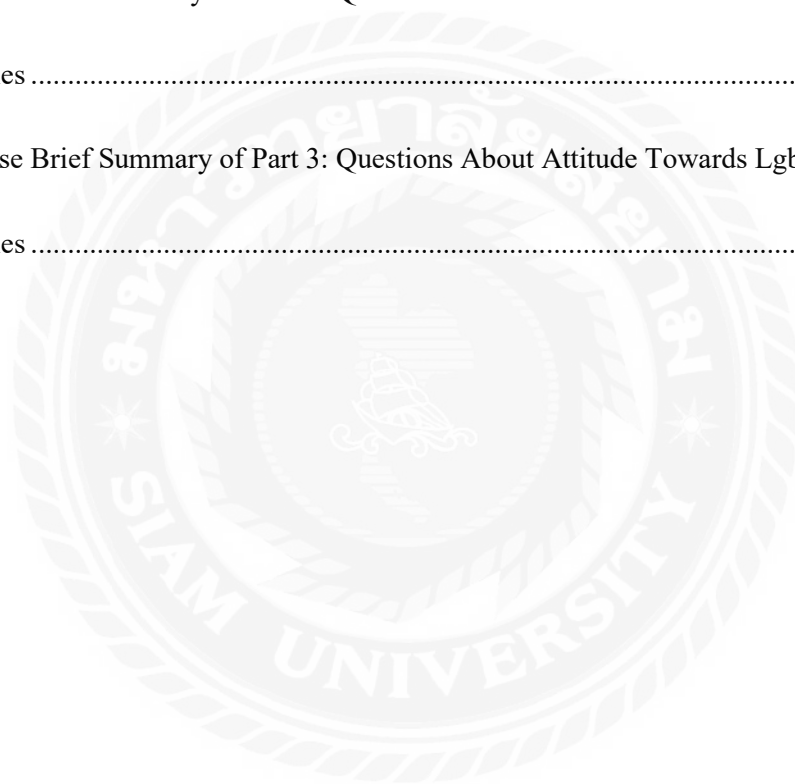
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Chapter 1 Introduction

1.1 Background of the Study

Important information about the worldwide LGBT travel sector is provided via reports and insights. Due to a variety of reasons, the global LGBT tourism industry is expected to generate US\$ 568.5 billion in revenue by 2030. Reports & Insights (A market intelligence company that provides business research reports and consulting services) provides comprehensive analysis and projections on these aspects in its study on the LGBT tourism market worldwide. The area of the travel business that focuses only on serving the requirements of lesbian, gay, bisexual, and transgender (LGBT) travelers is known as the LGBT tourism market. Due to the increasing recognition of the value of accepting and catering to the LGBT community by more companies and locations, this sector has expanded dramatically in recent years. (Reports and Insights, n.)

According to a 2017 research by The World Tourism Organization, between 5% and 10% of all travelers globally identify as LGBT. They are characterized as a group "that travels more frequently and exhibits higher-than-average spending patterns," which makes them and their alleged "pink dollars" a popular tourist attraction in many nations. The goal of this report is to provide an overview of the global LGBT tourism market and its various dynamics, including market drivers, potential threats and challenges, opportunities for major players in the market, trends in the market, market segmentation outlook, regional outlook, size, forecast, share, and major players operating in the market. (World Tourism Organization 2017)

When it comes to travel, LGBT travelers have particular requirements and preferences, and the travel industry has reacted by offering a variety of goods and services that are tailored to these demands. These might include marketing and outreach initiatives that are especially directed towards the LGBT population, as well as LGBT-friendly lodging, events, and tours. The LGBT travel industry is significant from an economic and social standpoint. LGBT tourists are often affluent and well-travelled, and their spending may make a big difference in the local economy. By introducing the 'pink dollar,' organizations want to reach out to members of the LGBTQ+ community who have a large disposable income. The term 'pink dollar' describes the money that Americans who identify as LGBTQ spend. The US economy has benefited financially by billions as a result. (Reports and Insights, n.d.)

Additionally, the tourism sector can support the global advancement of LGBT acceptance and understanding by fostering inclusive and welcoming travel experiences for persons who identify as LGBT. Key geographical regions to comprehend the worldwide growth of the LGBT tourism industry include North America, Latin America, Europe, Asia Pacific, the Middle East, and Africa. In terms of LGBT travel, North America led the world in 2021. Regarding LGBT acceptance and rights, North America is regarded as one of the more progressive areas; several nations have legalized same-sex unions and granted LGBT people safeguards against discrimination. Due to the accepting atmosphere this has fostered for LGBT tourists, the number of LGBT-focused events, festivals, and travel goods has increased across the area. (Reports and Insights, n.d.)

The Ministry of Tourism launched a campaign in 2019 to market Thailand as a safe and inviting destination for LGBT visitors, as part of the government's efforts to encourage LGBT tourism in the nation. The discourse surrounding LGBTQ+ rights has gained considerable attention in recent years, both globally and in specific local contexts. Notably, Thailand has been at the forefront of discussions about LGBTQ+ rights in Southeast Asia. According (The Nation, 2023), the Newly elected PM of Thailand, Mr. Srettha Thavisin recently pledged full government support for a Marriage Equality Bill, thereby reiterating the government's commitment to LGBTQ+ rights. However, despite the government's assurances, critics have accused the administration of hypocrisy for previously introducing a Civil Partnership Act that allowed for the registration but not the legalization of transgender marriages. Moreover, Thailand's bid to host World Pride 2028 serves as another significant development, highlighting the nation's aspirations to be seen as progressive in LGBTQ+ matters.

The nuances in the Thai government's stance on LGBTQ+ rights and related social issues underscore the complex landscape of public policy, social acceptance, and economic considerations. This research paper aims to investigate consumer perceptions of Thailand's brand advocacy for the LGBTQ+ community, especially in the domain of tourism, across different generations (Gen Z, Millennials, Generation X, and Generation Y). According to Nikkei staff writer Apornrath, the landscape of LGBTQ+ marketing in Thailand is undergoing a significant transformation, drawing interest from both policymakers and business sectors. With the Thai economy recovering post-COVID, expanding at a rate of 2.7% in the first quarter of 2023, the focus has shifted toward the untapped economic potential of the LGBTQ+

community. The tourism sector, which contributed to nearly 20% of Thailand's GDP before the pandemic, is now specifically targeting LGBT tourists, who collectively spend an estimated \$200 billion globally each year. (Phoonphongphiphat, 2023)

In line with observations by Apornrath, the Tourism Authority of Thailand (TAT) has sharpened its LGBT marketing strategy by diversifying its campaigns to include roadshows in Europe, Asia, and the U.S., as well as sponsoring Pride events beyond Bangkok, in places like Phuket and Pattaya. This shift marks a departure from past practices, as the authority actively embraces the economic potential of the LGBTQ+ community, particularly the long-haul travelers who extend their visits for destination-specific events. (Phoonphongphiphat, 2023)

Apornrath also highlights that beyond tourism, Thailand's healthcare sector is capitalizing on its existing reputation for high medical standards and competitive pricing. Leading hospitals like Bangkok's Bumrungrad International have launched Pride Clinics offering specialized services such as hormone and gender-affirming treatments, thereby attracting LGBT medical tourists from across the globe. (Phoonphongphiphat, 2023)

Furthermore, according to Apornrath, Thailand is leveraging its soft power in the burgeoning industry of "boys love" dramas, a genre featuring gay romances, with a growing international export market. Last year alone saw over 1.5 billion baht in exports of these series, and partnerships with countries like Japan, South Korea, and China are set to push this figure even higher. (Phoonphongphiphat, 2023)

1.2 Problem of the Study

The research aims to explore the attitudes of consumers across different generations—Generation X, Millennials (Generation Y), and Generation Z—towards the brand activism strategies employed in the social media marketing strategies of the Tourism Authority of Thailand (TAT) for the LGBTQ+ communities. This study delineates and compares the perspectives of each generational cohort.

1.3 Objectives of the Study

1. To examine the attitudes of Generation X, Millennials, and Generation Z towards the Tourism Authority of Thailand's brand activism for the LGBTQ+ community, and to identify generational differences in these attitudes.
2. To determine the effectiveness of the Tourism Authority of Thailand's brand activism in fostering a positive brand image and consumer engagement among the LGBTQ+ communities across different age groups, thereby exploring the impact of generational dynamics on marketing success.

1.4 Significance of the Study

Scholars and practitioners are becoming more and more interested in the topic of LGBT-targeted marketing, especially in Thailand's tourist sector. Nonetheless, the body of current research has several glaring deficiencies. For example, while research has been done on LGBT marketing communication in Thailand's tourist industry, the specific results have not yet been properly examined. Furthermore, the subtleties of the ethical aspects—like pink-washing and genuine portrayal in marketing tactics, for example—appears to be neglected in the corpus of current study.

To fill this gap there are many reasons. Initially, comprehending the ethical aspects of marketing to the LGBT community might provide valuable perspectives on the degree of genuineness and conscientious marketing strategies used by relevant parties in Thailand's tourist sector. As a result, it might help creating laws that can guarantee, ethical, marketing rules, and regulations that are directed towards LGBT population.

Moreover, it can also help various stakeholders, marketers, businesses, and even legislators to really maximize their advertising budgets to do more in-depth research of the current marketing strategies, and also evaluate their capacity soon to connect with authentic LGBT community. A more sophisticated knowledge of the effects of LGBT-targeted marketing on customer engagement and brand loyalty may also be obtained by analyzing how consumers perceive and respond to such tactics.

Furthermore, the Tourism Authority of Thailand has launched the 'Go Thai Be Free' campaign, promoting the country as a welcoming destination for LGBT travelers. Although such initiatives are pivotal in market positioning, academic research has not yet extensively explored their intellectual underpinnings. Consequently, there exists a significant opportunity for scholarly inquiry into the effectiveness and societal impact of these marketing strategies. Filling up the gaps might greatly expand our understanding of LGBT-targeted marketing in Thailand's travel and tourism sector. This study may provide useful information to academics, politicians, and marketers, promoting a more morally and inclusive marketing environment.

The following five points highlight the significance of this study:

1. **Evaluation of Current Strategies:** It offers the Tourism Authority of Thailand (TAT) a critical evaluation of their current social media marketing strategies. By understanding consumer attitudes towards their brand activism, TAT can determine the efficacy of their approach in engaging the LGBTQ+ communities.
2. **Benchmark for Regional Tourism:** If the strategies are found to be successful, this research provides a benchmark for other Southeast Asian countries to emulate. This has the potential to enhance their tourism industries by adopting similar inclusive marketing practices that are proven to be effective.
3. **Strategic Recommendations:** The study can serve as a comprehensive resource for TAT and neighboring countries' tourism boards by offering strategic recommendations. These recommendations will be based on the analysis of consumer responses across different generations, providing a nuanced understanding of what resonates with each age cohort.
4. **Industry Standard Setting:** Successful brand activism campaigns from TAT could set new industry standards for inclusive marketing in the region, influencing broader adoption and potentially leading to a more widespread recognition of the importance of the LGBTQ+ market in the global tourism sector.
5. **Social Impact:** On a societal level, positive outcomes from TAT's marketing strategies may encourage more inclusive policies and practices, contributing to a

progressive change in how LGBTQ+ communities are perceived and marketed to in Southeast Asia.

In essence, this research has the potential to guide pivotal marketing decisions, influence regional tourism trends, and advocate for the importance of diversity and inclusivity in a substantial economic sector.

1.5 Scope of the Study

This study focuses on evaluating consumers' attitudes towards the brand activism efforts of the Tourism Authority of Thailand (TAT) directed at LGBTQ+ communities. It aims to understand the impact of these efforts on consumer perceptions and attitudes. By analyzing how TAT's inclusive marketing strategies resonate with LGBTQ+ individuals, the research seeks to determine the effectiveness of such initiatives in fostering positive brand perceptions and influencing consumer behavior.

The population examined in this study comprises LGBTQ+ individuals from Generation X, Generation Y (Millennials), and Generation Z who currently reside in Bangkok. These individuals are also current users of the Tourism Authority of Thailand's services. By targeting this specific demographic, the study aims to capture a comprehensive view of the attitudes and perceptions across different generational cohorts within the LGBTQ+ community in Bangkok.

1.6 Definition of Terminology

1. LGBTQ+ refers to gender expression groups other than those of men and women; L stands for lesbian; G for gay; B for bisexual; Q for queer and + for other additional.
2. Brand activism refers to corporate initiatives within the brand movement that support, obstruct, or modify society in order to attain gender parity. (Christian Sarkar and Philip Kotler, 2017)
3. A whole month devoted to promoting LGBTQ rights, celebrating LGBTQ+ identity, and boosting LGBTQ+ viewpoints is known as Pride Month. (Rosenberg, 2021)

4. Generation X refers to those who were born between 1965 and 1980 (Dimock, 2019).
5. Millennials, or Generation Y, are defined as those who were born between 1981 and 1996 (Dimock, 2019).
6. Generation Z refers to those who were born between 1997 and 2012 (Dimock, 2019).
7. TAT refers to Tourism Authority of Thailand.



Chapter 2 Literature Review

2.1 Introduction

In 2024, with rapid advancements occurring globally, the world of marketing must adapt to the swift pace of these developments. Marketing has evolved significantly from its earlier form; it now encompasses much more than merely strategies to sell products or services for businesses. Modern marketing focuses on targeting a diverse range of societal issues and aspects. Among these various aspects, LGBTQIA+ marketing strategies have become a particularly interesting area for marketers, especially in countries where the tourism industry plays a crucial role in economic development. LGBTQ+ targeted marketing aims to engage community members who identify as LGBTQ+. Thailand, renowned for its beautiful beaches, friendly locals, and relatively low cost of living, is a prime example of a country where tourism is a significant economic driver. The intersection of Thailand's important tourism industry and LGBTQ+ targeted marketing presents a fascinating topic to explore. This exploration can provide insights into the liberal societal attitudes towards LGBTQ+ individuals in Thailand and uncover the substantial economic potential represented by the LGBTQ+ community for the country's tourism sector. (Badgett et al., 2019)

There are many compelling reasons to explore the marketing strategies employed by Thailand's tourism industry to attract LGBT tourists and gain an edge over neighboring countries. First, examining these strategies will reveal how they align with progressive societal changes. The current global emphasis on inclusivity, openness, and respect has prompted many organizations, businesses, and countries to adopt more inclusive marketing strategies, including those within the tourism industry. Furthermore, this exploration will help determine whether these LGBT-targeted marketing strategies are authentic or merely superficial attempts to increase profits, commonly referred to as "pink-washing." Finally, understanding these strategies will provide insights into how they affect Thailand's global image as a tourist destination. (Newman et al., 2021)

This literature review has several objectives. First, it explores the historical context of LGBT rights and societal attitudes in Thailand, providing a backdrop for evaluating modern marketing strategies. Additionally, it compares Thailand's tourism industry stance on LGBT marketing strategies with global approaches, revealing interesting insights. The concept of pink-washing is examined in detail to understand its impacts and implications within the Thai tourism

industry. By analyzing existing literature, this review aims to understand the responses and perceptions of LGBT community members towards these targeted marketing strategies, evaluating their efficacy and ethical standing. Finally, the review identifies gaps in the current literature and emphasizes the significance of future research, setting the stage for a detailed exploration of various aspects of this research paper.

In summary, this review gathers various perspectives from researchers and academics to construct a well-structured understanding of LGBT-targeted marketing strategies within Thailand's tourism industry. The findings will have tangible implications for society, policymakers, and marketers, contributing to the broader academic discourse.

2.2 Historical Context

Thailand has been known as the "Land of Smiles", it has been holding that reputation for being a very friendly nation for the LGBT community. Peter A Jackson, (1999) explains how the country is so rich with various examples of acknowledgment and acceptance of a diverse range of sexual orientation and gender identity, which can be traced back to its pre-modern history. However, by wearing the blend of traditional recognition contradicts the modern-day challenges and discrimination that is the reality of LGBTQ rights and many societal behaviors in the land of smiles, which is still quite nuanced.

In Thailand the very situation of LGBT rights is still quite complicated. Despite having such an open minded society, the legal challenges and frameworks that are governing LGBTQ rights still stand still in a state of continuous fight for a real evolution. According to Human Rights Watch, (2018) same-sex relations are legal, but the legality of marriage between two men or women, same sex marriage has yet to be legalized. This can be further explain by Winter, (2006), how communal stances while sufficiently broadminded, still struggles with a lot of misunderstanding and weights of bigotry, which are often engrained in societal expectations and outdated hereditary.

When we dive into the world of marketing, the amazing development of modern marketing strategies, which are targeted towards LGBT customer segment within Thailand's, huge, mega tourism industry is a storyline both liberal endorsement and resourceful rendezvous. Thailand began to become popular in the global tourism hub since the late 20th century, we can trace

back where we can see the early hints of LGBTQ targeted marketing. Visser, (2008) explains how the charm of Thailand's vibrant in late nightlife and extremely friendly atmosphere initiated the process of being very marketable towards the international LGBT community.

When the world started evolving towards a much larger inclusivity, so did Thailand start following the same lead by employing, very similar marketing strategies within its tourism industry. Many campaigns often highlighted, the countries, diverse and inclusive stance in the late 21st-century when they started embracing LGBTQ targeted marketing. For example, Thailand Authority of Thailand's campaign called "Go Thai. Be Free" which is a very notable example of this bid of showcasing Thailand as an very friendly and open minded destination for international LGBT travelers around the world not just with in Thailand. (Curtin, 2013)

Ina Toegal sheds lights on the journey towards authentic and inclusive LGBT targeted marketing seems to be still an ongoing process. They argue that the debate surrounding the term "Pink-Washing" still continues to circle around at-large, forcing many marketers, society, policymakers, and multinational businesses at large to genuinely collaborate in a much deeper discourse to make sure that the representation of LGBTQ inclusivity goes beyond commercial opportunism, and actually represents an trustworthy stance towards LGBTQ parity, and acceptance in the society. (Toegel, 2022)

2.3 "Go Thai. Be Free" Campaign

"Thailand welcomes the LGBT+ community.

In Thailand, we believe that diversity is amazing. As the most LGBTQ / LGBT+ welcoming country in Asia, we're proud that the lesbian, gay, bisexual and trans community – and all people – no matter how they identify; and whom they love; feel free when traveling in Thailand on vacation or holiday. We have something for everyone. Yes, there are LGBT+ events, parties and nightlife, but beyond that, we offer rich culture, delicious food, unique local experiences, unparalleled luxury, spellbinding getaways and an experiential break of a lifetime, not to mention some fantastic gay friendly hotels and resorts. Come visit us and find out for yourself, but in the meantime, let us inspire you with stories that will make you want to go Thai; and be free."

Source: gothaibefree.com

The "Go Thai. Be Free." campaign, launched by the Tourism Authority of Thailand (TAT), stands as a pioneering initiative aimed at promoting Thailand as an inclusive and welcoming destination for LGBTQ+ tourists. This campaign is a testament to Thailand's commitment to diversity and inclusivity, showcasing the country's efforts to ensure that every visitor, regardless of gender identity or sexual orientation, can experience the freedom and acceptance that defines Thai hospitality. Central to the "Go Thai. Be Free." campaign is its targeted approach to marketing, which utilizes a variety of digital platforms to engage directly with the LGBTQ+ community. Through vibrant storytelling, compelling visuals, and interactive content, the campaign highlights the diverse experiences that Thailand offers. From its bustling street markets and serene beaches to its rich cultural heritage and lively nightlife, the campaign portrays Thailand as a destination where LGBTQ+ travelers can truly be themselves. (Aranjuez, 2018)

The initiative goes beyond traditional tourism marketing by focusing on the nuances of LGBTQ+ travel. It addresses the specific interests and concerns of LGBTQ+ tourists, offering resources and guides that highlight LGBTQ+-friendly hotels, businesses, and events. This level of detail not only aids in trip planning but also signals Thailand's dedication to creating a safe and inclusive environment for all visitors. (Vichit-Vadakan, 2023)

Moreover, the "Go Thai. Be Free." campaign leverages social media to amplify its message, engaging with a global audience through platforms like Facebook, Instagram, and TikTok. This strategic use of social media not only extends the campaign's reach but also fosters a sense of community and belonging among potential travelers. By featuring real stories and experiences from LGBTQ+ visitors, TAT adds an authentic voice to its promotional efforts, further enhancing the appeal of Thailand as a must-visit destination. The success and impact of the "Go Thai. Be Free." campaign are reflective of a broader shift within the tourism industry towards more inclusive marketing practices. By recognizing and valuing the LGBTQ+ community as a key market segment, Thailand sets an important precedent for other countries and tourism authorities. This campaign not only contributes to the economic growth of Thailand's tourism sector but also plays a crucial role in promoting social acceptance and equality. (Lawattanatrakul, 2022)

In conclusion, the "Go Thai. Be Free." campaign by TAT exemplifies the power of inclusive marketing in the tourism industry. It underscores Thailand's position as a frontrunner in LGBTQ+ tourism, offering a blueprint for how destinations can embrace diversity and inclusivity to attract a wider range of travelers. As such, the campaign is a valuable addition to the literature on LGBTQ+-focused marketing strategies, providing insights into the evolving landscape of global tourism.

2.4 Global Perspective

A Comparative Study of Marketing Strategies Targeting the LGBT Community Worldwide
The global panorama of marketing techniques aimed at the LGBT community is shaped by regional differences in socio-cultural and legal contexts. For example, Western societies—the United States and Europe, for example—have embraced overt LGBT-targeted marketing methods more aggressively (GLAAD, 2019). This proactive approach is often credited to the legislative frameworks and more progressive social attitudes that promote LGBT rights Sender, (2004). On the other hand, nations with legislative restrictions or conservative social norms could take a more measured approach to marketing to the LGBT community (Winter, 2006).

Within the field of digital marketing, social media platforms have developed into a thriving environment for LGBT-focused campaigns. Businesses interact with LGBT communities by using social media sites like Facebook, Instagram, and Twitter. They often create ads that speak to the identities and experiences of LGBT people. Depending on the local social sentiments on the LGBT community, there may be major regional variations in the amount of involvement and tone of marketing initiatives. (Weinzimmer & Esken, 2016)

Quite a few well-known businesses have established themselves as leaders in the field of LGBT-friendly advertising. (GLAAD, 2019) In the United States, corporations such as Starbucks and Levi's have used advertising campaigns to advocate for diversity and LGBT inclusion in their workplaces. One such example is the marketing campaign that was run by Starbucks called "Every Name Has a Story." This campaign brought attention to the transgender community and its demand for recognition and respect in regard to their names. (Starbucks, 2020)

Absolut Vodka, along with a number of other firms in Europe, has made significant advancements in the process of marketing to members of the LGBT community. Absolut has designed a campaign called "Kiss With Pride" to emphasize the company's continuous support for LGBT rights in order to commemorate the 50th anniversary of the legalization of homosexuality in England and Wales. This campaign was created in celebration of the 50th anniversary of the legalization of homosexuality in England and Wales. (McCarthy, 2017)

The advertisement for "#HoldTight" that is run by ANZ Bank in Australia is a fantastic example of this. Outside of the LGBT community, a lot of people got behind this campaign that encouraged people to value the connections that they had with the people in their lives. (Longworth, 2017)

These global efforts put on full display the imaginative marketing strategies and the passion to promote acceptance and tolerance of the LGBT community that are at the heart of each of these endeavors. They give a plethora of information that might be used in the development of LGBT-oriented advertising campaigns in Thailand that are more successful.

2.5 Pink-Washing

The term "pink-washing," a portmanteau of "pink" and "whitewashing," entered use in the early twenty first century. It describes the actions of companies and groups who use the concept of LGBT-friendliness as a marketing tool rather than a genuine commitment to the community.(Kaoma, 2009) In order to appeal to a more diverse and liberal consumer base, or to deflect criticism and project a progressive image, some businesses may use the statement "we support LGBT rights," however this is seen as a symbolic gesture at best. (Eschenburg, 2014).

Despite the tourism industry's global reach, it has not escaped pink-washing. Some businesses and destinations have been criticized for "pink-washing," or promoting themselves as LGBT-friendly when they don't really do anything to advance LGBT rights (Pritchard et al., 2002). Israel has been criticized for its treatment of the LGBT community (Schulman, 2012), and one example is the city of Tel Aviv, which has been labeled a "pink-washing" city for presenting itself as an LGBT-friendly tourism destination.

Similar criticism has been leveled against a number of hotels and resorts for their "pink-washing" marketing strategies, in which they portray themselves as LGBT-friendly without really adhering to any specific policies that might be of use to its LGBT employees or guests. (H.L. Hughes, 2006) These superficial endorsements may misrepresent a company' or establishment's true stance on LGBT+ rights.

Pink-washing may be damaging to the LGBT community and misleads consumers. This may further stigmatize the LGBT community, drive individuals away, and divert attention away from the real issues facing the community (Fenster, 2011). Moreover, it may encourage a culture of complacency in which companies feel that a token gesture of support for LGBT rights is sufficient.

Pink-washing gives people the impression that society is making progress when, in fact, it is not. The acceptance it fosters may be a smokescreen for the persistent discrimination and injustices faced by the LGBT community (Renn, 2010). In addition, it may undermine the work of organizations and activists who are making genuine attempts to advance diversity and inclusion.

To sum up, the issue of "pink-washing" is complex and contentious. Short-term gains for firms concerned with their image might be offset by potential long-term harm to the LGBT community and society at large. Pink-washing discussions need more education and genuine engagement with the issues facing the LGBT community.

2.6 Tourism Industry Marketing Strategies in Thailand

Marketing tactics aimed at the LGBT population in Thailand's tourist industry are beginning to gain traction. Though the specific results have not yet been examined, one noteworthy project is the marketing communication campaign that was highlighted at the International Conference on Social Sciences in the 21st Century¹. In an effort to position Thailand as a secure travel destination for LGBT+ travelers, the Tourism Authority of Thailand (TAT) created the #GoThaiBeFree campaign. A number of videos featuring actual LGBT+ couples taking advantage of Thailand's many attractions—such as elephant bathing, opulent rooftop pools, serene temples, and distinctive Thai cuisine—are part of the campaign².

Inclusive marketing strategies that genuinely honor and raise awareness of the LGBTQ+ community require year-round relevance, beyond just showing up during Pride month. This means continually seeking to understand and keep pace with the community's evolution. Research by Kantar demonstrates the importance of including a broader demographic that identifies with LGBTQ+ attitudes, behaviors, and consumption patterns, even if they do not identify as LGBTQ+ themselves, effectively doubling the size of the community. (Okuda & Mckenty, 2023)

To engage the LGBTQ+ community, brands are expanding their product ranges to reflect gender fluidity, as seen with Levi's release of a non-gendered collection. Inclusive language in customer engagement is crucial for making individuals within the LGBTQ+ community feel seen and safe, exemplified by Stay Uncle's introduction of a search filter for LGBTQ+ couples . With a 1200% increase in search interest for "LGBTQ friendly" over the past five years, brands are encouraged to make their support for the LGBTQ+ community visible and discoverable.(Okuda & Mckenty, 2023)

For social media platforms such as Facebook, Instagram, and TikTok, the 4 Ps or 7 Ps of marketing can be adapted to promote campaigns that respect and acknowledge the diverse LGBTQ+ community. Products should encompass services that cater to the community's needs, pricing strategies must reflect value and inclusivity, placement should ensure accessibility through various channels, and promotional activities should authentically represent the LGBTQ+ community.(Okuda & Mckenty, 2023)

On Instagram and TikTok, particularly, the visual and interactive nature of these platforms offers unique opportunities for innovative campaigns that resonate with younger audiences who increasingly view gender and sexuality fluidly. (Okuda & Mckenty, 2023)

Think with Google article that provides insights into LGBTQ representation in marketing, which could be used to enhance my literature review on social media marketing strategies towards the LGBTQ community, particularly in relation to the 4 Ps—Product, Price, Place, and Promotion.(Okuda & Mckenty, 2023)

Product: Inclusive product ranges that reflect gender fluidity, such as the non-gendered collection released by Levi's, cater to the evolving needs of the LGBTQ+ community.(Okuda & Mckenty, 2023)

Price: The strategy here involves inclusive pricing that reflects the value provided to the LGBTQ+ community, ensuring that products and services are accessible.(Okuda & Mckenty, 2023)

Place: Digital platforms, especially social media, serve as critical spaces for engaging with the LGBTQ+ community. Brands can utilize features on platforms like Google to mark their organization as LGBTQ-friendly, making their support visible and discoverable.(Okuda & Mckenty, 2023)

Promotion: Using inclusive language in marketing communications across all customer touchpoints, from websites to ads, helps the LGBTQ+ community feel seen and safe.(Okuda & Mckenty, 2023)

One may see the #GoThaiBeFree campaign as a case study of effective LGBT marketing in Thailand. In addition to promoting Thailand as a travel destination, the campaign strives to make the LGBT+ population feel at home and welcome.

Conversely, a more general examination of how the state and powerful people have used LGBTQ tourism for their own gain throughout the years, without focusing on any particular example, suggests a possible area of pink-washing or surface-level interaction with the community.

In addition to being helpful in fostering diversity, marketing techniques aimed at the LGBT community also have a significant financial effect. 1.15% of Thailand's GDP comes from LGBT tourist earnings, a significant portion when compared to many other travel destinations. These hypothetical situations show a mix of sincere efforts and maybe flimsy LGBT-focused marketing initiatives within Thailand's travel industry. While certain campaigns, such as #GoThaiBeFree, provide a good image and encourage inclusion, the broader political and social dynamics may sometimes cast a shadow of superficial involvement over the sincere attempts.

2.7 Consumer Perceptions and Behavior

Research into LGBT individuals' perception of targeted marketing highlights the significance of authentic representation and inclusivity. A study on LGBTQ consumers' engagement notes the growing acceptance of LGBTQ lifestyles among mainstream consumer groups, leading to a recognition among companies of the need to tailor their marketing strategies accordingly (Coetzee et al., 2023). Another study indicates that audiences can critically evaluate LGBT-inclusive ads based on multiple factors such as the (un)exaggerated portrayal of LGBT-characters, suggesting that how sexual minorities are featured in ads can be more important than inclusion itself. (Fried & Oprea, 2023)

The support for the LGBT community, coupled with its considerable buying power, has triggered an increased interest from marketers to better target this group as well as the mainstream market (Eisend & Hermann, 2019a). There's a marked growth in LGBT-themed content, especially in online video platforms, indicating a positive response from the community. For instance, annual viewership of LGBT content on YouTube grew by 76% in 2016, reflecting a growing interest and engagement with LGBT-themed ads. (Snyder, 2017)

These trends suggest that LGBT-targeted marketing can influence consumer behavior positively if done authentically and inclusively. The effect on brand loyalty could be substantial as the LGBT community and its allies are likely to support brands that portray a genuine commitment to inclusivity and representation.

LGBTQ customers' participation in and views toward online brand communities in the digital sphere also demonstrate a noteworthy advancement in inclusion. Businesses are realizing that they need to adjust their marketing tactics to better target the LGBTQ customer sector as the LGBTQ lifestyle becomes more accepted by mainstream consumer groups. (Eisend & Hermann, 2019b)

The emergence of LGBT-focused marketing may be attributed mostly to the growing acceptance of the LGBT population and its significant purchasing power. In order to more effectively target both the mainstream market and this segment, businesses are creating advertising tactics that use gay imagery.

The primary subjects examined are divided into six categories based on an examination of several publications, one of which is the impact of LGBT advertising on viewers. This contains an assessment of the consequences of LGBT advertising, however the snippet does not go into greater depth. The amount of material with LGBT themes on internet platforms has increased, suggesting that the LGBT community is responding positively. For example, in 2016 there was a 76% increase in the yearly viewing of LGBT material on YouTube, indicating a rising interest in LGBT-themed advertisements and content. (Snyder, 2017)

The understanding gained from these researches clarifies the intricate complexities involved in marketing to the LGBT population. They emphasize how crucial it is for advertisements to be inclusive and honest in order to encourage good customer interaction and maybe even brand loyalty among LGBT consumers.

2.8 Ethical Considerations

Marketing directed toward the LGBT population raises several ethical concerns. One such problem is "pink-washing," which refers to the practice of firms openly marketing to the LGBT community but not really supporting the LGBT community or taking effort to address LGBT rights and issues. Following success in publicly targeting the LGBT, one condition that raises ethical concerns is the usage of homosexual themes in advertising aimed at a non-gay audience.(Dahl, 2014)

Another moral quandary is the act of categorizing or misrepresenting people. An piece published on the Major Online Business and Marketing site, for example, examined prior LGBT advertising campaigns that were unsuccessful for Snickers. Because the corporation broadcast aggressive advertising during the 2007 Super Bowl, these measures failed. The community was not pleased with the degree of stereotyping and misrepresentation portrayed in these commercials.(Della Valle, 2020)

When marketing to the LGBT population, it is critical to convey the significance of representation and authenticity. To prevent the creation of negative stereotypes and false images of the group, authentic portrayal must be incorporated in marketing activities. One research, for example, looked at how viewers felt about how sexual minorities were shown in

various sorts of ads. It was revealed that viewers criticized LGBT-inclusive advertising for a number of reasons, one of which was the (un)exaggerated representation of LGBT characters.(Fried & Oprea, 2023)

Furthermore, firms that openly address LGBT concerns in their advertising add to the continuing debate about representation and authenticity. Burger King, which sponsored the "Proud Whopper" campaign and received accolades from various media sites for its honest portrayal, is one example of a company that addressed the issues of LGBT people.(Shakhnazarova, 2022)

To summarize, in order to effectively traverse the ethical terrain of LGBT-focused marketing, an in-depth study of the possible threats is required. Ensure authenticity and genuine representation in LGBT advertising efforts is one approach to greatly reduce the time and resources required to establish a more inclusive and respectful marketing strategy.

2.9 Framework for Regulations

Thailand's advertising landscape has undergone significant changes with the introduction of new regulations. On January 13, 2023, the Advertisement Committee published guidelines focusing on the use of advertising statements, particularly concerning the affirmation of facts that are difficult to prove. These guidelines are a response to the increasing complexity of advertisements, which often contain subjective statements challenging to substantiate. (Yothin Intaraprasong, 2023)

The Notification of Guidelines on Advertising Statements mandates that all advertising content must be in Thai and not mislead consumers about the essential elements of the advertised goods or services (Yuthana Sivaraks et al., 2023). This requirement is critical in ensuring clarity and preventing misunderstanding in a linguistically diverse market like Thailand (Reporters, 2023).

Specific media types, including electronic media, television, radio, and print publications, have distinct visibility and audibility requirements under these guidelines. These stipulations are designed to ensure that advertisements are easily accessible and understandable, reflecting a commitment to consumer inclusivity. Notably, the guidelines prohibit advertisements that exploit spiritual beliefs or make unverifiable claims, reflecting an effort to respect cultural sensitivities and consumer intelligence (Yothin Intaraprasong, 2023) This aspect aligns with

global trends in ethical advertising, prioritizing consumer protection and cultural appropriateness (Chitranukroh et al., 2023).

The Consumer Protection Act of B.E. 2522 (1979) underpins these advertising regulations, creating criminal penalties for violations and emphasizing the seriousness with which Thailand views deceptive advertising practices. This legal framework ensures adherence to ethical standards and aligns Thailand's practices with global norms in consumer protection and advertising ethics (Siam Legal International, n.d.).

The reform in advertising regulations in Thailand, therefore, represents a significant step towards more ethical and consumer-focused marketing practices. It underscores the need for businesses to adapt their strategies to meet these stringent requirements, fostering a transparent and trustworthy advertising environment (Yothin Intaraprasong, 2023).

Additionally, scholarly discourse has focused on creative approaches that use communication technology to interact with the LGBT population, suggesting a developing field of LGBT-specific marketing communications within the Thai tourist sector.(Pornsuksawat & Kheokao, 2019)

2.10 Proposed Conceptual Framework

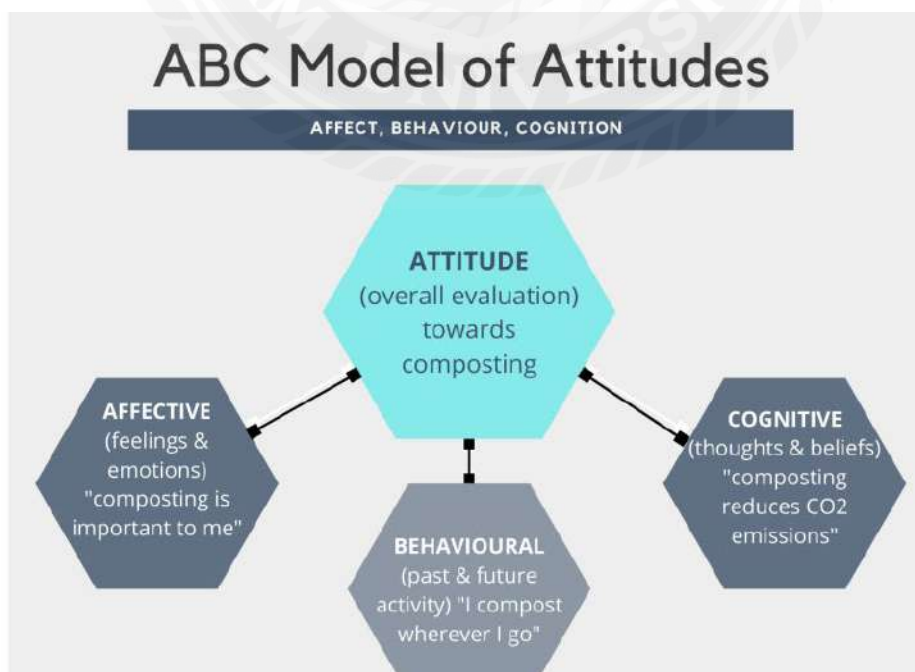


Figure 1: The ABC's Model of Attitudes

Source: Niosi A, (2021) The graphic of “The ABC Model of Attitudes” Retrieved from <https://kpu.pressbooks.pub/introconsumerbehaviour/chapter/understanding-attitudes/>

Attitude

An individual's attitude, which may be either good or bad, is the culmination of all the opinions that are shaped by their upbringing and the environment in which they live. The ABC model of attitudes describes the three components that make up any attitude: A stands for emotional, B for behavioral, and C for cognitive. All attitudes, however, include these three elements, and each unique attitude might be based more on one of them than the other. This refers to the emotional response an individual has towards a particular entity or situation. These reactions can range from positive to negative and are often spontaneous, deriving from past experiences or memories associated with the subject. For instance, a bride's emotional connection to her wedding elements, like the choice of flowers and music, showcases how affective responses can shape attitudes. (Drew, 2020)

A research paper called “The determinants of consumer responses in the LGBT community: An exploratory study of LGBT marketing in the context of New Zealand and USA advertisements” published by Harpreet Kaur explains this variable in a very detailed way for us to understand. The objective of their research paper was to provide information on how LGBT participants see the marketing approach that incorporates LGBT styles into ads. In an effort to appeal to both the LGBT community and non-LGBT elements of society, organizations use marketing to promote ethical diversity (Borgerson et al., 2006). Twelve in-depth interviews were done as part of the current research to find out how LGBT participants saw the LGBT community's representation in marketing. There were homosexual, bisexual, and transgender people among the participants. Participants were asked to share their thoughts matched with their experiences of "coming out," and the organizations' usage of the LGBT community in marketing was shown via qualitative analysis and photo-elicitation. They also discussed how their perception of being "normalized" in society is impacted by the use of LGBT marketing. It was discovered that businesses' marketing tactics contributed to the perpetuation of unfavorable stereotypes. Additionally, the language utilized in the promotional materials objectified their sexual identity and orientation and used pejorative slurs. Finally, the study draws conclusions on how marketing might include and include LGBT people in a way that is acceptable to society. By building a relationship of trust with the LGBT community and

using them in realistic commercials, organizations may create a strong foundation for eliminating the societal stigma attached to the LGBT population. (Kaur, n.d.)

Affective

The affective aspect of attitude is related to our feelings. It is often our first response, and it may be either pleasant or negative, evoking feelings of excitement or dread. Experiences or deeply rooted memories that shape our emotions may have an impact on our emotional reactions. For instance, how we feel toward some animals now may be influenced by our negative past interactions with them. This can also refer to the emotional response an individual has towards a particular entity or situation. These reactions can range from positive to negative and are often spontaneous, deriving from past experiences or memories associated with the subject. For instance, a bride's emotional connection to her wedding elements, like the choice of flowers and music, showcases how affective responses can shape attitudes. (Drew, 2020)

A paper titled “ The study of acceptance Thai LGBTQs in Bangkok: analysis of attitudes from Gen-Z people” published in 2019 by International Journal of Information Privacy Security and Integrity, written by Jirayut Monjagapate and Nakorn Rungkittanasan explains this variable in detail where objective was to raise awareness regarding gender identity in society. Three hundred people born in Bangkok, Thailand between 1995 and 2012 were interviewed by the authors. They are referred to as members of Generation Z. Interviewees are questioned on their views on acceptance and perceptions of LGBTQ people. The study is divided into two primary sections. Interviewees were asked to define third gender identity in the first section of the questionnaire. They are also questioned on the extent of acceptance of the third gender. According to observations, third genders in Thai culture are still subject to restrictions on official recognition and rules. Most respondents reported a high level of acceptance for LGBTQ people, which indicates that it doesn't affect them in negative way. Based on these restrictions, the respondents nonetheless feel that third genders are not fully treated equally. The respondents' scores show greater variances at various levels in the family and attitude sections. (Monjagapate & Rungkittanasan, 2019)

Behavioral

The behavioral aspect of attitude is defined as our intentions, or what we would do. Our mindset or attitude have an impact on it. For example, when we are afraid of something, we will run

away (our action). On the other hand, most people believe that the behavioral component is adjustable. A marketer may positively influence behavior by effectively displaying a product, leading to a consumer making a purchase. This aspect also focuses on how an attitude influences a person's actions or behavior towards an object or situation. The behavior is often consistent with previous actions in similar situations. An example is a retired teacher's continuous commitment to children's welfare, reflecting a stable and predictable behavior influenced by her attitude.(Drew, 2020)

A research paper called “ Marketing communication for LGBT in Thailand Tourism Industry: A preliminary Findings” published at an international conference on social sciences in 21st Century by Supitcha Pornsuksawat¹ and Jantima Kheokao explains this variable where the purpose of this paper was to highlight the significance of marketing communication in the process of encouraging travel among LGBT tourists Behavior by using a sample that is typical of the population. Authors used EBSCO which has made the research available to the public via their database. As a consequence, the sample consists of six individuals, which is evidence that the SMCR Model study has the greatest quantity of research; A total of four people, or 66.67 percent, were found to have media receptor (R). A single subject accounts for 16.67% of the total, and it is associated with sender (s) and channel (c). The final one is the media (M) term. Initially, the three key concepts that were investigated in this research are as follows: first, the conduct of tourists in five participants (83.33 percent), then inspiration in four subjects (66.67 percent), and finally attitude in two subjects (33.33 percent). The researchers used three separate methodologies, including the mix methodology, qualitative research, and quantitative research throughout their investigation. The study team relied mostly on quantitative research for four of the subjects, which accounted for 66.67% of the total. In the other subjects, which accounted for 16.67% of the total, they only employed qualitative research and mixed approach for one of the subjects.(Pornsuksawat & Kheokao, 2019b)

Cognitive

Our cognitive component is defined as the way we think about things. It's what occurs when we take a minute to pause, concentrate, and consider it. Although there are connections between cognitive and emotive components, they usually do not overlap. For instance, even when we feel good about taking a trip, we can think it's a bad idea since it's too costly. This is a result of our repression of our emotions when it comes to making wise decisions. This component also involves the beliefs or knowledge one holds about the subject of the attitude. It's driven by

information and understanding, shaping how one thinks about the attitude object. For example, a couple's decision-making process in home buying, based on financial considerations and market research, illustrates a cognitively based attitude.(Drew, 2020)

A research paper published titled “Gay domestic tourists’ motivation: the case of Bali” by Roozbeh Babolian Hendijani explains this variable where the purpose was Building on the existing corpus of research on homosexuality, gay tourism, and gay tourist motivation, this study investigates the primary cognitive elements that influence gay tourists' willingness to travel in a conservative market and their happiness with Bali, which is a destination located in Asia and on the periphery of the region. The purpose of this study was to give insightful information with the intention of assisting Indonesian destination marketers and stakeholders in the development of more successful marketing strategies that are tailored particularly to reach this specialized travel market. As a part of a quantitative approach, questionnaires that were self-administered were sent to LGBT visitors in Jakarta, Indonesia. A total of one hundred fifty gay domestic tourists traveled to Bali, Indonesia, and their experiences were studied using descriptive and multiple linear regression analysis. In spite of the fact that friendliness, venue, beach, nightlife, and natural beauty were identified as characteristics of a location that contribute to the enjoyment of vacations, the findings showed that escape, experience, and quiet were the most significant factors that influenced the level of happiness experienced by gay tourists. These findings contribute to the existing body of research on gay tourism, particularly in the context of Asia, and provide valuable information to destination managers and marketers who are interested in gaining a deeper understanding of this particular niche market. (Hendijani, 2023)

Chapter 3 Methodology

Qualitative research was conducted to investigate consumers' perceptions regarding brand activism carried out by the Tourism Authority of Thailand for LGBTQ+ populations. which collected information via in-depth interviews with the use of open-ended questions. The approach of the research is explained in more detail below.

3.1 Demographic Profile of the Population

Participants in the research come from three different generations, each represented in their own separate cohort. Members of Generation X are those who were born between 1965 and 1980 and are now between the ages of 41 and 55. People who were born between 1981 and 1996 are considered members of the Millennial generation, which is often referred to as Generation Y. Millennials range in age from 25 to 40. The last generation, known as Gen Z, includes of people who are between the ages of 18 and 24 who were born between 1997 and 2012. This group is distinguished by their participation in TAT's social media and brand services. The demographic breakdown shown here gives an all-encompassing picture of the general population that was investigated in this research.

3.2 Size of the Sample

When it is important to choose samples in order to compile relevant information, a method known as quota sampling is carried out. The process of data gathering was carried out with the assistance of three groups that had been labeled as generations X, Y, and Z. There was a total of twenty people involved in the process, with five people participating in two of the three groups (Gen Y AND Gen X) and ten people participating in the group of Gen Z.

3.3 Research Instruments

This study is qualitative in nature. Interviews were conducted using open-ended questions that followed predetermined guidelines in order to obtain data. The range of responses is unlimited. This is thought to cover the study participants and provide findings that are accurate, dependable, and devoid of bias. This might provide outcomes that surpass the researcher's anticipations. The materials from Chapter 2 literature review were included in the study's

interview questions. As a result, appendix A contains the interview questions. The following five sections comprise the questions:

Section 1: Inquiries about customer behavior while making purchases, using services, or seeing Tourism Authority of Thailand advertisements.

Section 2: Inquiries about perspectives on LGBTQ+ populations

Section 3: Concerns about perceptions of the Thai Tourism Authority prior to engaging in brand advocacy for LGBTQ+ populations.

Section 4: Inquiries about the Tourism Authority of Thailand's stance on LGBTQ+ community brand advocacy

Section 5: Inquiries about personal data

3.4 Collection of Data

The following are the two methods of gathering the necessary information for this study:

Data From Secondary Sources

Theories and studies about the attitudes of customers, brand activism, brand communications, and LGBTQ+ groups were utilized to develop a comprehensive understanding of how these elements interacted and influenced each other in the context of modern marketing strategies.

Interview Process:

The data were gathered from a representative sample of the population as a whole. That covers the population of Thailand, with individuals ranging in age from 18 to 55 years old. They used to frequent the TAT by purchasing goods, watching videos, or making use of the company's services. In depth interview with 20 LGBT individuals were conducted from November 2023 to January 2024.

The following is a rundown of the interview process:

Step 1: During the process, the researcher got in touch with all 20 respondents and tell them about the issue, the study aims, and information regarding the Tourism Authority of Thailand's advocacy towards LGBTQ+ groups. It is essential to gain the approval of each responder about the contents. After obtaining consent from each of the 20 individuals, a one-on-one discussion with each of them was scheduled.

Step 2: On the day of the interview, the researcher started off the conversation by introducing themselves to the interviewee and explained to the respondents the reason for conducting the interview. The interview took the form of a discussion, and semi-structured interview questions were used to guide the conversation. The interview was used for research purposes, and respondents were given the opportunity to freely express their thoughts. In the event that there was a time during the interview that was particularly fascinating, the interviewer asked further questions to learn the specifics of the situation. A request for permission to record the interview on audio was made throughout the course of the interview in order to ensure that the information obtained was accurate. Following the conclusion of the interview, the researcher inquired about the respondent's contact information. If the data from the interview was found to be insufficient or ambiguous, we needed to speak to them once again.

3.5 Method of Analyzing Data

To compare the information from each of the three generations on how their views and behaviors were similar to or different from one another, the information gathered from the interview was compared. To get a thorough understanding of the events, the triangulation approach—which was used in this investigation—referred to the utilization of and comparison with data from the X, Y, and Z generations (Patton, 1999). Next, the information was gathered to provide an overview of the conclusions drawn from the descriptive study.

Chapter 4 Findings

The findings of the study were gathered via in-depth interviews. The samples consisted of 13 males, 7 females, who identify as part of LGBTQ+ community and resided in Bangkok and were required to be familiar with the Tourism Authority of Thailand. The specimens were separated into three distinct groups:

Group 01	Gen Z, often known as those born between the years 1997 and 2012 or those who are between the ages of 18 and 24
Group 02	Generation Y, often known as Millennials, are those who were born between the years 1981 and 1996 or who are between the ages of 25 and 40.
Group 03	People who were born between the years 1965 and 1980 or who are between the ages of 41 and 55 make up Group 3.

The analysis and presentation of the data were carried out using descriptive analytic techniques. The findings are presented as follows:

4.1	Initial Findings Collected from the Sample
4.2	Questions about Consumer Interaction with TAT's Marketing
4.3	Questions about Attitude towards LGBTQ+ Communities
4.4	Questions about Perception of TAT before LGBTQ+ Focused Marketing
4.5	Questions about Attitude towards TAT's Brand Activism for LGBTQ+ Communities
4.6	Synopsis of the Findings of the Study

4.1 Initial Findings Collected from the Sample

In this research, the sample group consisted of persons who were members of the LGBTQ+ community, were members of generation X, generation Y (millennials), and generation Z, and were residents of Bangkok. These individuals were required to have knowledge of the Tourism Authority of Thailand.

Table 4.1 Summary of the specimen group 1

Generation Z (born between 1997 – 2012 or age between 18-24)

No	Gender	Sexual Orientation	Age	Education	Occupation	Salary/ Allowance	Religion
1	Male	Gay	23	High School	Student	30,000 Baht	None
2	Male	Gay	19	High School	Student	20,000 Baht	None
3	Male	Gay	18	High School	Student	10,000 Baht	None
4	Male	Gay	18	High School	Student	8,000 Baht	Buddhist
5	Queer	Queer	21	High School	Student	40,000 Baht	None
6	Female	Bisexual	23	Bachelors	Consultant	30,000 Baht	None
7	Male	Gay	22	High School	Student	15,000 Baht	None
8	Male	Gay	21	High School	Student	20,000 Baht	None
9	Female	Lesbian	24	Bachelors	Teacher	55,000 Baht	None
10	Female	Lesbian	24	Bachelors	Teacher	45,000 Baht	None

Table 4.2 Summary of the specimen group 2

Generation Z (born between 1981 – 1996 or age between 25-40 years)

No	Gender	Sexual Orientation	Age	Education	Occupation	Salary/Allowance	Religion
1	Male	Gay	30	Bachelors	Project assistant	60,000 Baht	None
2	Male	Gay	31	Masters	Filmmaker	80,000 Baht	None
3	Female	Lesbian	38	Masters	Non-profit	200,000 Baht	None
4	Male	Gay	28	Bachelors	Logistics	40,000 Baht	None
5	Female	Lesbian	34	Masters	Freelance	30,000 Baht	None

Table 4.3 Summary of the specimen group 3

Generation X (born between 1965 – 1980 or age between 41-55 years)

No	Gender	Sexual Orientation	Age	Education	Occupation	Salary	Religion
1	Male	Gay	52	Masters	Non-profit	3000,000 Baht	None
2	Male	Gay	42	Masters	Government	90,000 Baht	Buddhist
3	Male	Gay	46	Masters	Banker	120,000 Baht	Christianity
4	Male	Gay	45	Masters	Consultant	75,000 Baht	None
5	Female	Lesbian	47	Masters	Non-profit	150,000 Baht	None

4.2 Questions about Consumer Interaction with TAT's Marketing

There were two sets of questions that were asked about the interaction of consumers with TAT's marketing: 1) Would you be able to provide a list of any marketing campaigns or efforts that TAT has undertaken that are aimed at the LGBTQ+ community that you were

aware of before to our meeting? 2) The frequency with which you come across marketing material from TAT on social media sites.

(1) Could you list any TAT's marketing campaigns or initiatives targeting the LGBTQ+ community that you were aware of before meeting me?

Awareness of TAT's LGBTQ+ Marketing Campaigns

- Most respondents recalled at least one TAT campaign specifically targeting the LGBTQ+ community.
- Notable mentions included "Go Local" and "Amazing Thailand - Open to the New Shades," which were recognized for their inclusive messaging and visuals.
- A few respondents mentioned specific events sponsored by TAT, such as Pride parades and festivals.

"I recall TAT's 'Go Local' campaign vividly. It showcased diverse cultures within Thailand, including LGBTQ+ communities, which I found to be a bold and inclusive step."

"Before this interview, I wasn't aware of any specific LGBTQ+ targeted campaigns by TAT, but I always viewed their marketing as colorful and welcoming to all"

(2) How frequently do you encounter TAT's marketing contents on social media platforms?

Frequency of Encountering TAT's Marketing on Social Media

- The majority of participants reported seeing TAT's marketing content on social media platforms frequently, especially on Facebook and Instagram.
- Some participants indicated that they encountered these campaigns more during Pride month and major holidays.
- A few respondents noted targeted advertisements after searching for LGBTQ+ friendly travel options in Thailand.

"I come across TAT's posts on social media quite often, especially on Instagram. Their vibrant visuals are hard to miss."

"Honestly, I don't encounter TAT's marketing very frequently. Maybe it's because of the algorithms or my browsing habits."

4.3 Questions about Attitude towards LGBTQ+ Communities

(1) What is your perspective on the LGBTQ+ communities within Thailand?

Perspective on LGBTQ+ Communities in Thailand

- 7 out of 20 respondents expressed positive sentiments, recognizing Thailand as more progressive on LGBTQ+ rights than neighboring countries. They appreciated the vibrant culture and acceptance, especially in major cities.
- 2 out of 20 noted a stark contrast in attitudes, observing more conservative views in rural areas compared to the more liberal stance in urban centers like Bangkok.
- Only one out of 20 was neutral, acknowledging progress yet noting existing societal challenges

"Thailand's LGBTQ+ community is vibrant and resilient. Despite some societal challenges, there's a growing acceptance that's quite heartening to see."

"The LGBTQ+ community in Thailand, especially in urban areas, seems to be more accepted compared to other parts of Asia. There's still a journey ahead, but progress is evident."

(2) How would you describe your level of knowledge or understanding about LGBTQ+ issues and rights?

Knowledge of LGBTQ+ Issues and Rights

- 6 out of 20 younger participants, mostly in the age group of 18-30, demonstrated a high level of awareness and understanding of LGBTQ+ issues, reflecting exposure through education and media.
- 3 out of 20 older participants, above the age of 45, admitted having a basic understanding, often limited to general concepts of equality and non-discrimination.
- 1 out of 20, from various age groups, showed a keen interest in learning more despite their current limited knowledge.

“I’m still learning about LGBTQ+ rights, but I believe everyone deserves equal treatment regardless of their sexual orientation.”

“My understanding is basic, but I support equality for all. I think it’s crucial to keep educating ourselves about these issues.”

(3) Have you ever participated in or supported LGBTQ+ community initiatives? If so, could you describe your involvement?

Participation in LGBTQ+ Initiatives

- 4 out of 20 respondents actively participated in Pride parades or events supporting LGBTQ+ rights, reflecting a hands-on approach to advocacy.
- 2 out of 20 engaged in supporting LGBTQ+ friendly businesses and services, showing a preference for indirect support.
- 3 out of 20 expressed interests in participating but cited a lack of information or opportunities as barriers.
- 1 out of 20 did not participate in any such initiatives, primarily due to personal or social constraints.

I’ve been to a few Pride events in Bangkok. It’s more than just a celebration; it’s about asserting our rights and presence in society.”

“I haven’t been actively involved, but I always try to support LGBTQ+ friendly businesses. Small steps matter.”

4.4 Questions about Perception of TAT before LGBTQ+ Focused Marketing

1) How did you perceive the TAT brand before I showed you their LGBTQ+ focused social media marketing strategies?

Pre-Perception of TAT Brand

- 6 out of 20 respondents perceived TAT as a traditional tourism promoter, with a general focus on Thailand’s cultural and natural attractions.
- 3 out of 20 had a neutral perception, viewing TAT as just another tourism authority without any specific differentiation.

- 1 out of 20 was not familiar with TAT's branding at all prior to this discussion.

"Before seeing their LGBTQ+ campaigns, I viewed TAT as a conventional tourism authority, focusing mainly on Thailand's natural beauty and culture."

"Honestly, I didn't think much about TAT before. They seemed like any other tourism organization, nothing particularly stood out for me."

2) What is the frequency and nature of your engagement with TAT's services or campaigns?

Engagement with TAT's Services or Campaigns

- 5 out of 20 respondents occasionally engaged with TAT's services, primarily during holiday planning.
- 2 out of 20 regularly followed TAT's campaigns, citing an interest in local travel deals and cultural events.
- 3 out of 20 had minimal to no engagement with TAT's services or campaigns before encountering their LGBTQ+ focused marketing.

"I would occasionally see TAT's ads, but I never really engaged much. They were just part of the background when planning trips."

"My interaction with TAT's services was infrequent. I knew they were there, but their campaigns didn't really catch my eye."

4.5 Questions about Attitude towards TAT's Brand Activism for LGBTQ+ Communities

1) How has your attitude towards TAT changed since I showed you their LGBTQ+ focused marketing?

Change in Attitude Towards TAT

- 7 out of 20 respondents reported a more positive view of TAT, appreciating their inclusivity.
- 2 out of 20 remained neutral, seeing the campaigns as a marketing strategy rather than genuine support.

- 1 out of 20 was skeptical, questioning the authenticity of TAT’s commitment to LGBTQ+ rights.

“Seeing TAT’s LGBTQ+ focused marketing has positively shifted my view. They seem more inclusive and forward-thinking now.”

2) What are your thoughts on how TAT expresses their support for LGBTQ+ communities through their social media marketing?

Thoughts on TAT’s Expression of Support

- Most found TAT’s support via social media to be visible and impactful, praising their use of inclusive imagery and messages.
- A few felt that while the effort was commendable, it required more substance beyond social media.

“TAT’s efforts to support LGBTQ+ communities in their marketing are commendable. It feels like a step towards greater inclusivity in mainstream media.”

3) Do you think that TAT has taken a stance on LGBTQ+ equality that is both fair and supportive? Could you elaborate?

Fairness and Supportiveness of TAT’s Stance

- The majority believed TAT’s stance to be supportive and fair, contributing positively to LGBTQ+ visibility.
- Some suggested that TAT could enhance their support by involving community voices more directly in their campaigns.

“TAT appears to be genuinely supportive of LGBTQ+ equality, not just superficially. It’s a meaningful stance in a conservative industry.”

4) Would you be inclined to support TAT’s brand more or less based on their LGBTQ+ activism? Why?

Inclination to Support TAT’s Brand

- 6 out of 20 were more inclined to support TAT due to their LGBTQ+ activism, citing alignment with their personal values.

- 4 out of 20 said their support would depend on the continued authenticity and impact of these initiatives.

“Their activism makes me more inclined to support TAT. It aligns with my values of diversity and inclusion.”

5) How will TAT’s LGBTQ+ inclusive marketing influences your decision to use their services or products?

Influence of LGBTQ+ Marketing on Service/Product Use

- 5 out of 20 indicated they were more likely to use TAT’s services due to their inclusive marketing.
- 3 out of 20 said it had little impact on their decision.
- 2 out of 20 were undecided, wanting to see long-term commitment.

“Their inclusive marketing makes me more likely to consider their services. It shows they care about all customers.”

6) How successful do you think TAT has been in demonstrating a genuine position on LGBTQ+ inclusivity through their social media marketing?

Perceived Success of TAT’s Position on LGBTQ+ Inclusivity

- Most respondents felt TAT had been moderately successful in demonstrating genuine support through social media.
- A few questioned whether the efforts translated into real-world actions.

“I think TAT has been moderately successful. They’ve started well, but sustaining this genuine position is key.”

7) What key elements do you think contribute to the success or failure of a company’s demonstration of support for LGBTQ+ communities?

Key Elements for Success in LGBTQ+ Support

Authenticity, ongoing commitment, and direct community involvement were cited as crucial for successful support of LGBTQ+ communities by corporations.

“Authenticity and long-term commitment are vital. Companies must go beyond marketing and implement real, impactful policies.”

4.6 Synopsis of the Findings of the Study

Table 4.4 Concise Brief Summary of Part 1: Questions Regarding the Interaction of Customers with TAT's Marketing

	Group 01: Gen Z	Group 02: Gen Y	Group 03: Gen X
Knowledge on marketing campaigns or initiatives targeting the LGBTQ+ community that you were aware of before meeting me?	Regards TAT's support as essential and expects its continuance and authenticity.	Views TAT as a burgeoning ally in LGBTQ+ advocacy but advises more engagement.	Feels TAT's campaigns could be more pervasive and sustained. Keen to see future initiatives.
How frequently do you encounter TAT's marketing contents on social media platforms?	Rarely	Sometimes	Sometimes

Table 4.5 Concise Brief Summary of Part 2: Questions about Attitude towards LGBTQ+ Communities

	Group 01: Gen Z	Group 02: Gen Y	Group 03: Gen X
Perspective on the LGBTQ+ communities within Thailand	Views equality for LGBTQ+ as a normative standard. While knowledgeable, their active support varies, with many showing willingness to engage more deeply	Highly supportive, with a good grasp of LGBTQ+ issues and rights. They are the most likely to participate in community initiatives, often engaging in social media advocacy and	Generally positive towards LGBTQ+ communities but more reserved in activism, with a moderate understanding of related issues. Participation in community

	in advocacy and support in the future.	attending Pride events.	initiatives is limited, often showing passive support rather than active involvement.
Level of knowledge or understanding about LGBTQ+ issues and rights?	8 out of 20	9 out of 20	10 out of 20
Have you ever participated in or supported LGBTQ+ community initiatives?	Frequently	Sometimes	Rarely

Table 4.6 Concise Brief Summary of Part 3: Questions about Attitude towards LGBTQ+ Communities

	Group 01: Gen Z	Group 02: Gen Y	Group 03: Gen X
How did you perceive the TAT brand before I showed you their LGBTQ+ focused social media marketing strategies?	had minimal recognition of TAT's branding and reported infrequent interaction, mostly through incidental social media exposure.	recognized TAT for its efforts in showcasing Thai culture but did not perceive strong advocacy or targeted marketing.	viewed TAT as a traditional tourism promoter, with sporadic engagement, primarily during travel research phases.
What is the frequency and nature of your engagement with TAT's services or campaigns?	Rarely	Sometimes	Rarely

Table 4.7 Concise Brief Summary of Part 4: Questions about Attitude towards TAT's Brand Activism for LGBTQ+ Communities

	Group 01: Gen Z	Group 02: Gen X	Group 03: Gen X
How has your attitude towards TAT changed since I showed you their LGBTQ+ focused marketing?	views TAT's stance as a necessary evolution. They're critical of performative activism and believe TAT's actions should extend beyond marketing, affecting real change. They support TAT conditionally, based on the authenticity of its initiatives.	are inspired by TAT's engagement with LGBTQ+ issues. They resonate with the message and see TAT as a champion for equality, feeling more connected and supportive of the brand.	feels more positive towards TAT after their LGBTQ+ campaigns but awaits more proof of lasting commitment. They appreciate the inclusivity but question the depth of TAT's support.
What are your thoughts on how TAT expresses their support for LGBTQ+ communities through their social media marketing?	They think it's quite genuine, but also a little bit superficial.	They think it's very positive, and they need to do this kind of social media, marketing even more	They think it's very rare that a country in southeast Asia can do something related to LGBT on the national level
Do you think that TAT has taken a stance on LGBTQ+ equality that is both fair and supportive?	Desires more than symbolic gestures, critically evaluating TAT's actions for genuine inclusivity and sustained	Views TAT's efforts as aligned with contemporary values, feeling it reflects a fair and supportive stance	Believes TAT's stance is a step in the right direction but remains cautious about the depth and

Could you elaborate?	commitment to LGBTQ+ equality.	that resonates with their beliefs.	permanence of support.
Would you be inclined to support TAT's brand more or less based on their LGBTQ+ activism? Why?	Support would depend on the perceived authenticity and tangible actions of TAT's LGBTQ+ initiatives.	Likely to increase their support, aligning with their values on diversity and inclusivity.	Might support TAT more if they believe the activism is sincere and not just a marketing tactic.
How will TAT's LGBTQ+ inclusive marketing influences your decision to use their services or products?	Expects a direct correlation between TAT's marketing and their operational practices; if aligned, it could significantly influence their decisions.	More likely to be influenced positively, viewing TAT's inclusivity as a key factor in their choices.	They may be swayed by genuine, consistent advocacy but are unlikely to change behavior based on marketing alone.
How successful do you think TAT has been in demonstrating a genuine position on LGBTQ+ inclusivity through their social media marketing?	would evaluate success based on the authenticity and actionable outcomes of TAT's inclusivity efforts, not just the marketing content.	might view TAT's inclusivity initiatives as successful, especially if they resonate with their personal values and the current cultural shift towards greater inclusivity.	may see TAT's efforts as a good beginning that needs more proof of long-term dedication to be seen as genuinely successful.
What key elements do you think contribute to the success or failure of a company's	Prioritizes genuine activism and internal policy alignment with public support. Views failure as a	Emphasizes authenticity and alignment with broader social values. Sees failure	Values consistency and long-term commitment. Failure often seen as resulting from token

demonstration of support for LGBTQ+ communities?	result of superficial marketing without substantive change.	in performative actions lacking real impact.	gestures or a lack of depth in initiatives.
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Chapter 5 Conclusion and Recommendation

5.1 Conclusion

Below is a summary of the perceptions of Generations X, Y, and Z regarding the Tourism Authority of Thailand's LGBTQ+ targeted marketing strategies:

Generation X: This generation favors brand activism that is consistent with historic and long-standing support for the LGBTQ+ community. They also place a high value on authenticity. Their impression of TAT's social media marketing tactics is based on the message's coherence and profundity.

Generation Y: This generation seeks for authentic brand activism that converts into significant support for LGBTQ+ rights. They are acutely aware of social justice problems. Millennials evaluate TAT's tactics based on more than just marketing; they look for genuineness and real-world effects on the community.

Generation Z: This generation demands creative and interesting material due to their innate internet savvy. They encourage tactics that not only draw attention to activism but also include engaging and eye-catching design features. The potential of TAT's brand activism to connect with young people and inspire action is how they measure its effectiveness.

In conclusion, despite the fact that various generations react to TAT's brand activism in different ways, they all highlight the significance of sincere, dependable, and compelling marketing initiatives that demonstrate a true dedication to the LGBTQ+ community. Based on these observations, TAT is able to modify its strategy in order to make sure that its marketing initiatives successfully connect and include every generation, portraying Thailand as a friendly and inclusive travel destination.

This research explores the "consumers' attitudes towards LGBTQ+ targeted marketing by the Tourism Authority of Thailand," with a particular emphasis on three generational cohorts (X, Y, and Z) in Bangkok who are acquainted with TAT's marketing. The survey was conducted in Bangkok. Four primary domains are investigated:

1. The behavior of consumers in relation to TAT's LGBTQ+ marketing.
2. The influential variables that shape consumer views.
3. The impact of these marketing activities on consumer decision-making.
4. The components that contribute to the success of TAT's brand activism in the context of LGBTQ+ issues.

The sample group's behavior

Based on the findings of the survey, different generations (X, Y, and Z) in Bangkok exhibit different attitudes and behaviors in relation to TAT's LGBTQ+ marketing. The participation of Generation X was inconsistent, and their responses were mostly focused on the more conventional components of the advertisements. The members of Generation Y, sometimes known as Millennials, were more engaged than previous generations, frequently participating in social media platforms and demonstrating a greater interest in the inclusive theme of the campaigns. The amount of involvement that was the greatest was shown by Generation Z, which often engaged with and shared information that was focused on LGBTQ+ issues. They valued the content because it aligned with their progressive ideas on inclusion.

Elements that influence the opinions of consumers

The elements that influence consumers sentiments with TAT's LGBTQ+ marketing can be broken down into four primary categories, and these categories can be applied to consumers of all three generations: The manner in which TAT communicates its support for LGBTQ+ groups and the clarity of its message is the first aspect of brand communication.

1. The degree to which consumers regard the marketing campaigns to be personally related or relevant is referred to as the importance of campaign relevance.
2. Individual attitudes regarding LGBTQ+ communities, which greatly impact reactions to marketing.
3. Perception of LGBTQ+ Communities: Individual attitudes toward LGBTQ+ communities.
4. The way in which customers perceive TAT's participation in advocating for LGBTQ+ rights and problems are referred to as consumers' perception of TAT as a brand advocate.

Communication with the Brand

As a result of the research, it was discovered that the communication of TAT's support for LGBTQ+ populations had a significant role in altering the opinions of consumers. On the other hand, there was a lack of understanding among the viewers, including the fact that many of them did not completely recognize TAT as an LGBTQ+ ally. They questioned if the programs were actually helpful or whether they were motivated by economic interests as a result of this confusion, which influenced their opinion of the sincerity of TAT.

The Relevance of the Campaign

Many customers, especially members of Generations Y and Z, developed more favorable opinions of TAT as a result of campaigns that struck a personal chord with those consumers. The fact that these generations shown a strong support for LGBTQ+ rights and aligned themselves with TAT's action contributed to the favorable impression that they had of the brand.

The Way LGBTQ+ Communities Are Generally Perceived

It was generally agreed upon that LGBTQ+ populations should be seen in a good light and that equal treatment should be advocated for by people of all generations. It is also noteworthy that members of Generation Z have been outspoken in their support on social media, which reflects a larger movement in society toward inclusion.

The Consideration of TAT as an Activism for Brands

There was a dearth of knowledge about the activist role that TAT plays, which is similar to the situation. Despite the fact that TAT included LGBTQ+ aspects in their advertisements, the communication was not as powerful or ubiquitous as it was in other places, which resulted in uncertainty about their position on LGBTQ+ equality.

The Elements That Contribute to the Success of a Brand

TAT has to improve communication and clearly explain its position in order to be effective as a brand activist for LGBTQ+ groups. Additionally, the company needs to demonstrate sincerity rather than focusing on the advantages to the business. One thing that was underlined by people of all different generations was how important it was for campaign activities to be consistent and ongoing. There was also a general feeling of suspicion about the objectives of TAT, especially with respect to the question of whether or not these motives

are true advocacy or purely marketing methods. This is similar with the results of previous research, which indicate that consumers have a low level of trust in companies that participate in social issues without demonstrating a clear and consistent commitment.

5.2 Contribution

The research paper, titled "The Consumers' Attitude towards Brand Activism of Tourism Authority of Thailand: A Case Study of LGBTQ+ Targeted Marketing Strategies" makes significant contributions to both academic understanding and practical applications in marketing. It provides an in-depth analysis of how different generations in Bangkok perceive and engage with TAT's LGBTQ+-focused marketing campaigns. This study enriches the academic discourse by highlighting the nuances in consumer attitudes across generational lines, offering a new perspective on the effectiveness of targeted marketing strategies.

Academically, it adds to the literature on marketing and consumer behavior, particularly in the context of LGBTQ+ inclusivity. The findings reveal key insights into the factors that influence consumer perceptions and decision-making processes, such as brand communication, campaign relevance, and the overall perception of LGBTQ+ communities and brand activism.

From a business perspective, this research offers valuable guidelines for companies like TAT in crafting and executing marketing strategies that resonate with diverse audiences. It underscores the importance of authentic representation and engagement in brand activism, highlighting the impact such strategies can have on brand perception and loyalty.

Furthermore, the study aids in understanding the broader societal implications of marketing campaigns. It reflects on how brands like TAT can influence and shape societal attitudes towards LGBTQ+ communities through thoughtful and inclusive marketing efforts.

TAT and Facebook: Facebook's wide range of users makes it easy to run ads that get a lot of people interested. TAT can tailor material to a number of LGBTQ+ community groups by using Facebook's broad targeting tools. It helps build a sense of equality and draws a large audience by using stories from all over Thailand that show how open people can be. The use of Facebook Pages and Groups that are specifically for LGBTQ+ travel can help build a sense of community and encourage direct interaction.

TikTok and TAT: TikTok's active and young users are perfect for showing off Thailand's vibrant culture and events that are welcoming to LGBTQ+ people. The movies on TikTok are interesting, so they can be used to promote these events. There is a chance that TAT will work with LGBTQ+ producers and leaders to make content that will appeal to younger viewers by pushing authentic and open travel experiences. Hashtags and dares can be used to get people to share their own content and make more people aware of real experiences from LGBTQ+ tourists in Thailand.

Twitter can be used to get real-time information on LGBTQ+ problems and events and to interact with them. Instagram, on the other hand, can be used to show beautiful pictures of LGBTQ+-friendly places and events in Thailand. Facebook, Instagram, and Twitter are some other platforms. With the help of films or talks with LGBTQ+ tourists and Thai people who live there, YouTube could be used to tell in-depth stories that support Thailand's openness.

By putting these ideas together, TAT can make a social media plan that covers everything and works well. This strategy will promote Thailand as a vacation spot that welcomes LGBTQ+ people, while also making society more accepting and knowledgeable about the LGBTQ+ community.

Overall, the research bridges a critical gap between theoretical marketing concepts and their practical implementation, providing a comprehensive view of the evolving landscape of consumer engagement in the digital era. This paper serves as a crucial resource for marketers, academics, and practitioners interested in the interplay between brand activism, consumer attitudes, and social change.

5.3 Limitations of Research

According to the findings of my research project titled "LGBTQ-Targeted Social Media Marketing Strategies of the Tourism Authority of Thailand," a substantial constraint is found in the degree of knowledge among the respondents about the role that TAT plays as a brand activist for LGBTQ+ groups. It is possible that the views and answers of many participants were impacted by the fact that they were not completely aware of the activities that TAT was doing in this location. There is a possibility that this lack of knowledge might result in a bias

in comprehending customer sentiments about TAT's brand activism, which could possibly have an effect on the outcomes of the research on consumer behavior and attitudes.

5.4 Recommendation for Further Study

Given the low knowledge of TAT's position in this regard, it would be useful to pick a brand that is more well known by Thai people as an advocate for LGBTQ+ groups. This would be beneficial for future research. This strategy would give a better solid knowledge of the views that consumers have towards brand activism thanks to its implementation. In addition, broadening the scope of the study to include quantitative approaches or adopting a wider variety of brands may provide a more thorough understanding of the aspects that contribute to the effectiveness of brand activism for LGBTQ+ organizations.



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Appendix

INTERVIEW QUESTIONS FOR THE INTERVIEWEES

<p>Key Components:</p> <ul style="list-style-type: none"> • Thank you • Name • Purpose • Confidentiality • Duration • How interview will be conducted • Opportunity for questions • Signature of consent 	<p>Thank you for agreeing to speak with me today. My name is Lucky Darlami, and I am conducting research on consumer attitudes towards the Tourism Authority of Thailand's social media marketing initiatives for LGBTQ+ communities. As part of this research, I'm gathering insights to evaluate the impact and effectiveness of these marketing strategies, with the goal of informing future marketing approaches.</p> <p>Our conversation is estimated to last no longer than an hour. I will be recording our discussion to ensure I accurately capture all of your thoughts and insights.</p> <p>While I will take notes, I won't be able to write down everything quickly enough, so the recording will help me not to miss any important points you make. Please speak clearly so that the recording captures all your comments.</p> <p>Please rest assured that all of your responses will be treated with the utmost confidentiality. Your interview responses will be accessible only to myself and my professor/advisor, and we will make sure that any information included in our final report does not reveal your true identity. You have complete freedom to choose not to discuss any topic that makes you uncomfortable, and you are free to end the interview at any time.</p> <p>Do you have any questions about the interview process that I've just described? Are you comfortable with proceeding with the interview?</p> <p>Interviewee: _____ Witness: _____</p> <p>Date: _____</p> <p>Legal guardian (if interviewee is under 18): _____</p>
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1.1 Could you list any TAT's marketing campaigns or initiatives targeting the LGBTQ+ community that you were aware of before meeting me?

1.2 How frequently do you encounter TAT's marketing contents on social media platforms?

Part 2: Questions about Attitude towards LGBTQ+ Communities

2.1 What is your perspective on the LGBTQ+ communities within Thailand?

2.2 How would you describe your level of knowledge or understanding about LGBTQ+ issues and rights?

2.3 Have you ever participated in or supported LGBTQ+ community initiatives? If so, could you describe your involvement?

Part 3: Questions about Perception of TAT before LGBTQ+ Focused Marketing

3.1 How did you perceive the TAT brand before I showed you their LGBTQ+ focused social media marketing strategies?

3.2 What is the frequency and nature of your engagement with TAT's services or campaigns?

Part 4: Questions about Attitude towards TAT's Brand Activism for LGBTQ+ Communities

4.1 How has your attitude towards TAT changed since I showed you their LGBTQ+ focused marketing?

4.2 What are your thoughts on how TAT expresses their support for LGBTQ+ communities through their social media marketing?

4.3 Do you think that TAT has taken a stance on LGBTQ+ equality that is both fair and supportive? Could you elaborate?

4.4 Would you be inclined to support TAT's brand more or less based on their LGBTQ+ activism? Why?

4.5 How will TAT's LGBTQ+ inclusive marketing influence your decision to use their services or products?

4.6 How successful do you think TAT has been in demonstrating a genuine position on LGBTQ+ inclusivity through their social media marketing?

4.7 What key elements do you think contribute to the success or failure of a company's demonstration of support for LGBTQ+ communities?

Part 5: Demographic Questions

5.1 How do you identify in terms of gender and sexual orientation?

5.2 What is your age group? (e.g., 18-24, 25-40, 41-55)

5.3 What is your highest level of completed education?

5.4 Could you tell me about your current occupation?

5.5 What is your average monthly income range?

5.6 Do you have any religious or spiritual beliefs that significantly influence your daily life?

