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### **A multi-contextual lens on racism and discrimination in the multicultural marketplace**

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**ABSTRACT:** This article highlights the generative properties of context for consumer experiences of racism and discrimination. Drawing from conceptualizations of context in social anthropology and human geography, it develops a framework to systematically catalogue intersections of various micro- and macro-social contexts that configure within and across marketplace geographies and inform racism and discrimination. The framework is applied to an integrative review of studies on marketplace racism and discrimination. The review illuminates that: 1) application of intersectional perspectives varies significantly across cultural difference dimensions; 2) knowledge is clustered within specific micro-social context expressions of cultural difference dimensions; 3) studies intersecting micro- and macro-social expressions commonly reveal underexplored discrimination instances; and 4) knowledge on macro-social contextual forces significantly lacks non-western perspectives. Drawing on the review findings, a list of areas of advancement for future scholarship is presented, along with recommendations for marketing practitioners acting towards identifying, understanding, and counteracting racism and discrimination.

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## INTRODUCTION

Crockett, Grier, and Williams (2003, 1-2) define marketplace discrimination as “the differential treatment of customers in the marketplace based on perceived group-level traits that produce outcomes favorable to ‘in-groups’ and unfavorable to ‘out-groups.’” As the vignettes above highlight, consumer experiences of racism and discrimination may be rooted in multiple cultural difference dimensions (hereafter CDDs), such as racial background, ethnicity, sexual orientation, gender, etc. This complexity determines various in/out-group boundaries, setting consumers to be construed as ‘different’ and treated unjustly. Luminaries of marketplace discrimination research identify that, while historically researchers first turned to race and ethnicity, cultural difference in all sizes, shapes and colors can underlie marketplace injustices (Williams and Henderson 2012). The vignettes also illuminate that CDDs characterizing a particular consumer are situated within and across different spatial, ideological, historical, and economic settings. In interaction with the marketplace, CDDs and their varied settings shape consumers’ lived realities. Therefore, to counteract racism and discrimination, it is necessary to fully unpack the contextual settings of consumer experiences.

Neglecting the situated nature of cultural diversity may limit relevance and legitimacy, and result in “failure of transfer” (Lauring 2013, 212) of organizational social justice initiatives. To illustrate, Nike’s 2017 advertisement “What will they say about you?” failed to challenge female sports stereotypes in Saudi Arabia given legal restrictions on women’s physical education at the time (Aswad 2017). More devastating outcomes can occur. In Russia, a lesbian couple and their family had to flee the country after backlash against their feature in the international supermarket chain VkusVill’s 2021 campaign. Given Russia’s 2013 ‘anti-gay propaganda’ legislation, VkusVill withdrew the ad with a public apology, implicitly withdrawing support for LGBTQ+ rights (Roth 2021).

We view marketplace racism and discrimination as a prejudicial construal and/or unjust treatment of consumers related to their specific CDDs understood in their (often multiple) ideological, historical, economic and/or spatial contextual settings. Thus, this paper discusses the generative properties of context in framing experiences of marketplace racism and discrimination. By context, we understand expressions of meaning pertinent to someone in a particular situation. These expressions can relate to micro-social contexts of CDDs, such as individual racial or religious background, or macro-social contexts, referring to social order structures bearing on a situation, such as ideologies or governance systems. We develop a framework showing how consumer experiences in shared and/or unique contexts can be understood systematically and holistically. The framework guides a critical review of marketplace discrimination literature, which prompts advancement areas for marketing scholarship and practice.

## **WHY TAKING A MULTI-CONTEXTUAL LENS IS PERTINENT**

### *De-contextualizing context*

Social sciences scholars are increasingly encouraged to avoid subverting contexts to backdrops of social life. In organizational research, Hamann et al. (2020) call for purposely taking multiple contextual lenses to delineate specificities and universalities when developing theory. In consumer research, Askegaard and Linnet (2011) argue for bridging the analytical terrain between examining everyday experiences 'up close' and theorizing too broadly and remotely.

Few marketplace discrimination studies exemplify why simplistic treatment of context is problematic. Poole et al. (2021) explain that treating race as a segmentation variable overlooks how the marketplace reproduces historically forged oppressive narratives underlying anti-blackness. Kearney, Brittain, and Kipnis (2019) highlight that advertising

targeting consumers with disabilities often overlooks the notion of ableism. Such insights indicate the significance of contextual forces in (re)creating and/or (re)enforcing discriminatory systems established in marketing actions (e.g., racism, ableism, sexism). All these systems produce prejudicial construal and unjust treatment of individuals and groups. However, each contextual force's specificities and their interplay within and across geographical grounds can obscure forms of racism and discrimination. This is aptly demonstrated within multicultural marketplaces.

*Multicultural marketplaces: grounds of context collapse*

Multicultural marketplaces are environments where “marketers, consumers, brands, ideologies and institutions of multiple cultures converge at one point of concurrent interaction, while also being potentially connected to multiple cultures in other localities” (Demangeot, Broderick, and Craig 2015, 121-122). In such environments, multiple micro-social contexts of CDDs intertwine with macro-social contexts grounded in a geographical locale, and advanced from other locales. Such conditions are akin to context collapse – when “people, information, and norms from one context seep into the bounds of another” (Davis and Jurgenson 2014, 477) through social and digital interconnectivity.

Multicultural marketplaces extend context collapse exponentially. Micro-social contexts' collapse is observed in consumer communities integrating multiple meanings connected to one CDD (mixed heritage/nationality families – Cross and Gilly 2014) or several CDDs (racially diverse LGBTQ+ communities – Kates 2002). Macro-social contexts' collapse entails the co-existence or convergence of different social order notions related to CDDs (e.g., ideologies or governance systems) in spaces and representations created by marketing actions (Slater and Demangeot 2021). Contexts in each discriminatory experience can involve forces operating within and across marketplaces.

Marketing studies applying intersectionality theory (Crenshaw 1989) demonstrate the value of examining the role of intertwining contexts in discrimination making. Gopaldas and Siebert (2018) show how intersections between micro-social contexts illuminate discrimination forms invisible from unidimensional standpoints (e.g., sexist ageism); Ger (2018) highlights how incorporating macro-social contexts in intersectional foci reveals how inequalities become institutionalized. Extending an intersectional view to multicultural marketplaces can illuminate more diverse discrimination forms. This is relevant given that context collapse amplifies (re)production of existing racism and discrimination forms in contemporary histories. To exemplify, Franco et al. (2020) show the increase in multiracial families giving rise to 'anti-multiracial' racism; Cole (2009) identifies different sociopolitical ideologies informing 'older' and 'newer' antisemitism.

## **A MULTI-CONTEXTUAL FRAMEWORK FOR UNDERSTANDING RACISM AND DISCRIMINATION IN MULTICULTURAL MARKETPLACES**

To unpack contexts configuring in discrimination making systematically, we integrate conceptualizations from social anthropology (Dilley 2002) and human geography (Leitner, Sheppard, and Sziarto 2008). Contexts comprise expressions mobilized in relation to a specific instance of a phenomenon (Dilley 2002). Spatial grounds influence what expressions are mobilized, since social relations differ across geographies by composition and power (im)balances (Leitner et al. 2008).

We consider that each marketplace includes unique configurations of micro- and macro-social context expressions specific to multiple CDDs, resembling the face of a Rubik's Cube (Figure 2). Context configurations are generated by the intersections of expressions connected to: (1) specific micro-social contexts related to CDDs (e.g., racial background – black, mixed, etc.; gender identification–cis/transgender, etc.) and (2) macro-social contexts

related to CDDs (e.g., ideological, economic, spatial social structures, etc.). Configurations within a given (focal), or multiple (other) multicultural marketplaces can differentially shape discrimination. The interconnections of these configurations are only revealed when considered simultaneously. In its unsolved state, the Rubik's Cube analogy is a meaningful tool for unpacking how particular configurations are problematic or less visible. The cube is not a game; it guides the holistic consideration of the contextual make-up of discrimination instances.

For illustration, the x-axis in Figure 2 plots three CDDs (racial background, ability, and sexual orientation) underlying the experience of discrimination identified in the opening vignettes (Figure 1); the y- and z-axes plot the micro- and macro-social context expressions. Each axis includes other expressions, illustrating that more configurations are possible. The first vignette recounting discrimination experiences by a “black, gay and queer man” (micro-social expressions – boxes C, G, I) in “a majority-white area” of a “gentrifying and racially segregated urban neighborhood” with common “law enforcement” stereotyping (macro-social expressions – boxes 1, 3, 5) encompasses a configuration of prejudices and oppressions mobilized in relation to racial background and sexual orientation (CDDs). The second vignette presents the experiences of a “disabled Asian” Kenyan female (micro-social expressions – boxes A, D), entailing a configuration mobilized in relation to (dis)ability (CDD) through in/outgroup prejudicial ideologies (macro-social expressions – boxes 7, 8, 9). Both accounts detail discrimination within a focal multicultural marketplace (USA, Kenya), enabled by intersecting micro-social and macro-social context expressions. Trans-spatial context expressions (e.g., socio-cultural discourses) can flow from other marketplaces.



## **READING MARKETPLACE RACISM AND DISCRIMINATION STUDIES THROUGH A MULTI-CONTEXTUAL LENS**

We use our framework to guide an integrative critical literature review (Torraco 2016) of marketplace racism and discrimination literature. Aligning with Rosa-Salas and Sobande's (2022) critique of intersectionality theorizations in marketing research, this review investigates micro-social context expressions in intersection with the macro-social context expressions framing them. Our approach of reading studies from the perspective of the pieces of the puzzle they address, and omit/obscure, is valuable for advancing marketplace racism and discrimination knowledge because discriminatory systems are interconnected yet differently framed by context configurations. To exemplify, gay consumers in Canada and Brazil share experiences of ageism while experiencing racism (in Canada) and classism (in Brazil) differently (Dalpian and da Silveira 2020).

We sampled studies from peer-reviewed marketing and consumer research journals published in English. We mindfully avoided journal ranking filtering criteria given that marketplace discrimination research has thus far been a limited field (Bennett, Hill, and Daddario 2015). Instead, we drew the sample through keyword searches combining: 1) keywords reflecting ten CDDs – racial background, ethnic background, ability, age, gender, migration status, physical appearance, religious affiliation, sexual orientation, and socio-economic status; 2) 'discrimination' and keywords reflecting discrimination related to CDDs (racism, sexism, etc.); and 3) 'marketplace,' 'market,' 'consumer(s).' We screened the identified studies and retained those reflecting how contexts relating to examined CDDs work towards producing marketplace discrimination - see Table 1.

We grouped studies by focal CDD (e.g., for Crockett et al.'s 2003 study of black men, racial background was deemed the focal, and gender the intersected dimension). We then categorized micro- and macro-social context expressions as forces contributing to marketplace discrimination towards one or more CDDs<sup>1</sup>. Key observations follow; the Online Appendix provides a detailed summary of our review.

Table 2 summarizes intersections between CDDs (Figure 2, x-axis). A few studies explore a variety of CDDs' intersections (e.g., Dalpian and da Silveira 2020 - intersections of sexual orientation with gender, racial background, age, and socio-economic status). Intersections between some CDDs are more commonly considered than others. While seven of the nine studies focusing on racial/ethnic background as focal CDD (line 1) include other intersected CDDs, only four are covered (gender – most prominently, present in five studies, along with age, physical appearance, and socio-economic status). A similar pattern occurs for other CDDs.

Table 3 illuminates extant knowledge clustering within specific micro-social context expressions of focal CDDs (Figure 2, y-axis) and their intersections with micro-social expressions of other CDDs. For example, studies examining religious affiliation as focal CDD center on female Muslim consumers (Slater and Demangeot 2021) or on Muslim and Hindu consumers of different economic status (Vijayalakshmi, Tomar, and Kapoor 2020). Studies investigating gender generally take a binary approach (except for Gopaldas and DeRoy 2015) and intersect gender (male/female) with different racial backgrounds (Morton, Zettlemeyer, and Silva-Risso 2003) or age categories, particularly older consumers (Coward

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<sup>1</sup> Most reviewed studies conflate ethnicity with another CDDs (e.g., race/ethnicity, or migrant status/ethnicity); we therefore did not examine ethnicity as a distinct dimension.

and Darke 2014). These observations highlight that some micro-social context configurations frame certain demographics as vulnerable to racism and discrimination in the marketplace. Yet, the range of micro-social context expressions and resultant discrimination forms can be widened by considering the macro-social context expressions (Figure 2, z-axis).

In examining macro-social context expressions, studies focused on migration status and racial / ethnic background illuminate underexplored micro-social context configurations subjected to discrimination and resultant coping strategies employed by discriminated consumers. For example, Veresiu (2018) highlights that some micro-social context expressions are universally framed as subjects of discrimination across spaces (i.e., Roma immigrants). Yet, she notes different forms of (counter)-discrimination, determined by specific macro-social conditions (i.e., the type of public housing designed by Italy's Government for Roma generated 'imposed' acculturation in a gated community, resisted by Roma consumers).

For most CDDs, studies mainly examine context configurations producing discrimination within western spaces. Race and gender discrimination research commonly intersects USA-grounded expressions of race/ethnicity (Grier, Thomas, and Johnson 2019 – African-Americans, Native-Americans) or gender (mostly male and/or female, with transgender infrequently included). Age and physical appearance discrimination studies intersect macro-social context expressions grounded either in USA (Veresiu and Parmentier 2021) or Western Europe (Carrigan and Szmigin 2000). Religious affiliation discrimination studies ground predominantly in spaces other than the USA (Johnson et al. 2017 – France; Vijayalakshmi et al. 2020 – India; Slater and Demangeot 2021 – France and the UK). Ability discrimination studies predominantly examine experiences of consumers with various visible impairments in the USA (Pavia and Mason 2012) and in the UK (Kearney et al. 2019). Immigrant consumers' discrimination research is most diverse in intersecting a variety of

micro-social context expressions of ethnicity with spatial groundings, covering national spaces of North America (Peñaloza 1994 – Mexicans in USA), Europe (Luedicke 2015 – Turks in Austria), and Asia (Sreekumar and Varman 2019 – Indians from Kerala in UAE) and within-national regional spaces (Wang and Tian 2014 – rural migrants into Chinese cities). Socio-economic status discrimination studies intersect contexts grounded in spaces most varied by geographical scale (neighborhoods, rural/urban locations, developed/developing countries) with female / male gender expressions (Koku 2009).

Importantly, selected studies on sexual orientation (Rosenbaum, Ramirez, and Kim 2021) and socio-economic status discrimination (Koku 2009) evidence that only some contexts and their impacts generalize across spaces. Transposition of western-origin notions either overlooks discriminatory experiences in contexts unique to non-western spaces or creates new/reinforces existing discriminatory meanings. For instance, Koku (2009) showcases how transposition of western banking systems into Ghana facilitated emergence of new discrimination of low income and social status consumers.

Overall, the review highlights a relative lack of holistic perspective on how context diversity frames racism and discrimination, particularly from a multicultural marketplace standpoint. Consideration of marketplace racism and discrimination through multi-contextual lens opens several areas of advancement for future scholarship and practice.

## **MOVING FORWARD WITH THE MULTI-CONTEXTUAL LENS**

### *Areas of advancement for future scholarship*

Many contemporary marketplaces continue to evolve as multicultural societies where ongoing technology advancements also multiply contextual settings where racism and

discrimination can occur (see Davis et al in this issue). Context collapse will persist and produce forms of marketplace racism and discrimination that are not immediately obvious and differ in their generalization across geographical settings. This requires specific research focus, suggesting the following areas for advancement:

1. Exploring the full spectrum of CDDs and their micro-social context expressions. As we show, coverage of several CDDs (socio-economic status, religious affiliation), and micro-social context expressions (for religion – limited studies of religions other than Islam; for migration status – limited concern with internal migration) is uneven. Researchers should examine whether (and how) underexplored CDDs and micro-social context expressions drive consumer experiences of racism and discrimination and situate these within their macro-social contexts.

2. Divulging widely the macro-social context expressions and their role in framing racism and discrimination. Studies contrasting different macro-social context expressions demonstrate how marketplace discrimination can be framed and (counter)acted by these forces (see Slater and Demangeot 2021). Because consumer marketplace experiences can be differently framed by macro-social context expressions, their in-depth consideration is highly relevant.

3. Extending attention to underexplored western (beyond Anglo-Saxon) and non-western spatial groundings. Current conceptual understanding of how contexts frame the (re)production of marketplace racism and discrimination is heavily focused upon 'western contextual optics.' Yet, consumers worldwide experience distinct additional constraints, e.g., 'bottom-of-the-pyramid', extreme poverty contexts of the Global South differ from 'marginal poverty' contexts of the Global North (Koku 2009). Greater variety of contextual perspectives will untangle the specificities versus universalities in forces framing consumers as subjects of racism and discrimination in their marketplaces.

### *Applying the multi-contextual lens in marketing practice*

Accumulating multi-contextual perspectives is critical for anti-racism and anti-discrimination actions. Lack of systematic, nuanced understanding and attention to how CDDs are framed through micro-social and macro-social context expressions can drive ‘failure of transfer’ for marketing initiatives, as exemplified by Nike in Saudi Arabia and VkusVil in Russia. It also results in terms such as BIPOC (Black, Indigenous, and People of Color) in the USA and BAME (Black, Asian, and Other Minority Ethnic) in the UK mainstreaming in marketing discourse, (re)producing problematic views on consumers and communities. These terms aggregate multiple CDDs and context expressions (racial background, ethnicity, place of origin) without reflecting nuances in how discrimination pertaining to specific contexts are experienced. Movements resisting such meanings are emerging from grassroots community groups (see #BAMEOver initiative - <https://incarts.uk/%23bameover-the-statement>). Therefore, recognition of consumers’ humanity – in its full (multi)cultural complexity – is arising as consumers’ challenge to marketers. Practitioners can utilize our framework (Figure 2) to respond to this challenge and identify, understand, and counteract racism and discrimination to:

- 1) Equitably address all consumers in multicultural marketplaces without exclusion, restriction, or mistreatment. The framework can be applied to understand the different forms of racism and discrimination that consumers might experience, by identifying how multiple context expressions operate. For instance, in deciding what communication to use in a particular marketplace, a marketer can use the multi-contextual framework to systematically consider which (intersecting) CDDs (e.g., racial background, migration status - Figure 2, x-axis) and which of their micro-social context expressions (e.g., mixed racial background,

temporary migrant - y-axis) are acutely problematic, within the marketplace's macro-social context expressions (e.g., geographical setting, current political discourse etc. - z-axis).

2. Consider if and how anti-racism and anti-discrimination marketing actions are transferable across geographical spaces (see Veresiu's study in this issue). Considering transferability will yield understanding of whether marketing actions addressing some micro-social expressions of CDDs (e.g., gay consumers - in Figure 2, y-axis) might evoke different effects across geographical groundings (z axis). As a result, marketers can assess when actions might variably alleviate or, on the contrary, trigger, perpetuate, or exacerbate discriminatory experiences for some consumers or communities, and plan for mitigating potential negative impacts.

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## **FIGURE CAPTIONS**

### **Figure 1. Illustrative vignettes of marketplace racism and discrimination experiences**

### **Figure 2. How configurations of contexts inform racism and discrimination in the marketplace**

The figure illustrates how intersections of micro-social and macro-social expressions of context, in a focal or from other multicultural marketplaces, can differentially configure in informing racism and discrimination. It includes a limited sample of cultural difference dimensions (x axis), micro-social (y axis) and macro-social (z axis) expressions of context, for illustration proposes only.

*“I am a black gay and queer man from the Midwest. I have experienced discrimination based on my race, sexual orientation, and class, more times than imaginable. [...] In an ever-expanding and gentrifying Washington, D.C., where I now reside, it’s commonplace to be followed by law enforcement and be watched as I’m entering more expensive stores. While browsing in Georgetown, a majority-white area, I was once told to leave a store because I ‘was taking too long looking’ just to be mocked by other staff. Not only was I in this particular store for less than 10 minutes, I was certainly not the only one. I was profiled, targeted, and belittled because of where I was and who I was perceived to be.” (Extract from a “First Hand Story of LGBTQ Discrimination,” Religious Institute Website, 2021)*

*“I have a disability caused by a spinal injury. [...] Being Kenyan Asian complicates my situation [...] because Asians tend to relate more within than outside their social circles, a disabled person faces profound isolation within the group. Disabled Asian Female - [...] the prejudices that I have encountered amongst the Asian community in Mombasa exist amongst other Kenyan communities as well. [...] I travelled to the UK [...] what amazed me most was the availability of infrastructure and both social and institutional support for persons with various types of disabilities. [...] These positive experiences set the stage for the rude shock I got once at the Jomo Kenyatta International Airport [...]. I asked for a wheelchair. The lady I talked to was very rude and I was made to wait for a very long time.” (Extract from Khanbhai, 2009)*



## TABLES

**Table 1. Overview of the journals of publication and number of studies included in the review**

	Journal title	No. of papers
1	Consumption Markets & Culture	7
2	Journal of Consumer Research	6
3	Journal of Macromarketing	5
4	Journal of Public Policy & Marketing	4
5	Journal of Marketing Management	3
6	Journal of Retailing and Consumer Services	3
7	European Journal of Marketing	2
8	Journal of Advertising	2
9	Journal of Business Ethics	2
10	Journal of Business Research	2
11	Journal of Consumer Affairs	2
12	Journal of Consumer Behaviour	2
13	Journal of Services Marketing	2
14	Journal of Service Research	1
15	Academy of Marketing Science Review	1
16	Advances in Consumer Research	1
17	Business Horizons	1
18	Cadernos Ebape.Br	1
19	Electronic Markets	1
20	International Journal of Advertising	1
21	International Journal of Research in Marketing	1
22	Journal of Fashion Marketing and Management	1
23	Journal of Financial Services Marketing	1
24	Journal of Marketing	1
25	Journal of the Association for Consumer Research	1
26	Marketing Letters	1
27	Quantitative Marketing and Economics	1
28	The Marketing Review	1
29	The Service Industries Journal	1
	<b>Total</b>	<b>58</b>

Note: All studies included in our review are marketing/consumer focused. Some are published in general business/management journals. We retained these after full-text screening confirming that they reflect the role of context(s) working towards producing marketplace racism and discrimination.



**Table 2. Intersections between focal and secondary CDDs in marketplace racism and discrimination studies**

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Include the DOI when citing or quoting CDDs/ (https://doi.org/10.1108/JACR-11-2020-0111) or intersections with the focal CDDs.

Focal CDD (total no. studies in the sample / no. of studies considering intersections with other CDDs)		A	B	C	D	E	F	G	H	I
		Racial / ethnic background	Ability	Age	Gender	Migration status	Physical appearance	Religious affiliation	Sexual orientation	Socio-economic status
1	Racial / ethnic background (9/7)		X	V	V	X	V	X	X	V
2	Ability (8/3)	V		V	V	X	X	X	X	V
3	Age (8/7)	V	V		V	X	X	X	X	V
4	Gender (7/5)	V	V	X		X	V	X	V	X
5	Migration status (10/3)	V	X	X	V		X	X	X	V
6	Physical appearance (5/4)	X	X	X	V	X		X	X	V
7	Religious affiliation (3/2)	X	X	X	V	X	X		X	V
8	Sexual orientation (2/2)	V	X	V	V	X	X	X		V
9	Socio-economic status (6/2)	X	X	X	V	V	X	X	X	

**Table 3. Intersections between micro-social and macro-social expressions of context in marketplace racism and discrimination studies**

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Micro-social expressions of context of focal CDD	Other intersected CDDs and their micro-social expressions of context		Macro-social expressions: spatial grounding (no. of studies)
<b>Racial / ethnic background</b>			
- Black race	Age:	- Old and young consumers	- USA (4)
- People of color		- Male	- UK (1)
- Black and white people	Gender:	- Female	- Canada (1)
- Mixed race (black and white)		- Female and male	- Austria (1)
- Black, white and mixed-race		- Dark vs light skin color	- Italy (1)
- Black, non-Black and Asian-, African-, Hispanic-American minority groups vs. Caucasian-American majority group	Physical appearance:	- Different phenotypical characteristics	- China (1)
- Black, White, Latino, English Canadian and French Canadian			- India, Dubai, UAE (1) (10)
- Jewish consumers	Socio-economic status:	- Middles class	Total no. studies
		- Different levels of education and income	
<b>Ability</b>			
- People with hearing, speech, mobility, sight impairments	Age:	- Three age cohorts (18-44; 45-64; 65+)	- USA (4)
- People with visual impairments	Gender:	- Male and female	- UK (2)
- People without disabilities vs. people with disabilities		- Caucasian, African-American, Hispanic, other	- UK and Brazil (1)
- Families with child(ren) with disabilities (cognitive, behavioral, mobility impairments in different combinations)	Racial/ethnic background:	- White, non-white	- Not specified (1)
- People with auditory disorders			Total no. studies (8)
- Consumers living with impairments (verbal, non-verbal) and their caretakers	Socio-economic status:	- Education, employment, and income level	
<b>Age</b>			
- Elderly (65+), children, other groups	Ability:	- Feeble vs. non-feeble	- UK (3)
- Senior citizens (two age cohorts: 45-64; 65+) and under 45		- Mental or physical competence	- USA (2)
- Pre-teens (6-12) and teenagers	Gender:	- Female only	- North America (2)
- Senior people (40, 50 and 60+)		- Male and female	- Brazil (1)
- Older (60+) and younger	Race:	- White racial background	Total no. studies (8)
		- Education engagement	
	Socio-economic status:	- Middle class	
		- Middle class and employment status	

Gender				
- Female and male	Age:	- Mature 40+/50+ and young	- USA	(6)
- Female only		- Elementary schoolgirls	- Nepal	(1)
- Female, male, and perceived sex	Sexual orientation:	- Implicitly straight/gay	Total no. studies	(7)
- Female, male, intersex, and transgender		- LGBTQ		
	Physical appearance:	- Lean vs. non-lean		
		- Black, Hispanic, Asian		
	Racial/ethnic background:	- Asian (East Asian), Black (African), White (Caucasian), Brown (Latino), Middle-Eastern and Mixed-race		
Migration status				
- Mexican immigrants vs. 'mainstream' Americans	Racial/ethnic background:	- Chinese ethnicity	- USA	(1)
- Haitian immigrants		- Afro-American, Haitian (mulattoes, descendants of African slaves)	- UK	(1)
- Asian immigrants	Gender:	- Female and male	- Canada	(1)
- Rural migrants (farmers), permanent urban residents		- Female and male	- Austria	(1)
- Immigrants and indigenes	Socio-economic status:	- Middle-class	- Italy	(1)
- Nigerian immigrants		- Poverty	- China	(1)
- Roma immigrants			- India, Dubai, UAE	(1)
- Temporary migrants, dominant populations			Total no. studies	(7)
- African-American diaspora as descendants of involuntary (forced) migration				
Physical appearance				
- The body (subject vs object)	Gender:	- Female and male	- Western hemisphere	(1)
- Body size, body shape and maternal body		- Female only	- Australia, UK, USA	(1)
- Body size	Socio-economic status:	- Professional status	- USA	(1)
- Body art (bodies with /without tattoos)		- Professional status	- UK and Sweden	(1)
			- Not specified	(1)
			Total no. studies	(5)
Religious affiliation				
- Non-Muslim	Gender:	- Female	- France	(1)
- Muslim and Hindu		- Female	- France and UK	(1)
- Muslim minority and non-Muslim majority	Socio-economic status:	- Economic means	- India	(1)
		- Economic means	Total no. studies	(3)

Micro-social expressions of context of focal CDD	Other intersected CDDs and their micro-social expressions of context	Macro-social expressions: spatial grounding (no. of studies)
<b>Sexual orientation</b>		
- Gay, lesbian, hetero, (un)disclosed	Age: - Younger vs older consumers	- Brazil and Canada (1)
- Hetero, homosexual (gay male and lesbian) couples	Gender: - Cis/trans-gender, transsexual, male, female	- Colombia and USA (1)
	Gender: - Female and male	Total no. studies (2)
	Racial/ethnic background: - White, Pardo, black, Asian and Arab	
	Socio-economic status: - Low, middle, high, high+ income	
<b>Socio-economic status</b>		
- Neighborhood income and poverty level	Gender: - Female and male	- USA (2)
- Impoverished consumers		- Ghana (1)
- Societal poverty (country-level: high, medium, low, very low)		- 38 developed and developing countries
	Migration status: - Migrant vs. non-migrant	- Pakistan (1)
		- Not specified (1)
		Total no. studies (1)
		(6)

# **INTEGRATIVE CRITICAL REVIEW OF MARKETING STUDIES ON RACISM AND DISCRIMINATION IN THE MARKETPLACE THROUGH A MULTI-CONTEXTUAL LENS**

**Table A1: Racial / Ethnic Background**

<b>Cultural Difference Dimension: Racial / Ethnic background</b>									
<b>Study</b>	<b>Micro-social expressions of context</b>		<b>Macro-social expressions of context</b>						<b>Form(s) of discrimination or counter-discrimination and who is affected</b>
	<b>Focal expression</b>	<b>Other expressions</b>	<b>Historical/temporal anchors</b>	<b>Ideological discourses*</b>	<b>Institutions</b>		<b>Spatial groundings</b>		
					<b>Non-market</b>	<b>Market</b>	<b>Geographical</b>	<b>Marketplace</b>	
Crockett et al. 2003	<i>Black racial background</i>	<i>Gender: male</i>	Emergence of 'Black Respectability' narrative in the USA	S-C: Racial Uplift ideology disavows the claims that Black people are unfit for full social and cultural citizenship			USA	Servicescapes (physical)	Mistreatment (racial profiling) → male consumers of color  Consumers of color → challenge racial profiling as covert discrimination via problem-focused coping techniques (addressing and seeking justice) or attempt to diminish discrimination via emotion-focused techniques (trivialising or internalising)
Harris et al. 2005	<i>Racial background: People of color</i>		Marketplace discrimination defined in USA's legislation	Lgl: federal civil rights laws (Civil Rights Acts of 1866 and 1964) are foundations for lawsuits against marketplace discrimination			USA	Servicescapes (physical)	Mistreatment (racial profiling) → consumers of color  Consumers of color → challenge racial profiling as covert discrimination
Rosenbaum 2005	<i>Ethnicity: Jewish consumers</i>	<i>Sexual orientation: homosexual consumers</i>	Common history of prejudicial construal involving associations with disease, social non-conformity, misuse of money and experience of Nazi genocide	S-C: although overt antisemitic rhetoric declined, discrimination of Jews continues to occur in some spaces / areas of USA society; covert discrimination of homosexual consumers also occurs			USA	Servicescapes (physical)	Sense of welcomed non-discriminatory experiences in ethnic spaces, mistreatment (prejudices, stigmatization) in 'mainstream' places → Jewish, homosexual consumers
Ouellet 2007	<i>Racial background: Black, White, Latino</i> <i>Ethnicity: English Canadian, French; Canadian, other</i>			S-C & Cons: racist beliefs and prejudices expressed as consumption attitudes and behaviors towards specific retailers and their offerings			USA, Canada, France	Servicescapes (physical and digital/online)	Mistreatment (avoidance, negative behaviors) → racial minority retail business owners
Thomas 2013	<i>Racial background: Black, White</i>	<i>Gender: male</i>		Pol: Black Power movement  Mkt: avoiding or actively contributing to stereotypes of Black men			USA	Servicescapes (physical)	Mistreatment (marginalization, stereotyping) → Black male consumers  Perpetuating privilege → White male consumers

\*Key: Acad. = Academic; Mgt. = Managerial; Lgl. = Legal; Med. = Medical; Pol. = Political; S-C. = Socio-cultural; Mkt. = Marketing; Cons. = Consumption; Econ = Economic

**Cultural Difference Dimension: Racial / Ethnic background - Continued**

Bennett et al. 2015	<i>Racial background:</i> Black and non-Black <i>Ethnicity:</i> Asian-, African-, Hispanic-American, minority groups; Caucasian-American majority group	<i>Gender:</i> male <i>Age:</i> young, old. <i>Socio-Economic Status (SES):</i> education (more, less) and income (higher, lower)	History of taboos on miscegenation in USA; contemporary growth of interracial marriages	S-C & Mkt: mixed-race representations are increasingly evident in society and in advertising imagery			USA	Servicescapes (physical) Advertising representations	Mistreatment (stereotyped representations) → all minority consumers  Exclusion, mistreatment (profiling) → all minority consumers, higher for African-American consumers
Harrison et al. 2017	<i>Racial background:</i> mixed (Black and White)	<i>Gender:</i> female, male <i>Physical appearance:</i> skin color, nose width, eye shape, hair texture	Racial inequalities are present throughout the history of USA; scholarly attention to anti-racism grew with the rise of post-war social justice activism	S-C: "everyday racism" involving the co-existence of "near-universal avowed support for racial egalitarianism paired with racialized disadvantage in every significant domain of social life" (p. 554)			USA	Advertising representations	Transformed as 'new beauty' standards → mixed-race bodies  Mistreatment (objectification) → mixed-race female bodies
Crockett 2017	<i>Racial background:</i> Black, White, mixed-racial background	<i>SES:</i> middle-class	History of colorist racial hierarchies in the USA	S-C: colorism continues to inform differential treatment of people with same-race background  Mkt: whitewashing (representational colorism)		Advertising industry	USA	Servicescapes (various high-status)  Advertising representations	Countering stigma (high status consumption) → Black consumers
Mitchell 2020	<i>Racial background:</i> Black, White, mixed-racial background	<i>Gender:</i> female <i>Physical appearance:</i> skin color (dark, light)							Exclusion (omission) and restriction (selective representation) → dark-skinned Black females

\*Key: Acad. = Academic; Mgt. = Managerial; Lgl. = Legal; Med. = Medical; Pol. = Political; S-C. = Socio-cultural; Mkt. = Marketing; Cons. = Consumption; Econ = Economic

**Table A2: Ability**

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**Cultural Difference Dimension: Ability**

Study	Micro-social expressions of context		Macro-social expressions of context					Form(s) of discrimination or counter-discrimination and who is affected	
	Focal expression	Other expressions	Historical/temporal anchors	Ideological discourses*	Institutions		Spatial groundings		
					Non-market	Market	Geographical		Marketplace
Baker et al. 2007	Physical disabilities: hearing, speech, mobility, sight impairments			Lgl: the Civil Rights Act of 1964 and the Americans with Disabilities Act of 1990 (ADA) promote equal access to public physical spaces			USA	Servicescapes (physical)	Mistreatment (non-accommodation through service experience) → people with physical disabilities, greater for people with visible impairments
Kaufman-Scarborough & Childers 2009	People with visual impairments	<i>Gender</i> : male, female		Lgl: the online marketplace is not under the jurisdiction of Americans with Disabilities Act (ADA) to ensure accessibility in physical stores		Online retail marketplaces	USA	Online public spaces	Exclusion → people with visual impairments
Childers & Kaufman-Scarborough 2009	People without disabilities, people with disabilities (vision, hearing, speech, mobility, reading, manual dexterity)	<i>Racial background</i> : Caucasian, African American, Hispanic, other <i>Age</i> : three cohorts (18-44; 45-64; 65+) <i>SES</i> - <i>Education</i> : high school or less, some college, college degree or higher <i>SES</i> : <i>Employment and Income level</i>		S-C: medical model of disability (whereby it is the responsibility of the individual to overcome their disability and any barriers faced as a result); social model of disability (whereby environment/society itself is a barrier and needs adaption to ensure full participation for all)  Lgl: Americans with Disabilities Act (ADA) and its failing in only considering physical marketplaces			USA	Servicescapes (online)	Restriction → people with physical disabilities
Pavia & Mason 2012	Families with child(ren) with disabilities (cognitive, behavioral, mobility impairments in different combinations)					The marketplace	USA	Servicescapes (a variety)  Product offerings	Mistreatment (stigmatization) → families of children with disabilities
Falchetti et al. 2016	People with acquired visual impairments					The marketplace	Brazil, UK	Servicescapes (physical)	Mistreatment (lack of understanding) → people with visual impairments
Beudaert et al. 2017	People with auditory disorders (tinnitus, hyperacusis)					The marketplace		Servicescapes (physical and online)	Exclusion (non-accommodation in the composition of servicescapes) → people with auditory disorders

\*Key: Acad. = Academic; Mgt. = Managerial; Lgl. = Legal; Med. = Medical; Pol. = Political; S-C. = Socio-cultural; Mkt. = Marketing; Cons. = Consumption; Econ = Economic

**Cultural Difference Dimension: Ability – Continued**

Kearney et al. 2019	People without disabilities, people with disabilities (amputees, visual impairments, hearing impairments, wheelchair users, physical impairments – non-wheelchair users, short stature persons, persons with intellectual impairments)	Gender: male, female Racial background: White, non-White	S-C: ableism – a sentiment of valuing certain abilities and/or characteristics over others that produce a particular understanding of the body and how it is viewed and judged by others; disableism – a specific form of ableism related to conceptions of a disabled (with impairments) body as deviant from the ‘norm’ of physical or intellectual capacity and thus less legitimate, diminished form of being  Mkt: concepts, metaphors, symbols, and discourses related to social order as envisaged by marketers follows the disableist discourse, (re)producing discrimination by omission and by stereotyping of people with disabilities	Medical profession: advertising profession	UK	Advertising representations	Mistreatment (negative and positive stereotyping) → people with disabilities  Mistreatment (disproportionate non-portrayal) → people with less socially-accepted impairments; non-White people with disabilities
Higgins 2020	Consumers living with impairments (verbal, non-verbal), families/ carers of consumers living with disabilities		S-C: disableist ideologies of normalcy are internalized in marketplace services and practice and instil within consumers with disabilities the belief that they are abnormal, unwelcome, at fault, and in need of adaptation; oppressive ideologies are internalized by consumers living with impairments		UK	Servicescapes (physical)  Marketplace	Mistreatment (multiple forms); emotional disablement → people living with impairments

\*Key: Acad. = Academic; Mgt. = Managerial; Lgl. = Legal; Med. = Medical; Pol. = Political; S-C. = Socio-cultural; Mkt. = Marketing; Cons. = Consumption; Econ = Economic



**Table A3: Age**

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**Cultural Difference Dimension: Age**

Study	Micro-social expressions of context		Macro-social expressions of context						Form(s) of discrimination or counter-discrimination and who is affected
	Focal expression	Other expressions	Historical/temporal anchors	Ideological discourses*	Institutions		Spatial groundings		
					Non-market	Market	Geographical	Marketplace	
Swayne & Greco 1987	Elderly (65+)	<i>Gender:</i> female, male <i>Ability:</i> (non)feeble		Mkt: television advertising socializes the elderly and influences younger audiences' views of older persons			USA	Advertising representations	Restriction (disproportionate non-portrayal; positive stereotyping) → elderly consumers  Mistreatment (gendered stigmatization) → elderly female consumers
Peterson 1992	Senior citizens (two age cohorts: 45-64; 65+), younger under 45s	<i>Ability:</i> mental or physical (in)competence		Mkt: magazine advertisements are documented evidence of advertisers' philosophies concerning specific audiences  Acad: academic discourse (referred to in the paper as "numerous researchers" – p.702) considers 45 to be the starting point of the mature-years life-cycle		Firms	USA	Advertising representations	Mistreatment (undesirable portrayal) → senior citizen consumers;  Mistreatment (disproportionate undesirable portrayal) → older cohort (65+)
Peterson 1994	Pre-teens (6-12), teenagers	<i>SES - education:</i> engagement in scholarly vs non-scholarly activities		S-C. & Acad: popular and academic literature lament USA and Canada public school students for slipping behind in academic achievement compared to counterparts in other developed countries  Mkt: magazine advertisements portray children in various (social) roles, favorably and unfavorably, without consideration of wider social impact of how different roles are perceived	Family, peers, educators	Advertising industry	North America (USA, Canada)	Advertising representations	Mistreatment (disproportionate non-portrayal, unfavorable portrayal) → scholarly children
Carrigan & Szmigin 2000	People over 50			S-C: the discourse of ageism advances a set of stereotypes related to old age and informs discrimination across market sectors, such as propensity to privilege people under 40 almost exclusively in staff recruitment  Acad: ethical frameworks for decision-making to counter ageism		Advertising industry, consumer associations	UK	Advertising representations	Mistreatment (inaction against ageism) → consumers over 50 in the UK
Szmigin & Carrigan 2006	People over 40	<i>Racial background:</i> White <i>Gender:</i> female <i>SES - employment:</i> y/n, middle class	Historic construal of ageing in Western cultures	S-C: associations of old age with feebleness and decline vs 'being old without looking old'		Family, peers, media, female community	UK		Mistreatment (negative and positive stereotyping) → females over 40

**Cultural Difference Dimension: Age – Continued**

Baron 2008	Consumer over 60	SES: middle class		Acad. tacit expression that younger consumers are the priority for marketers  Mkt: reflects ageist stereotypes			UK	Advertising representations, servicescapes, offerings (products, services)	Mistreatment (reinforcement and creation of stereotypes) → older consumers
Rosenthal et al. 2021	Older (60+), younger people	Gender: female, male SES: middle class		S-C: normative associations for social roles (men = career, public recognition; women = motherhood)  Mkt: advertising stigmatizes non-conformity to roles			Brazil	Media (traditional and social)	Exclusion (disproportionate non-portrayal) → older consumers  Mistreatment (positive stereotyping) → older females as golden agers; older consumers as nostalgic conservatives and perfect grandparents
Veresiu & Parmentier 2021	Mature consumers (50+)	Gender: female	The historic perspective in the Western hemisphere is that beauty and fashion are equated with youth	S-C: successful ageing (the how to best be old) notion	Ageism: a gendered structure of age inequality	Fashion industry	North America	Virtual consumer communities	Exclusion → mature female consumers  Consumers → challenging discrimination by deconstructing ageist fashion and defying market-promulgated 'norms' of ageing

\*Key: Acad. = Academic; Mgt. = Managerial; Lgl. = Legal; Med. = Medical; Pol. = Political; S-C. = Socio-cultural; Mkt. = Marketing; Cons. = Consumption; Econ = Economic

**Table A4: Gender**

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Cultural Difference Dimension: Gender									
Study	Micro-social expressions of context		Macro-social expressions of context						Form(s) of discrimination or counter-discrimination and who is affected
	Focal expression	Other expressions	Historical/temporal anchors	Ideological discourses*	Institutions		Spatial groundings		
					Non-market	Market	Geographical	Marketplace	
Morton et al. 2003	Female, male	<i>Racial background:</i> Black, Hispanic, Asian				The Internet	USA	Servicescapes (automobile; physical and online)	Mistreatment and price discrimination (negative stereotyping, bias pricing, minority premium, bargaining power) in offline transactions → female, African-American, and Hispanic consumers; the effect is reduced in online transactions  Lack of Internet access (“digital divide”) → negative effect on disadvantaged minorities
Robinson & LeComte-Hinely 2011	Female, male					The Internet	USA	Servicescapes (automobile; physical and online)	Mistreatment (bias pricing, gender stereotyping / discrimination) → females  The Internet → partial elimination of stereotypical (gender) cues available to salespeople in face-to-face interactions
Cowart & Darke 2014	Female, male	<i>Age:</i> older (55+), younger		S-C: females and elders stereotyped as lacking sound judgment and less competent		Sales systems	USA	Servicescapes, offerings (products, services)	Mistreatment (unethical sales), prejudicial treatment (stereotyping) → female and older consumers  Empathy (perspective taking) → decreased stigma-based discrimination of female and older consumers
Gopaldas & DeRoy 2015	Female, male	<i>Age:</i> mature (40+), young <i>Physical appearance:</i> lean, non-lean <i>Race:</i> White, Black, Brown, Asian	Unidimensional and intersectional analyses of diversity in marketing and media imagery overtime highlights inaccurate / incomplete unidimensional analysis results	Acad: scarcity of research intersecting multiple cultural difference dimensions		Advertising	USA	Media (print: Gentlemen’s Quarterly magazine)	Exclusion (non-representation) → mature men (except White), non-lean men, women of color, mature women, and Asian men are categorically excluded from magazine cover pages  Overrepresentation of young, lean, White males on magazine cover pages
Cummings & Seitchik 2020	Female, male			S-C: Females stereotyped as less socially powerful than males (hierarchical status and power)		Marketplace service organizations	USA	Servicescapes (restauration services)	Mistreatment (stereotyping, unequal treatment) → female consumers receive less compensation after complaining over service quality than male consumers
McDonald et al. 2020	Female	<i>Racial background:</i> African-American <i>Sexual orientation:</i> LGBTQ	Representations in advertising reflect the historical evolution of the societies where they are produced	S-C & Mkt: marketers are becoming more socially conscious and societies are becoming more diverse and inclusive		Advertising as a social institution	USA		Exclusion (non-representation) and mistreatment (under-representation) in advertising → female, African American, and LGBTQ consumers; as advertising and society work on reflecting each other, discrimination can decrease (woke advertising)
Rosenbaum et al. 2020	Female			S-C: Female subjugation and patriarchal hierarchy imposition as exemplified by street harassment from males			Nepal	Public settings (streets, bus), retailing and service settings	Mistreatment (aggression/harassment) → female consumers  Street harassment experienced by female consumers as inflicted by male consumers

\*Key: Acad. = Academic; Mgt. = Managerial; Lgl. = Legal; Med. = Medical; Pol. = Political; S-C. = Socio-cultural; Mkt. = Marketing; Cons. = Consumption; Econ = Economic

**Table A5: Migration Status**

**Cultural Difference Dimension: Migration Status**

Study	Micro-social expressions of context		Macro-social expressions of context						Form(s) of discrimination or counter-discrimination and who is affected	
	Focal expression	Other expressions	Historical/temporal anchors	Ideological discourses*	Institutions		Spatial groundings			
					Non-market	Market	Geographical	Marketplace		
Peñaloza 1994	Mexican immigrants, 'mainstream' Americans							Southern California, USA		Restriction (segregation), mistreatment (stigmatization) → Mexican consumer culture
Oswald 1999	Haitian immigrants	<i>Racial background:</i> Afro-American, Haitian (mulattoes, descendants of African slaves alone) <i>SES:</i> middle-class mulattoes, African slaves' descendants	History of Haitian ethnicity informed by European, African and Amer-Indian (Arawak/Taino) cultures in contact at different stages of the conquest, colonization, and liberation of Saint Domingue	S-C: class consciousness within Haitian immigrant community  Pol: USA immigration policies reduce Haitian immigrant group to a misleading homogeneity characterized primarily by racial background	Government bodies (department of immigration)	Media		A small, midwestern city, USA		Mistreatment (generalization) → Haitian identity
Hu et al. 2013	Asian immigrants (1 <sup>st</sup> generation, of Chinese ethnicity)		Evolution of America's 'grand immigrant myths'	S-C: narratives of 'model minority' and 'perpetual foreigner'		Media		Large & mid-size cities. USA	Media representations	Mistreatment (racialization, colonial gaze) → consumers of Chinese ethnicity
Wang & Tian 2014	Rural migrants (farmers), permanent urban residents			Lgl: hukou (household registration) policy precludes migrant workers from changing residency status from rural to urban	Private lending systems through social networks	Bank systems		Shenzhen, China		Restriction (redlining, non-provision of service) → migrant consumers
Luedike 2015	Immigrants, indigenes		Inter-state conflicts	S-C: "Turkish menace" cultural myth; the revival of nationalism  Lgl & Econ: 'selective' (qualified labor focused) immigration policy				A village, Austria		Hostility, conflicts (stigmatization) → immigrant consumers
Lindridge et al. 2016	Nigerian immigrant married couples of 1 <sup>st</sup> generation	<i>Gender:</i> female, male	Post-colonial inter-state relationships and political unrest in Nigeria	S-C: gender roles construal in patriarchal bargain (Nigeria) and nuclear gender equality (UK) families				London and Manchester cities, UK		Exclusion, mistreatment (abuse) → female migrant consumers

\*Key: Acad. = Academic; Mgt. = Managerial; Lgl. = Legal; Med. = Medical; Pol. = Political; S-C. = Socio-cultural; Mkt. = Marketing; Cons. = Consumption; Econ = Economic

**Cultural Difference Dimension: Migration Status - Continued**

Veresiu 2018	Roma immigrants of Bosnian, Romanian nationality and rural residence	SES: poverty		S-C: European indigenes consider Roma to clash with locals by breaking sedentary norms; Roma consider that they maintain a semi-nomadic existence in conditions of extreme poverty and discrimination throughout Europe	Indigene policy makers, urban planners, architects		Gated community in Pisa, Italy		Mistreatment (negative stereotyping) → Roma consumers  Gated community → enables Roma's resistance to 'imposed' acculturation
Veresiu & Giesler 2018	Immigrants, indigenes			Acad: sustains neocolonial power imbalances between colonized (immigrant-sending) and colonizing (immigrant-receiving) cultures by overlooking ideological and socioeconomic differences that condition individuals		Market as institution mediating multi-culturation	Canada		Mistreatment (othering) → immigrant consumers
Sreekumar & Varman 2019	Temporary migrants, dominant populations		Historic impact of oil boom on migration into Gulf region	Lgl: kafala (sponsorship system) precludes migrant laborers to work only with the approval of a company or individual sponsor			Kerala, India; Dubai, UAE		Restriction (redlining), mistreatment (stigmatization) → vagabond (undesirable aliens) consumers  Counter-discrimination → vagabonds stereotyping dominant populations
DeBerry-Spence & Izberk-Bilgin 2021	African-American diaspora as descendants of involuntary (forced) migrants		The history of African-American diaspora identity; The 1960s period bring pan-Africanism to the forefront of USA politics; history of clothing as demarcating sign of slavery	Pol: Black Power movement as a call for rejection of racist institutions and values in the USA			USA	Educational grounds (schools); recreational grounds (parties / celebrations, theatre performance s); sacred grounds (churches)	Use of clothing as a symbolic statement against racism → Africa-American consumers

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**Table A6: Physical Appearance**

Cultural Difference Dimension: Physical Appearance									
Study	Micro-social expressions of context		Macro-social expressions of context						Form(s) of discrimination or counter-discrimination and who is affected
	Focal expression	Other expressions	Historical/temporal anchors	Ideological discourses*	Institutions		Spatial groundings		
					Non-market	Market	Geographical	Marketplace	
Joy & Venkatesh 1994	The body (subject vs object)	<i>Gender</i> : female, male	<p>The oppression of women through the social construction of their bodies</p> <p>The gendered body is being reproduced from the modern industrialism onwards</p>	<p>Acad: limited reference to consumers as people with bodies in literature</p> <p>Med &amp; Mkt: the medical (interior) body (e.g., the notion of biological differentiation of male / females) is conflated with the aesthetic body in advertising; the female body is being “disciplined” through consumption of products and services</p> <p>Pol: male/female body differences are used to created and reinforce power imbalances between genders</p>	Patriarchy	Consumer culture, advertising, the fashion system	Western hemisphere	Advertising representations	Mistreatment (objectification, sexualization) → female bodies and oppression of women through the gendering of their bodies
Gurrieri et al. 2012	Body size, body shape, the maternal body	<i>Gender</i> : female, male		<p>Med: mechanistic separation of mind and body, where the mind should control and discipline the body</p> <p>Mkt: social marketing normalizes aesthetics and functions of women’s bodies</p> <p>S-C: weight management presented as a ‘female problem’ within society</p>	Governments	Media, fashion industry, public/ commercial health organisations	Australia, UK, USA	Social marketing representations	Mistreatment (body gendering, stigmatization of ‘fat’ body, ‘healthism’, “intensive motherhood”) → female bodies

**Cultural Difference Dimension: Physical Appearance – Continued**

Scaraboto & Fischer 2013	Body size ('fat', other types)	<i>Gender:</i> female		S-C: plus-size consumers are a stigmatized group.		Past fashion industry, USA entrepreneurial institution		Servicescapes (physical) Consumer communities (virtual)	Consumers → challenge mistreatment (exclusion of 'fat' body)
Baumann et al. 2016	Body art (bodies with /without tattoos)	<i>Gender:</i> female, male <i>SES - professional status:</i> surgeon, mechanic		Lgl: policy regarding the appearance and behavior of front-line employees varies across industries and countries					Mistreatment (stigmatization) → bodies with tattoos, more severe prejudice against tattooed male surgeons and against female mechanics
Aagerup 2018	Body size (overweight, obese, other sizes)			S-C.: the 'general public' is prejudiced against overweight and obese people		Fashion industry	UK, Sweden	Product provision	Exclusion ("overweight and obese user imaginary" not reflected in the assortment of mass-market fashion retailers as brand building mechanism) → overweight and obese consumers

\*Key: Acad. = Academic; Mgt. = Managerial; Lgl. = Legal; Med. = Medical; Pol. = Political; S-C. = Socio-cultural; Mkt. = Marketing; Cons. = Consumption; Econ = Economic

**Table A7: Religious Affiliation**

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**Cultural Difference Dimension: Religious Affiliation**

Study	Micro-social expressions of context		Macro-social expressions of context						Form(s) of discrimination or counter-discrimination and who is affected
	Focal expression	Other expressions	Historical/temporal anchors	Ideological discourses*	Institutions		Spatial groundings		
					Non-market	Market	Geographical	Marketplace	
Johnson et al. 2017	Non-Muslim		Separation of state and religion	Pol: French political secularism (laïcité) privileges “the secular” and legitimizes discrimination of public elements of religious belonging  S-C: concerns regarding ‘cultural contamination’ through society’s movement toward cultural heterogeneity		Food industry	France	Servicescapes (physical), media (online)	Perceived ‘reverse discrimination’ → non-Muslim consumers
Vijayalakshmi et al. 2020	Muslim, Hindu dwellers in residential areas	SES: economic means	Inter-religious conflicts	Pol: prohibition of meat consumption in many residential localities  S-C: cultural legitimization of barriers to mobility and segregation of Muslim minorities  Mkt: segregation ‘forces’ entrepreneurial actions, such as the development of alternative markets for schools, supermarkets, and real estate		Businesses	Ahmedabad, India	Servicescapes (physical)	Restriction (redlining) → Muslim consumers  Perpetuated power imbalances (targeting) → Muslim consumers
Slater & Demangeot 2021	Muslim minority, (non-Muslim) majority	Gender: female		Pol: national acculturation ideologies in France and in the UK	Local governments	Global brands	France, UK	Media (print)	France: mistreatment (stigmatization) and exclusion → Muslim consumers  UK: mistreatment (positive stereotyping) → Muslim consumers



**Cultural Difference Dimension: Religious Affiliation – Continued**

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Slater & Demangeot 2021				Cons. interest in modest fashion emerged in Muslim national marketplaces  Mkt: marketer practice of addressing modesty needs in fashion lines or marketing communication					
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\*Key: Acad. = Academic; Mgt. = Managerial; Lgl. = Legal; Med. = Medical; Pol. = Political; S-C. = Socio-cultural; Mkt. = Marketing; Cons. = Consumption; Econ = Economic

**Table A8: Sexual Orientation**

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**Cultural Difference Dimension: Sexual Orientation**

Study	Micro-social expressions of context		Macro-social expressions of context						Form(s) of discrimination or counter-discrimination and who is affected
	Focal expression	Other expressions	Historical/temporal anchors	Ideological discourses*	Institutions		Spatial groundings		
					Non-market	Market	Geographical	Marketplace	
Dalpian & da Silveira 2020	Gay, lesbian, hetero, (un)disclosed (y/n/partially)	<i>Gender:</i> cis/trans-gender, transsexual, male, female <i>Racial background:</i> White, Pardo, Black, Asian, Arab <i>Age:</i> young/er, old/er <i>SES:</i> low, middle, high, high+ income		Acad: predominant focus on unidimensional analyses, overlooking diversity within LGBTQ+		Businesses	Porto Alegre, Brazil; Montreal, Canada	Commercial places considered 'gay spaces'	Inclusion (targeted space) and mistreatment (creating stereotype of 'difference as attraction'), exploitation → gay consumers in Brazil and in Canada  Mistreatment (stigmatization) → non-young and non-white gay consumers in Canada  Mistreatment (stigmatization) → "tigrada" – low-income gay consumers from peripheral neighborhoods and "favelado" – gay consumers from favelas in Brazil  Withdrawal (non-provision) → older gay consumers
Rosenbaum et al. 2021	Hetero-, Homosexual (gay male and lesbian) couples	<i>Gender:</i> female, male	Historical evolution of LGBTQ+ rights in USA and in South America, from persecution to decriminalization	S-C: persistent homophobia in USA among a significant proportion of hetero population; backlash in South America informed by religious and morality doctrines  Lgl: religious vs. gay rights counter-stand	Religious organizations (Evangelical and Pentecostal)		Colombia, USA (for comparison, findings from prior studies)	Servicescapes (physical)	Mistreatment (covert discrimination) → gay and lesbian couples, higher proportion targeted at lesbian couples. Significant differences with prior evidence from the USA regarding overt discrimination of gay and lesbian couples versus heterosexual consumers

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**Table A9: Socio-Economic Status**

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**Cultural Difference Dimension: Socio-Economic Status (SES; Income, Class, Education)**

Study	Micro-social expressions of context		Macro-social expressions of context						Form(s) of discrimination or counter-discrimination and who is affected
	Focal expression	Other expressions	Historical/temporal anchors	Ideological discourses*	Institutions		Spatial groundings		
					Non-market	Market	Geographical	Marketplace	
Bell & Burlin 1993	Neighborhoods' income (low, middle)					Retailers	California, USA	Servicescapes (physical)	Restriction (redlining) → low-income consumers
Chung & Myers 1999	Neighborhoods' poverty level (poor / not poor)					Retailers	Minnesota, USA	Servicescapes (physical)	Restriction (redlining), mistreatment (bias pricing) → low-income consumers
Hill 2002	Impoverished consumers			Acad: overlooked or ignored impact on impoverished consumers of losing love resources attained as part of social capital  Pol: policies pay inadequate attention to marketplace equity		Organizations as constituting part of marketing system			Marketing practices transformation from devaluing to providing love resources → impoverished consumers
Koku 2009	Income (the poor, income of less than 1 USD / day); occupation: farmers, wood carvers, carpenters, craftsmen and women, small entrepreneurs	Gender: male, female		S-C: interpersonal networks (versus acumen) and ability to pay inform entrepreneurship practices  Mgt: developed countries' notions of commercial relationship inform banking system design		Banks, tribal leaders / chiefs	Ghana	Servicescapes	Exclusion → low-income entrepreneurs of both genders  Countering established marketplace systems by tribal leaders → poor communities
Martin & Hill 2015	Societal poverty (country-level: high, medium, low, very low)			Econ: high poverty more prominent in developing societies  Acad: developed (Western) countries perspectives dominate understanding of how poor consumers experience the marketplace			38 countries (developed and developing)		Mistreatment (generalized assumptions) → consumers in subsistence marketplaces
Kamran & Uusitalo 2019	Income (low-income unbanked consumers); education: completed college, undergraduate, high school, completed school, school leaver, illiterate	Gender: female, male Migration status: local – origin from the urban area, migrant – relocating from a rural area		Mkt: targeting results in overlooked low-income audiences in service processes		Banks	Rawalpindi and Islamabad, Pakistan	Servicescapes	Restriction (redlining) → low-income consumers, more severe for females due to gender roles conventions  Exclusion (non-provision), mistreatment (targeted disrespectful service) → all low-income consumers

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