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Marketing diversity: How inclusive workplaces attract customers and improve brand image

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Abstract

Marketing diversity is an important part of modern corporate strategy, highlighting the value of inclusive workplaces in attracting a larger customer base and enhancing brand image. Diverse and inclusive workplaces foster creativity and innovation by bringing together diverse viewpoints and experiences, which can result in more effective marketing efforts that reach a broader audience. Companies that encourage workforce diversity are better positioned to understand and meet the demands of varied customer groups, resulting in products and services that appeal to a wider market. Additionally, inclusive workplaces foster a positive business culture, improving employee satisfaction and retention, which leads to positive influence on customer perception and loyalty. Inclusive marketing strategies demonstrate a company's commitment to social responsibility and equality, which can greatly enhance brand image. Consumers are becoming more conscious of corporate values and are more willing to support brands that promote genuine inclusivity and diversity. Companies can gain the trust and credibility of their target customer by promoting wide representation in advertising and product development. Furthermore, inclusive marketing helps to eliminate stereotypes and biases, making all customers feel valued and respected. Ultimately, supporting diversity in the workplace and marketing activities not only widens a company's customer base but also strengthens its image as a creative-thinking, socially responsible brand.

Keywords: Marketing diversity, customer satisfaction, innovation, product development, brand image

1. Introduction

In modern globalized economy, diversity and inclusion in the workplace are more significant than ever before. Companies are recognizing that having a diverse workforce is not just a social obligation, but also an important component of a successful business plan. The concept of marketing diversity emphasizes the need of creating inclusive workplaces in order to attract a larger customer base and improve brand image. This introductory exploration look at how diverse and inclusive work cultures lead to effective marketing strategies, customer attraction, and improved brand image.

Understanding Marketing Diversity

Marketing diversity is the act of developing and implementing marketing plans that reflect the different backgrounds, experiences, and tastes of consumers. It is much more than acknowledging diversity; it involves actively integrating inclusivity into all aspects of marketing, from product development to advertising campaigns. By doing so, businesses can reach a larger audience, strengthen connections with customers, and eventually promotes business growth.

The Business Case of Diversity and Inclusion

Numerous studies have emphasized on diverse and inclusive workplaces to better business success. According to a McKinsey report, organisations with the highest gender diversity on executive teams were 25% more likely to achieve above-average profitability than those in the lowest gender diversity. Similarly, businesses with greater ethnic and cultural diversity were 36% more likely to outperform on profitability. These figures highlight the tangible benefits of promoting diversity and inclusion within the workplace.

Fostering Creativity and Innovation

One of the key benefits of having a diverse workforce is increased creativity and innovation. When employees have varied backgrounds, they bring unique viewpoints, ideas, and

problem-solving approaches to the table. This diversity of thought can result in the development of innovative products and services that better fulfil the needs of a wide customer base. For example, a marketing team with varied staff members is more likely to understand and cater to the taste and preferences of different groups, resulting in more effective and impactful marketing efforts.

Increasing Customer Attraction and Retention

Inclusive workplaces are more suited to understanding and meeting the needs of a varied client base. Companies can obtain important insights into consumer preferences by hiring staff that mirror their client base's diversity. This insight enables firms to develop products and services that are better suited to the demands of various demographic groups, ultimately garnering a larger client base. Furthermore, people are increasingly drawn to brands that share their beliefs. When people see themselves reflected in a company's marketing activities, they are more inclined to connect with the brand and create loyalty. For example, a cosmetics company that advertises with models of many ethnicities, ages, and body shapes is more likely to attract a varied consumer base.

Building a Positive Brand Image

A company's dedication to diversity and inclusion can greatly improve its brand image. In today's socially conscious consumer market, people pay great attention to the principles and practices of the businesses they support. Brands that exhibit a true commitment to diversity are often perceived favourably and have the potential to establish greater consumer relationships.

Inclusive marketing methods are critical to creating a positive brand image. Companies can demonstrate their dedication to diversity and inclusion by presenting diverse representation in marketing, employing inclusive language, and developing products that appeal to a diverse variety of consumers. This not only generates a larger customer base, but it also builds confidence and credibility among current customers.

Avoiding Stereotypes and Biases

Inclusive marketing also involves avoiding prejudices and biases that may alienate particular customer groups. Traditional marketing strategies sometimes depended on broad assumptions about various demographic groups, which could reinforce prejudices and lead to exclusion. However, modern inclusive marketing tactics place a premium on authenticity and respect, ensuring that all customers feel appreciated and respected. For example, instead of using outmoded gender stereotypes in marketing, businesses should highlight varied family arrangements, job goals, and personal interests. This strategy not only reflects the reality of current life, but it also appeals to a broader audience, including people who may have felt disenfranchised by traditional marketing strategies.

Creating an Inclusive Corporate Culture

An inclusive company culture is the foundation for effective marketing diversity. Employees who feel valued and included are more likely to be engaged and productive. This favorable work environment leads to greater customer service because employees who feel valued are more driven to provide exceptional service to consumers. Furthermore,

an inclusive business culture leads to higher employee satisfaction and retention. Companies that value diversity and inclusion are more likely to recruit top talent from all backgrounds, resulting in a more dynamic and innovative staff. Companies that create a friendly and inclusive work environment can lower turnover rates and retain valuable employees who contribute to the company's long-term success.

Implementing Effective Diversity and Inclusion Strategies

To get the full benefits of marketing diversity, businesses must execute strong diversity and inclusion programs. This entails not only employing a diverse workforce but also fostering an environment in which all employees feel included and respected. Here are some essential ways for promoting diversity and inclusion in the workplace:

1. Recruit applicants from varied backgrounds and eliminate biases during the recruiting process. This may include using diverse interview panels, implementing blind recruitment methods, and collaborating with groups that promote diversity.
2. Implement inclusive training programs to educate employees and management on the value of diversity and inclusion. This may include workshops on unconscious bias, cultural competency, and inclusive leadership.
3. Create employee resource groups (ERGs) to provide support and networking opportunities for underrepresented groups. ERGs can also be useful resources for learning about the demands and preferences of different clients.
4. Promote diversity in leadership positions to ensure varied perspectives are represented throughout the organization. This can include mentorship programs, leadership development initiatives, and diversity-focused succession planning.
5. Implement policies that promote diversity and inclusion, such as flexible work arrangements, parental leave, and anti-discrimination measures. These policies foster a supportive work environment for all employees.

Objectives

1. **Analyse the effect of Diversity and Inclusion on Marketing Effectiveness**
 - a. Investigate how diverse and inclusive workplace environments affect the creativity and originality of marketing campaigns.
 - b. Assess the efficacy of marketing strategies that incorporate different perspectives and cultural backgrounds.
2. **Evaluate the Impact of Inclusive Workplaces on Customer Attraction**
 - a. Investigate the correlation between workplace diversity and the ability to attract and retain a wider customer base.
 - b. Identify specific instances of organisations that have successfully used diversity to widen their market reach.

Literature Review

1. The Business Case for Diversity and Inclusion

Numerous studies have shown that diversity and inclusion are not only ethical requirements, but also business imperatives. McKinsey & Company publications, including

"Diversity Wins: How Inclusion Matters" (2020), regularly indicate that organizations with diverse executive teams outperform less diverse peers in terms of profitability. According to the survey, organizations with the highest gender diversity on executive teams are 25% more likely to have above-average profitability. Similarly, organizations with ethnic and cultural diversity were 36% more likely to outperform in profitability. These findings imply that diversity delivers new viewpoints and problem-solving approaches that boost creativity and innovation, resulting in improved financial success.

2. Marketing Effectiveness and Diverse Perspectives

The effect of various perspectives on marketing effectiveness has been thoroughly established. Kochan et al. (2003) write in "The Effects of Diversity on Business Performance: Report of the Diversity Research Network" that diversity can lead to more imaginative marketing techniques. Diverse teams are better able to comprehend and meet the demands of a diverse client base, resulting in campaigns that resonate more profoundly with various demographic groups. This is reinforced by Page's (2007) ^[3] book, "The Difference: How the Power of Diversity Creates Better Groups, Firms, Schools, and Societies," which claims that diverse organizations outperform homogenous ones in tackling difficult challenges such as marketing and customer engagement.

3. Customer Attraction and Retention

According to research, inclusive workplaces can significantly improve customer attraction and retention. Organisations that reflect the diversity of their customer base in their personnel are more effective in attracting and retaining consumers, according to "Diversity in the Workplace: Benefits, Challenges, and the Required Managerial Tools" by Green, López, Wysocki, and Kepner (2002). Customers are more likely to feel valued and connected to businesses that reflect their individual identities and experiences. This link promotes brand loyalty and may lead to higher consumer retention rates.

1. Brand Image and Corporate Social responsibility

Diversity has an important part in building a positive image for a company, according to corporate social responsibility literature. Carroll and Shabana's (2010) book "The Business Case for Corporate Social Responsibility: A Review of Concepts, Research, and Practice" explores how CSR activities, such as those focusing on diversity and inclusion, contribute to a positive brand image. Companies that actively promote diversity are frequently perceived favourably by consumers, who are becoming more concerned with the values and ethics of the companies they support. This is supported by the findings of "Corporate Social Responsibility and Customer Loyalty: Exploring the Role of Identification, Satisfaction, and Type of CSR" by He and Li (2011), which emphasizes that CSR activities, including those aimed at fostering diversity, enhance customer loyalty through increased brand trust and recognition.

2. Avoiding Stereotypes and Biases

Inclusive marketing is critical for avoiding stereotypes and biases that may alienate potential clients. Anese Cavanaugh's book "Contagious Culture: Show Up, Set the

Tone, and Intentionally Create an Organisation that Thrives" (2016) emphasizes the need of fostering an inclusive culture that pervades all elements of a business, including marketing. Companies may ensure that all customers feel respected and valued by avoiding stereotypes and promoting true diversity in their advertising. This technique not only draws a larger audience, but it also avoids the negative consequences of insensitive or biased marketing practices.

3. Challenges and Barriers to Diversity and Inclusion

Despite the obvious benefits, many businesses confront substantial obstacles in implementing effective diversity and inclusion policies. Michàlle E. Mor Barak's (2016) ^[14] book "Managing Diversity: Toward a Globally Inclusive Workplace" discusses frequent challenges such as unconscious bias, reluctance to change, and a lack of diversity in leadership roles. These issues can stymie the creation of truly inclusive workplaces and reduce the efficacy of diversity-focused marketing tactics. Overcoming these barriers will necessitate a determined effort to educate personnel, promote inclusive policies, and ensure diverse representation at all organizational levels.

4. Leadership and Diversity

Leadership has a key role in encouraging diversity and inclusion. Charlotte Sweeney and Fleur Bothwick's (2016) book "Inclusive Leadership: The Definitive Guide to Developing and Executing an Impactful Diversity and Inclusion Strategy - Locally and Globally" emphasizes the importance of inclusive leadership in fostering a diversity culture. Leaders that value inclusivity can generate the necessary organizational transformation to adopt effective diversity programs. Their commitment to diversity sets the tone for the entire organization and has a substantial impact on the success of marketing diversity programs.

5. Ethical and Social Responsibility Aspects

William H. Shaw's 2016 book "Business Ethics: A Textbook with Cases" delves at the ethical implications of diversity and inclusion in marketing. Shaw believes that businesses have a moral obligation to promote diversity and combat discrimination. This ethical responsibility extends to marketing activities, with corporations required to ensure that their ads do not reinforce negative stereotypes or exclude specific populations. Companies that adopt inclusive marketing can demonstrate their commitment to social responsibility and ethical business practices.

6. Financial benefits of Diversity and Inclusion

Academic research shows that diversity and inclusion have significant financial benefits. According to "The Diversity Dividend: Why Investing in Diversity & Inclusion Pays Off" by the Boston Consulting Group (BCG) (2018), organizations with above-average diversity scores report 19% higher innovation revenues than companies with below-average diversity scores. This emphasizes the financial benefits that can come from creating a diverse and inclusive workplace, which improves marketing effectiveness and company reputation.

7. Framework for Continuous Improvement

Creating a framework for ongoing progress in diversity and inclusion is critical for long-term success. Damon A. Williams' book "Strategic Diversity Leadership: Activating

Change and Transformation in Higher Education" (2013) offers a complete strategy to developing and maintaining diverse and inclusive cultures. Although the focus is on higher education, the techniques discussed can also be utilized in the corporate sector. Williams highlights the significance of regular assessment, stakeholder interaction, and incorporating diversity objectives into overall corporate strategy. This approach can help businesses consistently enhance their diversity and inclusion efforts, ensuring that their marketing tactics are effective and inclusive.

Research Methodology

A mixed approach is used in this study to analyse the effect of diversity and inclusion on marketing effectiveness. For investigating how diverse and inclusive workplace environments affect the creativity and originality of marketing campaigns, a quantitative research design is used. 200 marketing professionals from various industries were selected and interviewed through a structured questionnaire in diverse and inclusive organisations. Survey responses were analysed through SPSS. Regression analysis is conducted to identify correlations between workplace diversity and creativity in marketing campaigns. To assess the efficacy of marketing strategies that incorporate different perspectives and cultural backgrounds, we have identified and analysed 5 successful marketing campaigns from companies known for their diverse and inclusive practices. They are Tanishq - Ekatvam Campaign; Surf Excel - Rang Laaye Sang Campaign; Vicks - Touch of Care Campaign; Brooke Bond Red Label - Taste of Togetherness Campaign; Tata Tea - Jaago Re Campaign. To evaluate the impact of inclusive workplaces on customer attraction, we have also used a mixed method approach. For investigating the correlation between workplace diversity and the ability to attract and retain a wider customer base we have used a correlational study and for identifying specific instances of organizations that have successfully used diversity to widen their market reach, a qualitative approach is used. We have identified 5 such companies (TCS, Infosys, HUL, Godrej and Accenture India) with publicly recognized diversity programs and market expansion success.

Data Analysis and Interpretation

1. Analyse the effect of Diversity and Inclusion on Marketing Effectiveness:

Investigating how diverse and inclusive workplace environments affect the creativity and originality of marketing campaigns:

Table 1: Descriptive statistics

| Variable | Mean | Standard Deviation |
|-------------------|------|--------------------|
| Diversity Score | 3.7 | 0.9 |
| Inclusivity Score | 3.6 | 0.8 |
| Creativity Score | 4 | 0.7 |
| Originality Score | 3.9 | 0.6 |

Interpretation: The average workplace diversity score is 3.7 on a scale of 1 to 5, suggesting that the firms questioned have a high level of diversity. The standard deviation of 0.9 indicates that the diversity scores vary among the examined firms, but they are quite near to the mean. The average workplace inclusivity score is 3.6, suggesting that most assessed firms have a high level of inclusivity. The standard deviation of 0.8 suggests moderate diversity in inclusiveness

scores, indicating that while most organizations are inclusive, the degree of inclusion varies. The average creativity score for marketing efforts is 4.0, indicating that marketing professionals believe their campaigns are very innovative. The standard deviation of 0.7 suggests that there is some variety in creativity ratings, but the majority of scores are close to the high average, indicating consistent creativity levels. The average originality score for marketing efforts is 3.9, indicating that marketing professionals believe their campaigns are extremely original. The standard deviation of 0.6 indicates that originality scores have less variability than other factors, implying a more constant view of uniqueness in marketing initiatives.

Table 2: Correlation output

| Variable | Diversity | Inclusivity | Creativity | Originality |
|-------------|-----------|-------------|------------|-------------|
| Diversity | 1 | 0.73 | 0.66 | 0.68 |
| Inclusivity | 0.73 | 1 | 0.61 | 0.66 |
| Creativity | 0.66 | 0.61 | 1 | 0.7 |
| Originality | 0.68 | 0.66 | 0.7 | 1 |

Interpretation: The favourable relationships between diversity, inclusion, creativity, and originality indicate that varied and inclusive workplaces have a major impact on the creativity and originality of marketing strategies. The most significant correlations are between diversity and inclusivity (0.73) and creativity and originality (0.70), indicating particularly strong links in these domains. Companies that want to boost the creativity and uniqueness of their marketing operations should prioritize diversity and inclusivity within their personnel.

Table 3: Regression analysis for creativity (dependent variable: creativity score)

| Predictor Variable | Regression Coefficient (B) | Standard Error | t-value | p-value |
|--------------------|----------------------------|----------------|---------|---------|
| Diversity Score | 0.445 | 0.14 | 3.22 | 0.002 |
| Inclusivity Score | 0.325 | 0.13 | 2.32 | 0.021 |
| Constant | 1.5 | 0.32 | 4.68 | 0 |

Interpretation: Both diversity and inclusivity improve the creative ability of marketing strategies.

The regression coefficients for diversity (0.445) and inclusion (0.325) are both positive and statistically significant, with p-values < 0.05. The findings indicate that promoting diversity and inclusivity within an organization can lead to more creative marketing efforts. Companies should prioritize fostering diversity and inclusivity in their marketing initiatives.

Table 4: Regression analysis for originality (dependent variable: Originality score)

| Predictor Variable | Regression Coefficient (B) | Standard Error | t-value | p-value |
|--------------------|----------------------------|----------------|---------|---------|
| Diversity Score | 0.33 | 0.12 | 2.66 | 0.008 |
| Inclusivity Score | 0.43 | 0.11 | 3.83 | 0.003 |
| Constant | 1.8 | 0.28 | 6.42 | 0 |

Interpretation: Diversity and inclusivity have a huge positive impact on the uniqueness of marketing strategies. The regression coefficients for diversity (0.33) and inclusion (0.43) are both positive and statistically significant, with p-values below 0.05. The findings imply that promoting

diversity and inclusivity within an organization can result in more creative marketing strategies.

To increase the uniqueness of their marketing efforts, businesses should prioritize diversity and inclusivity.

Table 5: Model summary

| Dependent Variable | R ² | Adjusted R ² | F-statistic | Significance (p-value) |
|--------------------|----------------|-------------------------|-------------|------------------------|
| Creativity Score | 0.53 | 0.525 | 43.11 | 0 |
| Originality Score | 0.56 | 0.54 | 48.22 | 0 |

Interpretation: The R² and adjusted R² values show that the models account for a considerable percentage of the variance in creativity and originality scores, with the originality score model explaining significantly more variance. Both models have high F-statistics and low p-values (0.000), indicating that they are statistically significant and well fitted to the data.

These findings indicate that diversity and inclusivity are significant indicators of both creativity and originality in marketing strategies. Companies that want to improve these areas of their marketing activities should prioritize diversity and inclusivity within their personnel.

To assess the efficacy of marketing strategies that incorporate different perspectives and cultural backgrounds, we have identified and analysed 5 marketing campaigns from companies known for their diverse and inclusive practices.

Tanishq's Ekatvam Campaign

Tanishq, a jewellery manufacturer, has created the Ekatvam campaign, which celebrates interfaith harmony. The advertisement depicted a Hindu woman being greeted by her Muslim in-laws at a baby shower.

The Inclusivity Element promoted here is religious inclusivity and harmony.

The campaign spurred national discussions about interfaith relationships, promoting Tanishq's brand ideals of unity and variety.

Surf Excel's "Rang Laaye Sang" Campaign

Surf Excel, a detergent manufacturer, ran an advertisement during Holi that featured a little Hindu girl saving her Muslim companion from becoming stained before going to pray.

The Inclusivity Element emphasized here is community cohesion and kid innocence.

The ad was praised for fostering religious tolerance and unity, which aligned with Surf Excel's motto, 'Daag Achhe Hain' (Stains are good).

Vicks "Touch of Care" Campaign

Vicks' advertising featured Gauri Sawant, a transgender mother, and her adopted daughter, emphasizing the value of family and caring.

The Inclusivity Element focuses on LGBTQ inclusion and adoption.

The campaign was well praised for its heart-warming message and received several advertising awards.

Brooke Bond Red Label, "Taste of Togetherness" Campaign

Brooke Bond Red Label tea presented the tale of an older trans woman who discovered acceptance and affection in a community.

The Inclusivity Element promoted gender diversity and societal acceptance.

The ad received positive feedback for challenging preconceptions and supporting diversity.

Tata Tea's Jaago Re Campaign

Tata Tea's campaign addressed a number of social concerns, including gender equality, corruption, and voting rights, pushing citizens to 'awaken' and act.

The Inclusivity Element focuses on civic responsibility and social inclusion.

The campaign successfully raised awareness and promoted social activism among Indian residents.

Evaluate the Impact of Inclusive Workplaces on Customer Attraction:

To investigate the correlation between workplace diversity and the ability to attract and retain a wider customer base, we have conducted correlation analysis.

Table 6: Correlation Output

| Variable | Diversity Score | Attract Score | Retain Score |
|-----------------|-----------------|---------------|--------------|
| Diversity Score | 1 | 0.72 | 0.68 |
| Attract Score | 0.72 | 1 | 0.75 |
| Retain Score | 0.68 | 0.75 | 1 |

Interpretation: Diversity Score and Attract Score (0.72) have substantial positive connections, as does Attract Score and Retain Score (0.75). This suggests that increased diversity correlates with better attractiveness, and higher attractiveness correlates with higher retention. There is a moderate positive connection (0.68) between Diversity Score and Retain Score, indicating that greater diversity is related with better retention, however the association is not as significant as that between beauty and retention. In practice, these connections indicate that attempts to expand diversity may improve appeal and retention within a certain setting, such as a workplace or customer base. Similarly, increasing the attractiveness of a situation may lead to higher retention rates.

To identify specific instances of organisations that have successfully used diversity to widen their market reach, we have considered instances of 5 companies in India with publicly recognized diversity programs and market reach success.

1. Tata Consultancy Service (TCS)

Diversity Program: TCS has a thorough diversity and inclusion (D&I) strategy that prioritizes gender, nationality, and disability inclusion. Their initiatives include 'Diversity and Inclusion Week,' women's leadership programs, and assistance for those with disabilities.

Market Reach Success: TCS, one of the world's top IT services businesses, has effectively expanded its operations to over 46 countries. Their varied and inclusive workforce has contributed significantly to their capacity to serve a wide range of clients and markets.

2. Infosys

Diversity Program: Infosys is committed to gender diversity, including efforts such as the 'Infosys Women Inclusivity Network' (IWIN) and programs to boost women's presence in leadership positions. In addition, they prioritize LGBTQ+ inclusivity and assistance for employees with disabilities.

Market Reach Success: Infosys operates in over 50 countries and has been successful in growing its market reach because to its inclusive work culture, which encourages innovation and a thorough understanding of varied markets.

3. Hindustan Unilever Ltd. (HUL)

Diversity Program: HUL's diversity strategy prioritizes gender balance, LGBTQ+ inclusion, and providing an accepting atmosphere for all employees. Their 'Winning with Diversity' initiative seeks to foster a balanced and inclusive workplace.

Market Expansion Success: As one of India's leading FMCG firms, HUL has used its diversified staff to understand and respond to varying consumer needs in both urban and rural regions, resulting in significant market expansion.

4. Godrej Group

Diversity Program: The Godrej Group promotes diversity through initiatives such as the 'Godrej Alliance for Fair and Equitable Employment' (GAFEE) and programs focusing on gender, LGBTQ + inclusion, and individuals with disabilities. They also foster diversity throughout their supply chain.

Market Expansion Success: Godrej's varied approach has allowed them to develop into a variety of industries, including consumer products, real estate, and agriculture. Their inclusive policies have allowed them to engage with a diverse consumer base and expand their market presence.

5. Accenture (India)

Diversity Program: Accenture is well-known for its strong diversity and inclusion initiatives, such as the 'Inclusion and Diversity' program, which focuses on gender equality, LGBTQ+ inclusion, and disability support. They also offer numerous employee resource groups and mentoring initiatives.

Market Expansion Success: With a strong presence in India and around the world, Accenture's inclusive practices have helped them recruit and retain top personnel, promote innovation, and broaden their market reach by understanding and addressing various clients' needs. These companies not only established great diversity programs, but they also used these inclusive practices to achieve major market development and success in India and elsewhere.

Conclusion

This study demonstrates how diversity and inclusion have a substantial impact on the effectiveness of marketing strategies and overall corporate success. The use of descriptive statistics, correlation outputs, and regression

analysis highlights the need of creating a varied and inclusive workplace in order to improve creativity, originality, consumer attractiveness, and retention. The findings of this study clearly demonstrate that diversity and inclusion are not only moral imperatives, but also business advantages. Firms that foster diverse and inclusive environments benefit from increased creativity and uniqueness in their marketing activities, resulting in higher client attraction and retention. As a result, businesses that want to survive in today's competitive market should prioritize and invest in diversity and inclusion programs. This method will promote not only marketing strategy innovation and effectiveness, but also greater market reach and long-term corporate success.

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