Supplemental Online Appendix B. Gioia Table.

Empirical quotes	First order concepts	2nd order themes	Aggregate dimensions
• Mark : Honest answer is that I would prefer to be seen only as myself, not be seen specifically as a queer. I think that would be the ideal world, where I don't have to be attached by any label, even as gay or as a queer. Or anything, I just want to be me. [...] Sometimes I have to remind myself or remind others that I'm among the LGBTQ+ group. • Felix: [My queer identity] ... I think it's quite high for me. Like it's always up there. Right along whatever I do like, even if I have a professional identity, this almost comes first or it's right alongside [...]. And it hasn't felt good to make it come second." • Anna: "I think it's not an extremely big part of my identity. I mean of course I am queer, but it's not like the first thing I tell someone if I meet them."	• Importance of LGBTQ+ identity for the sense of self • Preference to be seen as myself, not specifically as queer • Queer identity is ever present and placing it second is uncomfortable • Not a large part of own sense of self	LGBTQ+ identity salience for the own identity construction	Salience of LGBTQ+ identity shaping perception and evaluation of LGBTQ+ advertising
• Felix: [I feel] very innate kinship to anyone who has a queer identity. I think instantly I just feel a relatedness to them that I don't feel for other strangers. • Theo: Yeah, because you know, I am gay, so I am part of the community. But yeah, I think also the community is so broad and there are so many different people with so many different scenes. I don't really hang out a lot with gay guys for example. So, I don't necessarily feel super connected to them other than just you know, we are both gay. • Alex: It's even like in the metro or at the store, when I see people with the pins like with the pronouns or like flags or something I automatically feel safer with them than with people who are like, looking cis-het.	• Feeling of kinship to other people who share a connected identity • Not necessarily feeling super connected to other people who are queer • Feeling of safety with people sharing their queer identity	Intensity of connection to the social group	
• Luna: We are considered different from other people in the society, that's why I feel like there are two different groups, like the LGBT and the ones that don't, that are most of the time bad to us. • Alex: We are basically making a group and marking the borders […] they are like, let's say cis/het people, they are different than us and they don't understand us. Maybe we can bond somehow, but it's on the other hand, I also feel like safer without straight people.	• We are different from other people in society • Other people in society are bad to us • Cis/het people are different from us	Perception of own identity and group membership as minority status in broader society	
• Joanne: I think there are also quite a bit of companies that still use the same [LGBTQ+] marketing 'cause it might be a trend or it might work just in general.	• LGBTQ+ advertising as a trend	Societal context in which companies make LGBTQ+ advertising	Organization-centric cues used to inform motivational attribution

• Mark: That's what gives me a subconscious idea of, I don't know, it's a trend. Like if most companies are celebrating pride, the others must follow. • Bengü: They're participating in a trend and I don't feel like...I don't want to feel like a trend.	• Companies make LGBTW+ advertising out of habit • Companies are extrinsically motivated to make LGBTQ+ advertising		
• Joanne: I think if we're thinking of like the big companies, I tend to feel like they're also kind of just going with the trend to make more money. And then if we're talking about small businesses, I usually I'm a lot more forgiving. I think because I feel like it's more genuine.	• Large companies are not sincere when they release pride ads • Small companies celebrating pride are more believeable	Company size	
• Felix: For example, this pride month here, back in June, I think [company] had a little 30 minute nothing video "We support the queer people who work here. These are the resources we have for them.". And Twitter blew up because of [company's] past during World War 2 in Nazi Germany, making some of the early computational devices that they used to run to administrate the concentration camps, where of course there was queer people who were interned there. • Paul: So, for example, like [liquor company) has a lot of money to brand to gay people because frankly speaking, alcoholism amongst gay men is incredibly high. Hotels have a reason to pander to gay people because, like again, the pink dollars is an economical thing, so when I look at this, I think that like, what does it mean to have that company represent queer people and what kind of message are they promoting? Yeah, like I guess, what does their brand specifically mean to the queer people like? Is it just that's how they're going to make their money? •	• It matters whether companies recognize that their products might have a specific connection to the LGBTQ+ community • The company might have a negative history related to the LGBTQ+ community	Relationship between product/service and the LGBTQ+ community	
• Theo: In Pride Month they [corporations] make something rainbow colored or it's limited edition and more expensive, and those things I don't really like. • Valente: "It's like leveraging a situation that really does not belong to you, and maybe you do not even have a full understanding of it, for the sake of making profit. But that's really mean, because you are actually exploiting fields that are not yours. You are just exploiting some other	• Making more profit from pride themed products than their non-pride counterparts is undesired • Making profit from LGBTQ+ advertising means making profit from	Profit from LGBTQ+ advertising	

people's lives, experiences, that we also all know are not very positive in several cases, so that makes me feel a bit like [sighs uncomfortably]."	existing inequalities in society		
• Willow: There are organizations that that, uh, promote by using the flag, but there the history of their treatment of LGBT people isn't good, so they so if they're not doing it in their employment or with their employees and they just want people to go in and buy things. So having the flag outside, I'm very suspicious of what this is about. • Hanna: Well, as I have mentioned before, it's usually in this pride month that corporations come to appear inclusive by slapping some rainbows on their regular items and then doing just making money. And then after the Pride month ends, they just stop. And nothing's changed, and they still treat their LGBTQ plus workers very poorly.	• Companies' treatment of their own LGBTQ+ employees is an important indicator • Companies' past relationship with the LGBTQ+ community	Relationship between company and the LGBTQ+ community	
• Valente: And the interesting thing is that you know, they (a corporation from Italy) also had a boat during pride, and I found it so... like a bit fake because I think in Italy they would not take the same stance. Because it's very contextual, so it's really done to drive something based on where you are, so I do not really think it always comes from a good place • Jessica: So the representation that we get like for example in [movie franchise] for the most part up until now it has just been, like, a token and it's like just to show, oh yeah, we are inclusive look, there's this scene with like a couple like LGBTQ couple kissing. But yeah, but we remove it for like China and Russia. If they had backbone, they wouldn't do that. They would uhm, to try to influence change. • Julia: When companies take more risk, I will also see it as more genuine, when they know that some of their customer base will oppose to it, and they still choose to go ahead and do it, regardless of boycotting and things like that, I would see it as more genuine.	• Companies celebrate pride only in places where it is socially accepted to do so • Companies go out of their way to remove LGBTQ+ references in less accepting contexts • Companies only show support where they can benefit from it • Companies who are not willing to take risks with their advertisements are ingenuine	Companies taking risks with their LGBTQ+ advertisements	Advertisement-centric cues used to inform motivational attributions
• Luna: When there's pride month, a lot of companies start producing stuff for pride only, while the rest of the year they really don't care about that, you know, they're just making it to make money or so. So, that's why I really don't like it because they don't actually care about us, they're only doing it for themselves.	• Companies only celebrate pride during pride month • Celebrating pride during pride months is only for themselves • The other 11 months of the year companies do not make LGBTQ+ advertising	Timing of LGBTQ+ advertising	

• Antonio: Their ads could target specific LGBTQ+ issues, like youth homelessness. I think there's a lot of ways that companies can use messaging to better help the community and show their genuine support. • Theo: I would also feel better if they donate to a cause that is I guess more specific. Like, […] we want to prevent anti-LGBT violence, or more LGBT education in school, or better prevention against homophobia or STDs. A specific thing they can help the community with rather than just being like OK, there's a charity we can donate some things to. • Mic: There is the trans month, the trans awareness week, the transgender day of remembrance, the transgender day of visibility and I never see anything during those moments […] sounds a little bit like lesbian and gay pride, and like LG, and the B, the Q, the P, the A, just - they do not exist, so I […] feel a bit angry.	• Showing an understanding of the communities' struggles indicates genuine support • Targeting specific issues highlights intrinsic motives • Showing understanding that community is multifaceted and diverse • Emphasizing the underrepresented members of the community	Advertisement shows understanding of the LGBTQ+ community	
• Bengü: I probably would stop, uhm, like, if I had before, I would stop buying from them. I don't know what, uh, what other to think of right now then something with that product. But yeah I would, I don't know, stop following them or stop promoting them in my personal surroundings. • Jessica: Yeah honestly, yeah. Like for example, the [large movie brand with creator who is under criticism for transphobic remarks]. I'm not gonna go see the new movie, I'm gonna ask people to not see it, I'm not gonna really buy anything from like the [franchise] brand anymore. • Quirin: I think I actually share it mostly like with my friends that are also queer. We just sometimes encounter them when we are walking around the city, and of course we are all aware of rainbow-washing, so we all agree that it's something that people should know about, and how problematic it is.	• Rainbow-washing would defer from spending money at this company • Spending habits would be impacted by perceived rainbow-washing	Expressing disapproval through financial acts of boycott when perceiving rainbow-washing	Actively withdrawing approval/withdrawing SLO
• Quirin: I think I actually share it mostly like with my friends that are also queer. We just sometimes encounter them when we are walking around the city, and of course we are all aware of rainbow-washing, so we all agree that it's something that people should know about, and how problematic it is. • Quirin: For example, I also talked about it with my mom, who's not part of the community [and] I do tell her that's like, just rainbow-washing. They do not care about the queer community, and she did ask me, okay, but like, why is it bad or something? I just told her like, basically the	• Sharing negative sentiment with other members of the community • Sharing negative sentiments with other stakeholders outside of the community	Expressing disapproval by sharing negative word of mouth with other stakeholders in the issue arena	

same thing that I just told you. I just wanted her to know what was up, and that she does also know, okay, maybe let's not support these brands.	• Building a shared understanding of the gravity of the issue		