

PERCEPTION OF LGBT ASIAN INDIAN COMMUNITY TOWARDS ENTERTAINMENT IN USA

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ABSTRACT

The purpose of this paper is to study the perception of LGBT community of Asian Indians towards their entertainment choices, residing in USA. The methodology adopted for the research study is Descriptive Research. The data collection process utilised structured questionnaire, in-depth-interviews and telephonic interviews with the Asian Indian LGBT community residing in USA. Collective sample size of 60 respondents was used. The sampling method was convenience sampling. The significant difference was found in LGBT Asian Indians towards their change in perception towards entertainment over their years of living in the US by their gender and education obtained in USA. Pride Parades are representation for Asian Indian (LGBT community) in addition to entertainment aspects. The community celebrates IEA and Non-IEA festivals with their friends, families, communities with Indian Music, Bollywood Dance & Songs, and Indian Food etc. The preference is to have gender neutral bathrooms and changing rooms in Indian events also. Some Asian-Indian LGBTs are comfortable only within their community, while some are comfortable with both LGBT and Non-LGBT groups. The paper is of value to all those marketers, advertisers, businesses interested in looking for niche segments to expand their share of pie for selling their products and services. The inputs can also be helpful to policy makers interested in forming policies for LGBT Asian Indians in America and academicians for further researches.

Keywords: LGBT, Asian-Indian, Indian, Entertainment, USA, America, Asian, Bollywood, Indian entertainment, Non Indian Entertainment, IEA, Non-IEA, India, LGBT community in America

INTRODUCTION

Entertainment is an activity, which initiates interest for giving happiness and pleasure to an audience. An audience can be an individual or two or more persons. Entertainment is an essential element in a person's way of life, irrespective of their gender or sexual orientation. Every gender of male, female, others and sexual orientation of Lesbian Gay Bi-sexual Transgender (LGBT) and non-LGBT orientation engages themselves into some or the other forms for their leisure, pleasure, happiness etc.

The various activities, events that have been around since thousands of years and also evolved with new emerging era and technologies for the purpose of maintaining an audience's attention can be called as forms of entertainment. Engaging in various forms of entertainment differs with place, race, community, country etc. This research presents the work done by authors in bringing out the perceptions and experiences towards entertainment activities of the LGBT community of Asian Indians residing in the United States of America (USA / America / U.S. / United States). America has racially diverse population due to large-scale of immigration from different countries.

The culture despite being western has influence of different cultures from across the world like Native American, African, Asian, Polynesian, and Latin American cultures. Another culture which has

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become nationally and legally acceptable is for the LGBT community.

Asian-Indians

According to the US Census 2010, an Asian is defined as “a person having origins in any of the original people of the Far East, South-East Asia, or the Indian subcontinent including, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, Philippines, Thailand, and Vietnam”. It includes people who indicate their race as "Chinese", "Filipino", "Asian Indian", "Korean" "Japanese" "Vietnamese" and "Other Asian" or provide other detailed Asian responses.

The U.S. Census Bureau uses the term “Asian Indian” to avoid any confusion with the original people of the America, generally referred to as Native Americans or American Indians. “Indians” have historically in US been referred for the indigenous people of the continents, after the colonization in the 15th century by the Europeans. The Indian Diaspora, referred as “Asian Indians”, is a minority segment in the US.

Entertainment Industry

The basic revenue generation factors in entertainment industry are based on the consumer’s experiences of the entertainment. The changing shifts decide the value generation of the Entertainment & Media (E&M) companies, as to what would be the value propositions for the various segments of the industry. According to the Price Waterhouse Cooper’s Global Entertainment & Media Outlook (PWC’s Global E&M Outlook), total global E&M revenue will see a 4.4% CAGR rise over the five year forecast period through 2018-2022, reaching US\$2.4 trillion in that year, from US\$1.9 trillion in 2017. The research report (2017-2021) also estimated that the United State’s media and entertainment (M&E) industry together is about \$703 billion market, comprising of businesses that produce and distribute motion pictures, television programs and commercials along with streaming content, music and audio recordings, broadcast, radio, book publishing, and video games, along with ancillary services and products.

This market is almost one third of the global industry and holds the position as the largest M&E market worldwide. The U.S. industry is expected to reach \$804 billion by 2021. These market trends are limited to the film industry, video, music, video game, and book publishing sectors.

Due to the large market potential of E&M industry, companies, marketers, advertising agencies, entertainment companies have been actively tapping the different communities including the LGBT individuals. Hence, this further justifies the scope of the paper in terms of understanding the perception towards entertainment by the Asian-Indian LGBT community in the United States of America.

LGBT Community

Both countries have constitutional history; USA having the oldest constitution in the world and India having the largest constitution in the world. They have both made historic constitutional verdicts for the LGBT community in last few years.

The US Supreme court of United States of America, on 26th June 2015, removed the ban on same sex marriage and legalised it in all the 50 states of America and its territories. Further, Justice Kennedy also stated that the constitution grants them right for equal dignity in the eye of law. Though marriages were not nationally legalized in USA for LGBT community till 2015, the LGBT relationship was legal nationwide since 2003.

The few characteristics of the LGBT population compared to opposite gender couples is estimated in US Census 2017 i.e it is observed that the total same gender couples households are about 19.5% in the age group of 25-34 years. Asians in same-gender couples segment are 3.2% of the households. The median annual household income for the same gender couples households is higher at US\$ 92,225 than the married opposite gender couples at US\$ 88,683. There is also a variation between male and female median income. The total male-male couple having annual household median income of US\$104,130 where as the female-female couples have much less

annual household median income at US\$82,063 compared to male gender couples. Since the median income is more for the LGBT community, their spending power towards various aspects of life including entertainment consumption also might be more.

LITERATURE REVIEW

This research paper is an attempt to highlight the perceptions of the LGBT Asian Indian individuals towards entertainment in USA. The literature review has brought interesting information about LGBT community in USA. The same has been discussed below:

Newport and Gates (2015) conducted research for "Gallup" survey which was done for the LGBT community residing in San Francisco. It was found that during 2012 to 2014 in San Francisco and San Francisco Bay area, highest percentage of LGBT community was found for USA. After that came the region of Portland in Oregon, then Austin in Texas. LGBT community's concentration according to the research was found to be concentrated in west and mid-west.

Jody L. Herman (2013) emphasized on a minority stress framework to discuss findings from an original survey of transgender and gender non-conforming people in Washington, DC about their experiences in gendered public restrooms. The survey findings stated that 70% of the respondents reported being denied access, verbally harassed, or physically assaulted in public restrooms. Her paper states that the experiences impacted respondents' education, employment, health, and participation in public life.

Pew Forum (2013) conducted a research in 2013 regarding LGBT Americans. They identified that most of the LGBT adults were of same opinions in terms of friendliness of institutions towards them. 70% of the respondents in their research found entertainment industry friendly, 57% also had similar opinion about the Democratic Party being friendly.

Soat (2013) concluded that the LGBT community is now getting attention from the marketers and advertising companies. There has been increase in same-sex marriages in 2014 and marketers are taking the opportunity to target this market. Historically in advertising, it has been a family of husband, wife and kids, which has changed in today's scenario. There can be different combination for a family, like two father or mother or no children or 1 or more children. The traditional ways of family types has changed. The spending power for the same-sex couples is more than the average households. The study findings also say that LGBT households spend 25% more than the average U.S households.

Oakenfull, Gillian (2012) made an attempt to engage with the LGBT community with a focus on gender. Researchers have found gender disagreements among products with respective consumers. For example, a gay male may want a feminine product, whereas a lesbian female may be interested in a masculine product. This may not be true for the entire LGBT community, but there are more possibilities for the same. Further researchers have noted that a person's biological gender is also of equal importance as determining factor as his or her own self-concept.

Um, Nam-Hyun (2012) brought out interesting fact that when the marketing and promotions communications are directed towards the gay men and women, then the interests and receptivity for those products and brands loyalty is much better. This article shows that these are important factors to be considered for marketing of products and services and expansion of the market segments and growth. They also considered LGBT community as an important segment of consumer demographics because of the spending power and loyalty to brands.

Alzak A. (2011) talked about Trikone which is one of the supporting organizations empowering members in the South Asian community. It was founded in 1986 by Arvind Kumar and Suvir Das (Indian American engineers). Though a quite daring

act at that time, it reflects how old movements have been for Asian Indians also. The organization became a pioneer in bringing out the deep emotional issues which were suppressed for years and hence were considered vital in health and progress of the community and culture.

LITERATURE GAP

Literature review shows that the segment has attained legal status only in recent years. There have been supports from political parties. Historic judgments have been given. The community has been living in fear, seeking respect and dignity for the fulfilment of their lives which is a fundamental constitutional right. Along with their need for representations, no one has looked at their aspect for entertainment, that they also may be doing entertainment activities or needing them. All the focuses of researches have been on the movements for acceptance and legalizations. Thus the researchers felt the need for the study to know and bring about in form of document to be reachable to the masses – towards the perception and challenges for entertainment activities by the Asian Indian LGBT community which resides in USA. Since there has not been significant research conducted for Asian Indians as such in the area, the research is giving some key pointers to full fill the literature and research gap for the LGBT Asian Indians in USA.

OBJECTIVES OF THE STUDY

Following are the objectives of study.

1. To study the perception of Asian Indian LGBT community residing in America, towards entertainment in USA.
2. To study the perception of Asian Indian LGBT community residing in America, towards Indian entertainment.
3. To understand the challenges faced by Asian Indian LGBT community towards entertainment activities.

Hypothesis

The research have been carried out with following hypothesis :

Hypothesis-1

Ho: There is no significant difference between the LGBT Asian-Indians' gender towards their change in perceptions w.r.t entertainment

Ha: There is significant difference between the LGBT Asian-Indians' gender towards their change in perceptions w.r.t entertainment

Hypothesis-2

Ho: There is no significant difference in the change of perceptions towards entertainment by LGBT Asian-Indians with different educational qualifications obtained in USA.

Ha: There is significant difference in the change of perceptions towards entertainment by LGBT Asian-Indians with different educational qualifications obtained in USA.

Hypothesis-3

Ho: There is no significant difference in the Perception (*relaxing, stressing, motivating, socially connecting, interesting and over all Indian entertainment*) for Indian Entertainment by LGBT Asian-Indians of different generations.

Ha: There is significant difference in the Perceptions (*relaxing, stressing, motivating, socially connecting, interesting and over all Indian entertainment*) for Indian Entertainment by LGBT Asian-Indians of different generations.

Hypothesis-4

Ho: There is no significant difference in the Perceptions (*relaxing, stressing, motivating, socially connecting, interesting and over all Indian entertainment*) of LGBT Asian-Indians of different gender towards Indian Entertainment.

Ha: There is significant difference in the Perceptions (*relaxing, stressing, motivating, socially connecting, interesting and over all Indian entertainment*) of LGBT Asian-Indians of different gender towards Indian Entertainment.

Hypothesis-5

Ho: There is no significant difference in the Perceptions (*relaxing, stressing, motivating, socially connecting, interesting and over all Indian entertainment*) of LGBT Asian-Indians with different educational qualifications obtained in USA, towards Indian Entertainment.

Ha: There is significant difference in the Perceptions (*relaxing, stressing, motivating, socially connecting, interesting and over all Indian entertainment*) of LGBT Asian-Indians with different educational qualifications obtained in USA, towards Indian Entertainment.

RESEARCH METHODOLOGY

The methodology adopted for the research study started with exploratory research and descriptive Research. It was also added with structured questionnaire, in-depth-interviews of respondents by meeting in person and through telephonic calls. Collective Sample size of 60 respondents had been taken. The sample has been drawn conveniently from the Asian Indian LGBT community residing in USA.

The sample respondents were requested to complete a detailed questionnaire with aim to know the perceptions and preference for their entertainment choices. It includes 36 male, 23 female, 1 as others on the basis of gender segregation. The information was difficult to obtain as there is less Asian Indians from the community reachable and open to take the survey. It had to be conducted with help of informal LGBT contacts and their network members further on.

To gain deeper insights, few of the participants helped with qualitative interviews and open ended questions also. Respondents also shared their personal experiences apart from the structured questionnaire for the research. These open-ended questions included in the survey are meant to personalize the aggregate findings and have been added as quotes to add the fine distinction to the results.

The difficulty to get the openness to respond was a big factor. Still the respondents who agreed to take part in the research helped to their best.

DATA ANALYSIS

This section presents analysis of the data obtained from LGBT community (Asian-Indians) residing in USA. The total sample of 60 Asian-Indian LGBT people gave response to the structured questionnaire.

Demographics

The demographic profile of the sample respondents on generation, gender and education is depicted in the following charts.

There were 78.3% first generation Asian-Indians, 20% were second generation Asian-Indians and 1.7% were third generation Asian-Indians.

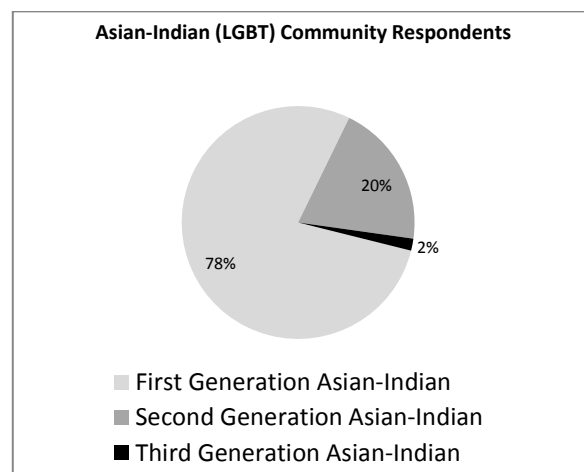


Figure 1 : Asian-Indian (LGBT) Community Respondents By Generation

There were 60% male, 38.3% female and 1.7% were others as respondents.

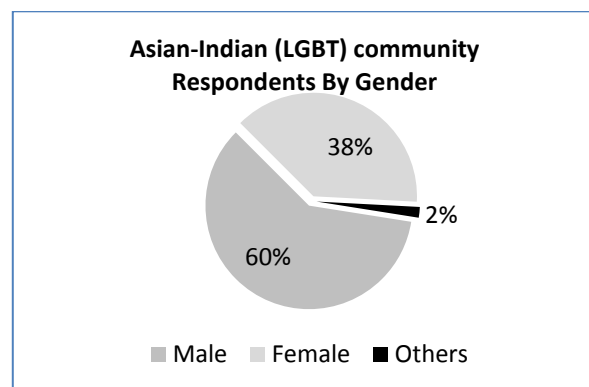


Figure 2: Asian-Indian (LGBT) Community Respondents By Gender

They were further asked if they studied in USA apart from studying in India or elsewhere and the statistics emerged that respondents who studied in USA for masters degree were 45%, 3.3% completed PhD. or higher education, 10% studied for their graduation.

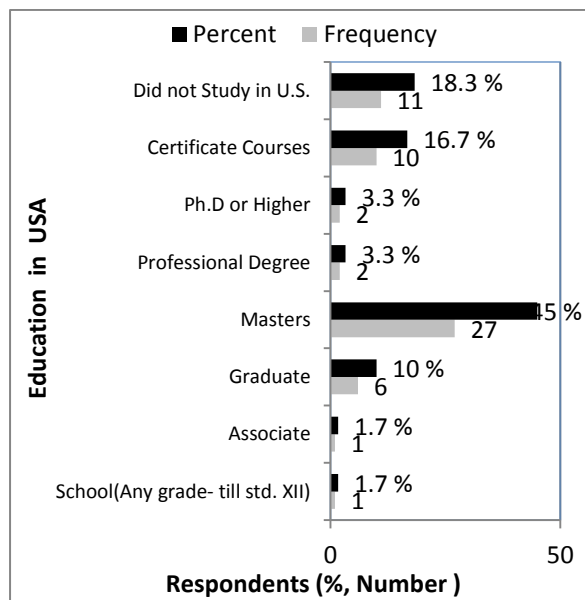


Figure 3 : Asian-Indian (LGBT) Community Respondents By Education

Perception towards IEA and Non-IEA

The survey captured the perception towards entertainment activities, both Non-Indian entertainment and Indian entertainment.

It is evident from the data that 21.7% respondents agreed that their preference towards Indian entertainment has reduced by 25%. 21.7% said it has increased by 25% and 16.7% said there is no change in their preference. It is evident that reduction in preference towards Non-Indian entertainment is negligible (1.7%), whereas preference towards Non-Indian entertainment has increased by 25% in 26.7% respondents, it has increased upto 25-50% in 33.3% respondents and among 11.7% respondents it has increased by 51.75%, and only 11.7% respondents have agreed that there is no change. The data in the Table 1 reflects that the preference of Asian-Indian (LGBT community) is increasing more for Non-Indian entertainment compared to Indian entertainment.

Table 1 : Perception change in Indian & Non-Indian Entertainment Activities

Entertainment Activities↓		% Change →	No Change	< 25%	25-50 %	51-75%	> 75 %	Total	Not Responded	Total
Indian Entertainment	Reduced	Frequency	2	13	6	3	0	25	36	60
		Percent	3.3	21.7	10	5	0	41.7	60	100
	Increased	Frequency	1	13	2	2		18	42	60
		Percent	1.7	21.7	3.3	3.3		30	70	100
	No Change	Frequency	10					10	50	60
		Percent	16.7						83.3	100
Non-Indian Entertainment	Reduced	Frequency	2	1	1			4	56	60
		Percent	3.3	1.7	1.7			6.7	93.3	100
	Increased	Frequency	3	16	20	7		46	14	60
		Percent	5	26.7	33.3	11.7		76.7	23.3	100
	No Change	Frequency	7						53	60
		Percent	11.7						88.3	100

Source : Primary Data

The respondent's response regarding their perception towards Indian entertainment if it is motivating, relaxing, socially connecting, stressing and interesting or not, is tabulated in the below Table 2. The response was measured on a five point scale.

The table of descriptive statistics reveal that the mean is lower than 3 for all the factors which shows disagreement. For two perception variables i.e. "overall perception of IEA better than Non-IEA" and "socially connecting" the mean is 2.85 which neither is close to neutral value of neither disagreeing nor agree approach. Also the

mean score of 1.87 for variable "Stressing", actually means that the respondents disagree with IEA being stressing. Respondents also felt that IEA is not stressing. They also disagreed though for IEA to be Relaxing, Motivating, Interesting and took a neutral approach for connecting socially and Overall IEA to be better than Non-IEA.

A set of 60 respondents were asked statements to rate on a five point agreement scale where in 1 was strongly disagree and 5 was strongly agree. The descriptive statistics is tabulated in the Table 3 below:

Table 2 : Perception of LGBT Asian-Indian's towards Indian Entertainment

Descriptive Statistics of Respondents for Indian Entertainment					
Perception for IEA	Frequency	Minimum	Maximum	Mean	Std. Deviation
Overall IEA better than Non-Indian IEA	54	1	5	2.85	1.323
Socially Connecting	54	1	5	2.85	1.595
Interesting	53	1	5	2.64	1.331
Stressing	54	1	5	1.87	.891
Motivating	56	1	4	1.86	1.086
Relaxing	55	1	4	1.71	.994
Valid n	53				

Source : Primary Data

Table 3 : Perception for Indian Entertainment (LGBT Asian-Indians)

Descriptive Statistics					
Variable Statements	n	Mini mum	Maxi mum	Mean	Std. Deviation
IEA-Helps Kids	60	1	5	4.05	.832
Like to do IEA-friends	60	1	5	4.03	.901
I do after party post events	60	1	5	3.82	1.000
IEA-bond with Indian culture must	60	1	5	3.75	1.068
IEA-family friends visit	60	2	5	3.73	.954
Like to do IEA-community	60	1	5	3.72	.865
Like to do IEA-family	60	1	5	3.52	.873
Kids, seniors, disabled facility at events helps	60	3	5	3.47	.812
Buy Indian food at stalls	60	1	5	3.37	1.473
Like to do IEA-non-profit/ngo	60	1	5	3.35	1.205
Buy Non-Indian food at stalls	60	1	5	3.28	1.485
IEA -time consuming	60	1	5	3.27	1.163

Socially confident-IEA	60	1	5	3.25	1.398
Pre-plan IEA	60	1	5	3.23	1.212
Doing IEA - kids learn and become aware of their ancestral heritage	60	1	5	3.18	1.112
Buy Indian clothing accessories handicrafts etc-stalls at events	60	1	5	3.15	1.147
IEA more entertaining	60	1	5	3.10	1.245
IEA-helps in business opportunity	60	1	5	3.10	1.469
With IEA - culturally & emotionally connected to my origin, ancestral roots	60	3	3	3.00	.000
IEA - preference has changed positively	60	1	5	2.93	1.071
IEA-helps to network	60	1	5	2.85	1.246
I give Media coverage	60	1	5	2.68	1.490
Regularly do IEA	60	1	5	2.58	1.154
IEA-Expensive	60	1	5	2.50	.930
I don't buy food at events	60	1	5	2.47	1.589
Buy event & place souvenir items- stalls at events	60	1	5	2.42	1.030
Decrease doing IEA	60	1	5	2.10	1.145
I don't buy anything at event	60	1	5	2.05	1.213
Like to do IEA-alone	60	1	5	1.97	1.057
Valid N	60				

Source : Primary Data

The data hence obtained in the Table 3 reveals that highest agreement was shown towards statements such as “Indian entertainment helps kids to know about Indian culture”, “Like to do IEA with friends”, “Like to do after party after post events” and highest disagreement was for the statement “I like to do IEA alone”, “I don't buy anything at event”, “I will decrease doing IEA this year”, “IEA is expensive”. 19 statements ranged in the mean values of 3.0 and above till 4.05 which shows the Neutral and strong agreement for the perceptions towards IEA for the respective statements. The data reflects positive attitude of LGBT community towards Indian Entertainment.

Hypothesis Testing

The null and alternative hypotheses were tested on the sample data. The following section details the appropriate tests applied for hypothesis testing, the test statistics and their results.

Hypothesis-1

Ho: There is no significant difference between the LGBT Asian-Indian's gender towards their change in perceptions w.r.t entertainment

Ha: There is significant difference between the LGBT Asian-Indian's gender towards their change in perceptions w.r.t entertainment

As seen in Table 5, the value for $p > 0.05$ for increasing IEA, No Change in IEA, Non-Indian IEA, hence the hypothesis cannot be rejected. Hence it can be concluded that the respective perceptions towards change of percentage in doing IEA (increase, no change) and Non-IEA (increase, decrease, no change) does not change with change of gender.

Also, it is found that $p < 0.05$ for the percentage change in reduction of doing IEA i.e the null hypothesis is rejected at 5% confidence level. Thus, there is a statistically significant difference between the genders

of LGBT Asian-Indian's for their change in the perception towards Indian entertainment over the years of living in the USA. The mean value is higher for females (M=15.96) than the males (M=9.76). It is found that the person with biological gender as female have reduced doing the IEA activities more as compared to the persons having biological gender as males.

Hypothesis-2

Ho: There is no significant difference in the change of perception towards entertainment by LGBT Asian-Indians with different educational qualifications obtained in USA.

Ha: There is significant difference in the change of perceptions towards entertainment by LGBT Asian-Indians with different educational qualifications obtained in USA.

Table 4 : Change of Perception of Asian Indian (LGBT)

Community towards Entertainment by Gender

		Gender	N	Mean Rank
Indian	Reduced	Male	12	9.79
		Female	13	15.96
		Total	25	
	Increased	Male	14	9.25
		Female	4	10.38
		Total	18	
	No change	Male	5	5.50
		Female	5	5.50
		Total	10	
Non-Indian	Reduced	Male	3	2.83
		Female	1	1.50
		Total	4	
	Increased	Male	27	22.44
		Female	19	25.00
		Total	46	
	No change	Male	5	4.00
		Female	2	4.00
		Total	7	

Table 5: Test Statistics^{a,b} for IEA & Non-IEA by Gender of Asian Indian (LGBT) Community

	Indian			Non-Indian		
	Reduced	Increased	No change	Reduced	Increased	No change
Chi-Square	5.192	.222	.000	.889	.463	.000
df	1	1	1	1	1	1
Asymp. Sig.	.023	.638	1.000	.346	.496	1.000
a. Kruskal Wallis Test						
b. Grouping Variable: Gender						

**Table 6 : Change of Perception of Asian Indian (LGBT)
Community towards Entertainment with their education in USA**

		Education - US	N	Mean Rank
IEA	Reduced	Graduate	1	8.00
		Masters	16	11.62
		Certificate Courses	5	11.80
		Total	22	
	Increased	Graduate	1	6.00
		Masters	7	8.14
		Certificate Courses	4	6.00
		Professional Degree	1	12.50
		Ph.D or Higher	2	10.25
		Total	15	
No change	Graduate	4	5.50	
	Masters	4	5.50	
	Certificate Courses	1	5.50	
	Associate	1	5.50	
	Total	10		
Non IEA	Reduced	Professional Degree	1	2.00
		Associate	1	1.00
		Total	2	
	Increased	Graduate	5	17.50
		Masters	24	20.69
		Certificate Courses	7	22.00
		Total	39	
		Professional Degree	1	8.50
		Ph.D or Higher	2	16.75
		Total	39	
No change	Graduate	1	4.00	
	Masters	3	4.00	
	Certificate Courses	3	4.00	
	Total	7		

Table 7 : Test Statistics^{a,b} for IEA & Non-IEA of Asian Indian (LGBT) Community with Education in USA

	Indian			Non-Indian		
	Reduced	Increased	No change	Reduced	Increased	No change
Chi-Square	.397	4.185	.000	1.000	2.059	.000
df	2	4	3	1	4	2
Asymp.sig.	.820	.382	1.000	.317	.725	1.000
a. Kruskal Wallis Test						
b. Grouping Variable: Education - US						

As can be seen in the Table 7, $p > 0.05$ for the change of perceptions and reduction, increase and no change in doing IEA and Non-IEA entertainment activities with respect to their education done in USA. The hypothesis cannot be rejected. Hence it can be concluded that there is no significant difference in the change of perceptions towards entertainment of LGBT Asian-Indians with different educational qualifications obtained in USA.

Hypothesis-3

Ho: There is no significant difference in the Perception (*relaxing, stressing, motivating, socially connecting, interesting and over all Indian entertainment*) for Indian Entertainment by LGBT Asian-Indians of different generations.

Ha: There is significant difference in the Perceptions (*relaxing, stressing, motivating, socially connecting, interesting and over all Indian entertainment*) for Indian Entertainment by LGBT Asian-Indians of different generations.

Table 8 : Asian Indian (LGBT) Communities' Perception for IEA by Generation

	Generation Asian Indian	N	Mean Rank
Motivating	First Generation Asian Indian	43	26.45
	Second Generation Asian Indian	12	33.54
	Total	55	
Relaxing	First Generation Asian Indian	42	27.39
	Second Generation Asian Indian	12	27.88
	Total	54	
Socially Connecting	First Generation Asian Indian	42	26.82
	Second Generation Asian Indian	12	29.88
	Total	54	
Stressing	First Generation Asian Indian	42	26.65
	Second Generation Asian Indian	12	30.46
	Total	54	
Interesting	First Generation Asian Indian	41	25.35
	Second Generation Asian Indian	12	32.62
	Total	53	
Overall IEA better than non-Indian IEA	First Generation Asian Indian	41	26.51
	Second Generation Asian Indian	12	28.67
	Total	53	

Table 9: Test Statistics^{a,b} for IEA & Non-IEA of Asian Indian (LGBT) Community by their Generations

	Indian			Non-Indian		
	Motivating	Relaxing	Socially Connecting	Stressing	Interesting	Overall IEA better than non-Indian IEA
Chi-Square	2.224	.011	.379	.668	2.227	.191
df	1	1	1	1	1	1
Asymp.sig.	.136	.917	.538	.414	.136	.662
a. Kruskal Wallis Test						
b. Grouping Variable: Generation Asian Indian						

As can be seen in the Table 9, $p > 0.05$ for the perceptions towards IEA with respect to generations. The hypothesis cannot be rejected. Hence it can be concluded that there is no significant difference in the Perceptions (*relaxing, stressing, motivating, socially connecting, interesting and over all Indian entertainment*) of LGBT Asian-Indian's of different generations towards Indian Entertainment.

Hypothesis-4 (t-test)

Ho: There is no significant difference in the

Perceptions (*relaxing, stressing, motivating, socially connecting, interesting and over all Indian entertainment*) of LGBT Asian-Indians of different gender towards Indian Entertainment.

Ha: There is significant difference in the Perceptions (*relaxing, stressing, motivating, socially connecting, interesting and over all Indian entertainment*) of LGBT Asian - Indians of different gender towards Indian Entertainment.

Table 10 : Perception of Asian Indian (LGBT) Community by their Gender towards IEA

Perception for IEA	Gender	N	Mean Rank
Motivating	Male	32	30.03
	Female	23	26.91
	Others	1	16.00
	Total	56	
Relaxing	Male	33	28.36
	Female	21	28.00
	Others	1	16.00
	Total	55	
Socially Connecting	Male	31	29.34
	Female	22	25.70
	Others	1	10.00
	Total	54	
Stressing	Male	31	27.02
	Female	22	28.98
	Others	1	10.00
	Total	54	
Interesting	Male	31	27.69
	Female	21	26.83
	Others	1	9.00
	Total	53	
Overall IEA better than non-Indian IEA	Male	32	28.98
	Female	21	26.21
	Others	1	7.00
	Total	54	

Table 11 : Test Statistics^{a,b} for IEA of Asian Indian (LGBT) Community by their Gender

	Motivating	Relaxing	Socially Connecting	Stressing	Interesting	Overall IEA better than non-Indian IEA
Chi-Square	1.328	.723	2.100	1.788	1.541	2.248
df	2	2	2	2	2	2
Asymp. Sig.	.515	.697	.350	.409	.463	.325
a. Kruskal Wallis Test						
b. Grouping Variable: Gender						

As can be seen in the Table 11, $p > 0.05$ for the perceptions towards IEA with respect to genders. The hypothesis cannot be rejected. Hence it can be concluded that there is no significant difference in the Perceptions (*relaxing, stressing, motivating, socially connecting, interesting and over all Indian entertainment*) of LGBT Asian-Indians of different genders towards Indian Entertainment.

Hypothesis-5

Ho: There is no significant difference in the Perceptions (*relaxing, stressing,*

motivating, socially connecting, interesting and over all Indian entertainment) of LGBT Asian-Indians with different educational qualifications obtained in USA, towards Indian Entertainment.

Ha: There is significant difference in the Perceptions (*relaxing, stressing, motivating, socially connecting, interesting and over all Indian entertainment*) of LGBT Asian-Indians with different educational qualifications obtained in USA, towards Indian Entertainment.

Table 12 : Perception towards IEA of Asian Indian (LGBT) Community by their Education in USA

Perception -IEA	Education - US	N	Mean Rank
Motivating	Schooling (Any years till std. XII)	1	13.00
	Associate	1	13.00
	Graduate	6	20.08
	Masters	27	25.30
	Professional Degree	2	21.25
	Ph.D or Higher	2	26.00
	Certificate Courses	10	30.10
	Total	49	
Relaxing	Schooling (Any years till std. XII)	1	13.50
	Associate	1	13.50
	Graduate	6	16.92
	Masters	27	26.24
	Professional Degree	2	30.25
	Ph.D or Higher	2	28.25
	Certificate Courses	10	27.10
	Total	49	

Socially Connecting	Schooling (Any years till std. XII)	1	7.50
	Associate	1	7.50
	Graduate	5	17.50
	Masters	27	25.31
	Professional Degree	2	7.50
	Ph.D or Higher	2	14.50
	Certificate Courses	10	34.60
	Total	48	
Stressing	Schooling (Any years till std. XII)	1	7.00
	Associate	1	43.00
	Graduate	5	15.20
	Masters	27	26.15
	Professional Degree	2	17.25
	Ph.D or Higher	2	17.25
	Certificate Courses	10	27.50
	Total	48	
Interesting	Schooling (Any years till std. XII)	1	7.00
	Associate	1	38.00
	Graduate	5	15.10
	Masters	27	23.63
	Professional Degree	2	15.75
	Ph.D or Higher	2	22.50
	Certificate Courses	10	34.10
	Total	48	
Overall IEA better than non-Indian IEA	Schooling (Any years till std. XII)	1	5.00
	Associate	1	13.00
	Graduate	6	22.33
	Masters	27	23.44
	Professional Degree	2	21.00
	Ph.D or Higher	2	23.00
	Certificate Courses	10	35.20
	Total	49	

Table 13 : Test Statistics^{a,b} for IEA of Asian Indian (LGBT) Community by their Education in USA

	Motivating	Relaxing	Socially Connecting	Stressing	Interesting	Overall IEA better than non-Indian IEA
Chi-Square	4.177	4.883	14.411	9.496	11.216	8.999
df	6	6	6	6	6	6
Asymp. Sig.	.653	.559	.025	.148	.082	.174
a. Kruskal Wallis Test						
b. Grouping Variable: Education - US						

As can be seen in the Table 13, $p > 0.05$ for the perceptions towards IEA with respect to educational qualifications obtained in USA. The hypothesis cannot be rejected. Hence it can be concluded that there is no significant difference in the Perceptions (*relaxing, stressing, motivating, interesting and over all Indian entertainment*) of LGBT Asian-Indians of different educational qualifications obtained in USA towards Indian Entertainment except for perception of *socially connecting*.

The test values are (chi-square 14.411, $p < 0.05$) for the perception that IEA is socially connecting .i.e. the null hypothesis is rejected. There is significant difference between the LGBT Asian-Indians for their perception of IEA as “socially connecting” and their education obtained in USA. It is derived that LGBT Asian-Indians who have done certificate courses and masters degree in the USA are agreeing more that the IEA are socially connecting as compared to other educated profiles.

Insights from qualitative interviews

All the respondents from LGBT community did one or the other American, Indo-American, Non-Indian-Non-American and Indian entertainment listed above. Some respondents from the segment said that they do some events only with LGBT community and some were comfortable accompanying LGBT and Non-LGBT community for entertainment. They do invite some non-LGBT friends and relatives who they feel comfortable with and the events are potluck parties, movie watching, hiking, annual celebrations with Bollywood songs and dance performances etc. Shopping came as a fun and entertaining activity for them. Asian-Indian (LGBT community) considered Pride Parades as their representation further to entertainment it provides. They expect others in the Asian-Indian community not to stare at them which makes them uncomfortable. Asian-Indian (LGBT community) celebrates festivals, occasions with their friends, families, communities, much alike regular festivals celebrations by

Non-LGBT community with Indian Music, Bollywood Dance & Songs, Indian Food etc. The community also wished to have gender neutral bathrooms and changing rooms in Indian events also, so they could attend and enjoy the events better.

FINDINGS

The findings of the research from both quantitative and qualitative data are detailed in the below section.

Findings from Quantitative Research

The findings from hypothesis testing have brought out that:

There is significant difference between the genders of LGBT Asian-Indians for their change in the perception towards Indian entertainment over the years of living in the US. It is found that the person with biological gender as female have reduced doing the IEA activities more as compared to the persons having biological gender as males.

There is significant difference between the LGBT Asian-Indian’s for their perception of IEA as “socially connecting” and their education obtained in USA. It is derived that LGBT Asian-Indian’s who have done certificate courses and masters degree in the USA are agreeing more that the IEA are socially connecting as compared to other educated profiles.

Findings from Qualitative Research

Asian-Indians (LGBT community) do both Indian and Non-Indian entertainment activities. In addition to that, below are few specific findings:

1. **Pride Parade:** Asian-Indian (LGBT community) considered Pride Parades as their representation in addition to any entertainment aspects. They expect others in the Asian-Indian community not to stare at them which makes them uncomfortable.
2. **Private Events:** Asian-Indian (LGBT community) celebrates festivals and occasions with their friends, families, communities, much alike regular

festivals celebrations by Non-LGBT community with Indian Music, Bollywood Dance & Songs, Indian Food etc.

3. **Infrastructure Facility:** Asian-Indian (LGBT community) wish to have gender neutral bathrooms and changing rooms in Indian events also.
4. **Shopping :** Shopping is a fun and entertaining activity for many Asian-Indian people from LGBT community, who like to shop a lot of American Merchandise as well as Indian attires and accessories, but find it difficult little uncomfortable to try the Indian accessories before purchasing at an Indian stalls in Indian events or Indian stores.
5. **Accompany:** There is a mix of comfort levels when it comes to enjoying entertainment events with Non-LGBT Asian-Indians. Some Asian-Indian LGBT's were comfortable only with other LGBT people around for entertainment activities, while some were comfortable with both LGBT and Non-LGBT groups.

CONCLUSION

Entertainment is a huge industry worldwide and is a part of every human beings life on a regular basis in one form or the other. Various forms of entertainment are available to entertain with respect to their types, origin, communities etc. The diaspora of Asian Indians in USA have access to both Indian (IEA) and Non-Indian Entertainment (Non-IEA) activities. Within the Asian Indian Diaspora, there is a segment of LGBT population as well. The research here was focussed on the LGBT Asian Indian Diaspora residing in USA. Literature review identified gap and thereby to discover entertainment preference of the LGBT community of Asian-Indians, a study of overall Indian and Non-Indian entertainment activities with varied demographic variables has been undertaken.

There is significant difference found in LGBT Asian-Indian's for their change in the perception towards entertainment over the years of living in the US with respect to gender and education obtained in USA. Pride Parades are representation for the Asian-Indian (LGBT community) in addition to any entertainment aspects. The community celebrates IEA and Non-IEA's festival's, occasions with their friends, families, communities with Indian Music, Bollywood Dance & Songs, Indian Food etc. The preference **is to** have gender neutral bathrooms and changing rooms in Indian events also. Some people in the community consider shopping as a fun and entertaining activity. Some Asian-Indian LGBT's are comfortable only within their community, while some were comfortable with both LGBT and Non-LGBT groups.

Asian-Indian LGBT community in USA is one of the section of society, who have greater spending power. They can be considered as a niche segment by marketers, advertisers etc. to target them as per their preferences, for entertainment activities as well as other businesses, products, services and brands associated at entertainment venues and activities. The research can also provide some inputs to policy makers as well as academicians.

NOTES ON TERMINOLOGY

- Unless otherwise specified, all references to Indians are to be considered for the Asian Indians / East Indians / Indians originally hailing from the country "The Republic of India" or who have ancestral roots in India.
- The acronym "LGBT" is used for the reference to the lesbian, gay, bisexual and transgender population. The phrases "LGBT community," "LGBT individuals," "LGBT people" "LGBT respondents", "LGBT population", "LGBT community" are used interchangeably.
- Orientation is used for a person's sexual orientation and used interchangeably

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