Influence of Disability-Inclusive Advertising on Behavioral Intention - An Intergenerational Analysis

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Abstract

In recent years, although inclusive advertising has emerged as a vital focus for global brands, the representation of individuals with disabilities has predominantly been viewed through an ableist lens. The main purpose of this study is to examine the influence of disability-inclusive advertising on the behavioural intentions of Generations X and Z in relation to social inclusion. Based on the theory of planned behavior (TPB), we investigated intergenerational attitudes, subjective norms, perceived behavioral control, self-schemas, anticipated regret felt (moderators), and behavioral intention towards a disability-inclusive advertisement as the stimulus using a sample of 270 respondents recruited using stratified convenience sampling. While the study revealed impartiality of attitudes and subjective norms regarding disability inclusion, perceived behavioral control was affirmative and notably more robust in Generation X as compared to Generation Z. The analysis reveals positive behavioural intentions to promote social inclusion for individuals with disabilities. This study provides important contributions to marketing and sociology by highlighting the crucial role of inclusive advertising in fostering favorable behavioral intentions among targeted audiences. This unique study, represents initial investigation into inclusive advertising within the Indian context, with a specific emphasis on its capacity to foster a favourable socio-psychological change within two prominent societal groups.

Keywords: advertising, attitudes, behavioral intention, India, inclusive marketing, theory of planned behavior

1. Introduction

1.1 The Problem

Plato's renowned symbol of the cave, in which individuals held captive are captivated by many images presented before them, while disregarding the external reality, encapsulates the dichotomy of media and its impact on societal dynamics (Thoman, 1992). Media representations influence various domains of the society, serving as a crucial factor in constructing storylines and consolidating conduct. Marketing communication constitutes a substantial component of media content. The proliferation of media channels in recent years has resulted in a diverse range of viewers who can access and consume advertisements.

Media culture theory emphasizes that advertising and public relations contribute to a system focused on manipulating the masses (Bignell, 2007). The impact of corporate media on their audiences is particularly noteworthy as it is said to represent and reproduce dominant ideologies. Popular media, especially television and mass advertising, tend to showcase a remarkably narrow range of socially acceptable lifestyles and behaviors, thereby marginalizing or neglecting "different" people who do not fit into those norms (Croteau & Hoynes, 2018). This essentially means that advertising influences the attitudes and behaviors of the masses. In this context, conscientiousness in marketing becomes imperative and brings into focus what is referred to in the literature as social marketing and inclusive marketing.

Specifically, social marketing incorporates activities that consider change or maintenance of the audience's behavior for the good of individuals and society (Lee & Kotler, 2011). Inclusive marketing communication speaks to large consumer audiences by overlooking the preconceived notions of a broad-spectrum of factors like age, gender, race, caste, income, religion, language, disability, sexuality, and many others.

As diversity and inclusivity trends are monumentally taking over modern media, it brings forward the question: How

does inclusive advertising impact the social inclusion of minorities? Can a positive mindset transformation be expected by effectively integrating inclusive marketing communication trends?

This main purpose of this research is to investigate the impact of disability-inclusive advertising on the behavioral intentions of Generations X and Z.

1.2 Importance of the Problem

Inclusive marketing is increasingly being regarded by companies and brands, mainly because consumers are becoming increasingly more motivated to spend money on brands that fit their ethical values. These distinct attitudes and behavioral patterns are typical of audiences from different generations and hold much potential in terms of changing the society.

1.3 Relevant Scholarship

1.3.1 Introducing the Disability Spectrum

Disability is a complex, dynamic and diverse concept. According to World Health Organisation [WHO], "a person's functioning and disability is conceived as a dynamic interaction between health and contextual factors" (WHO, 2011). Similarly, the United Nations (UN) defines disability as the interplay between individuals with impairments and the barriers posed by attitudes and environmental factors, which impede their complete and meaningful engagement in society on a fairground with others (UN, 2015). Furthermore, Horton and Quesenbery (2013) defined disability as "a conflict between someone's functional capability and the world we have constructed" (p. 33). In light of these explanations, it can be inferred that disability encompasses three primary dimensions: cognitive, physical, and visual.

Over the years, disability has been viewed through a number of lenses. The biomedical model conceptualises disability as an issue that arises from an individual's health condition, necessitating professional intervention for treatment and eventual "cure" (Bickenbach, 1993). In contrast, the social model of disability perceives disability not as an inherent characteristic of an individual, but rather as a multifaceted amalgamation of circumstances that arise from the surrounding social context. The aforementioned perspective centres on the comprehensive societal integration of the community (Barnes & Mercer, 2005). This study adopts the social model of disability as its theoretical framework and examines the influence of media portrayals on the social integration of individuals with disabilities.

Moreover, social inclusion refers to the ongoing endeavour to enhance the conditions under which marginalised individuals and groups, characterised by their specific identities, engage in societal activities. This pertains specifically to their capacity, access to opportunities, and preservation of their worth and respect. (World Bank, n.d.) A more detailed definition mentions the bases of privilege that are "age, sex, disability, race, ethnicity, origin, religion, economic or other status, through enhanced opportunities, access to resources, voice and respect for rights" (United Nations Department of Economic and Social Affairs, 2016)

Recent estimates indicate that around 1 billion individuals, accounting for approximately 15% of the global population, encounter various forms of disability. This phenomenon is particularly prominent in developing nations (World Bank, 2021). However, the disabled community is the world's most significant minority and is grossly overlooked, especially in mass media.

1.3.2 Representation of Disability in Media

Ganahl and Arbuckle (2001) conducted a content analysis that significantly contributes to disability representation in media. In their study, the authors collected quantitative data on prime-time consumer advertising that featured portrayals of individuals with disabilities, thereby providing valuable insights into this area. This study, examining 3000 television commercials revealed that a mere 0.5% of these advertisements featured character roles that sufficiently represented individuals with physical disabilities. In the Indian context, although the country is home to 26.8 million disabled people, only 0.3% of the characters in ads are persons with disability (Geena Davis Institute on Gender in Media and UNICEF, 2021).

Another factor is how people with disabilities are portrayed in advertisements. In the few instances when people with disabilities do appear in advertisements, they are often shown to incite pity, provide exaggerated inspiration porn or have humorous curiosity. Disabled people are almost never shown with dimensions beyond their disability as normal humans living their life (Timke, 2019). Accordingly, there has always been an ableist lens while representing the disabled. This is also consistent with the stereotypes about disabled people identified by Nelson (1994) in tracing the legacy of media negativism. Another study (Farnall & Lyons, 2012) found a 2.6% drop in the proportion of important roles given to characters with disabilities. Business organisations exhibit a sense of altruism by employing individuals with disabilities as spokespeople for product advertisements, a practise commonly referred to as Corporate Social Responsibility (CSR) (Haller & Ralph, 2001).

Furthermore, Gerbner (2017) described symbolic annihilation as the systematic exclusion or underrepresentation of a certain section of society from media. Tuchman (1978) further elaborated on this concept by putting forward the following three dimensions of symbolic annihilation: omission, trivialisation and condemnation. Bourdieu (1979) regarded symbolic annihilation as a form of subtle violence that ignores an identity's legitimacy. To date, disabled people have been subjected to extensive symbolic annihilation through representations which omit, trivialize, and condemn their existence (Rodan & Ellis, 2016).

To counteract this trend, there have been arguments for the introduction of an integrated approach to media analysis of disabled representation. This involved mixed methodologies in exploring ideological struggles in varied social, political, and industrial backgrounds (Ellcessor & Kirkpatrick, 2018).

Multiple studies have posited that by enhancing the visibility of individuals with disabilities, particularly in roles that demonstrate their ability to function effectively in society, people without disabilities can develop a heightened sense of understanding and approval (Hopkins & Nestleroth, 1991). Several scholars propose that the mass media should be considered a significant contributor in fostering well-informed and favourable attitudes by presenting an accurate depiction of individuals with disabilities (Byrd & Elliott, 1988).

1.3.3 Impact of Advertising on Attitudes and Behavioral Intentions

The portrayal of individuals with disabilities in media is a crucial element in comprehending the media's function in presenting them as something different or aberrant. Media representations play a pivotal role in shaping the perception of individuals who do not conform to prevailing societal norms. Considering the broad impact of these media representations on society, it is crucial to acknowledge their profound consequences on the self-perception of individuals with disabilities (Haller, 2010).

It is also imperative to understand that there exists intricate relationship between reactions to differently abled people and nature of personal contact with them. According to the meta-analysis conducted by Yuker and Block (1966), a comprehensive examination of 274 studies revealed that 51% of the analysed studies documented favourable outcomes resulting from contact, while 10% reported adverse effects, and 39% did not yield statistically significant differences.

Moreover, within the framework of the limited effects model, Klapper (1960) delineated several factors, including selective exposure, memory, perception, social and norms, and opinion leadership, that contribute to the critical role of mass media in reinforcing prevailing conditions. Moreover, Roskos-Ewoldsen et al. (2002) assert that the application of the priming effects model to media can effectively elucidate the impact of media content on individuals' evaluations and subsequent actions pertaining to said content. In essence, advertising can stimulate related events or meaning and "prime" the recall and access of the associated situation.

Attitude theories also come into the picture, especially Heider's (1946) balance theory which posits that, for harmony between ideas and thoughts, interpersonal relationships must be balanced (cf. Munroe, 2007). This also reverberates with Festinger's (1962) cognitive dissonance theory which talks about how inconsistency between cognitions can cause discomfort, hence a motivating state that encourages attitude change to achieve or restore consonance. These theories are especially relevant as it is imperative to map how attitudes change and behavior change can occur. Within this particular framework, the theory of planned behaviour (Ajzen, 1991) is a theoretical construct that posits attitudes, subjective norms, and perceived behavioural control as influential factors in shaping an individual's behavioural intention. The theory proposes that the main factor that determines of actual outcomes can be attributed to behavioural intent.

Television is a significant point of analysis in the medium of transmission of the advertising message. Cultivation theory emphasizes repeated television exposure to be an "integral aspect of the dynamic process" of acquiring and developing opinions, attitudes and beliefs (Gerbner, 1998, p.180). As argued by Gerbner (2017), the audience consuming television content tends to hold a view of reality along the lines of the depicted reality on television.

This theory can be extended to digital media as it is today's most contemporary media consumption. As netizens prioritize access to news, programs, and platforms, as well as highly value digital groups, virtual friends, online reviews and comments, in recent years, media consumption and production have exponentially increased. Leading social media platforms such as Facebook, Instagram, Snapchat, Twitter and YouTube shape people's perceptions of what is "real". Whatever content is shared or posted on social media platforms plays a role in contributing to forming opinions and might lead to judgment. As noted by Nezvat (2018), "the acts of commenting, liking, following, subscribing and sharing can be easily identified as opinion forming acts and convey a message that the user has reached a conclusion followed by a judgment" (p.8).

Moreover, as posited by media dependency theory (Ball-Rokeach & DeFleur, 1976), individual and societal dependence on mass media information resources contributes to cognitive, affective, and behavioural changes in people (p. 7).

Similar arguments, along with a detailed elaboration of social reality and mass media implications, were voiced by Adoni and Mane (1984) and by Berger and Luckmann (1967). Furthermore, Bandura (1971) spoke about symbolic models displayed in television serve as important sources of transforming social behavior. Likewise, Donaldson (1981) claimed that, through the framework of exposure and attitude, "even neutral portrayals of disabled people can lead to perceptual changes towards positive acceptance among the non-disabled" (p. 416). She also argued for asserting positive portrayals above stereotypes and their influence in comfortable interaction with disabled people in everyday life (Donaldson, 1981).

1.3.4 Inclusivity in Marketing Communication

Inclusive marketing, a concept that aims to cultivate a visual culture that is more representative, is characterised by its commitment to valuing, acknowledging, and comprehending diverse identities, boundaries, and historical contexts (Fish, Forbes 2016; Dimitrieska et al., 2019). This is an important aspect of the inclusivity culture. In fostering this trend, Deloitte presented the following four major elements: "Fairness and Respect, Valued and Belonging, Safe and Open and Empowered and Growing" (Bourke & Dillon, 2018). These aspects are paramount in assuring the inclusivity of the given audience.

Inclusive marketing is closely related to social marketing, defined by Kotler and Zaltman (1971 "design, implementation, and control of programs calculated to influence the acceptability of social ideas, and involving considerations of product planning, pricing, communication, distribution and marketing research with the intention of the public good" (p.5). Social marketing can be used to promote socially desirable behavior in two dimensions: behavioral change perspective and relationship perspective. Behavior change can be successfully implemented only if it is supported by individual awareness, along with good relationships and coordination with stakeholders such as government, organizations, and corporates (Mayasari, 2012).

It is crucial to deliberate an ideal inclusive marketing message portrayed in advertising. In order to address this matter, it is essential to consider the signalling theory (Connelly et al., 2010; Spence, 1973), which asserts that in situations where there exists an imbalance of information between two parties, it is probable that one or both parties will engage in actions aimed at conveying specific attributes to one another. By exchanging these signals, the uncertainty between them is lowered, along with the superiority that one has over the other. Accordingly, it is essential that inclusive marketing communication should have certain cues that signal the masses' preferred qualities (Cunningham & Melton, 2014).

Further defining the parameters of how inclusive advertising should represent disabled people, it is necessary to note that they should be in good practice. This means a balanced representation of the said social group in the advertising content's varied textual, graphic, audio, and/or video elements. An ad is said to be inclusive if people with disabilities are shown as performing communicative acts, verbal and non-verbal, and are capable of evoking the same inclusive intercultural dynamics as other characters (Millerson, 1994). Moreover, the settings where the community is displayed should be balanced and non-stereotyped in terms of visual spacing. These characters should be represented, with due respect to their daily reality, and their protagonism should not be overlooked (García et al., 2018)

1.3.5 Representation of Disability in Indian Context

In India, the concept of diversity serves as a unifying force, as inclusion is essential for the effective functioning of diversity. To foster the flourishing of diversity, it is imperative to cultivate an environment of inclusion. However, to date, Indian advertising has largely overlooked diversity, as brands fight to outperform their competitors.

Yet, the need to fairly present people with disabilities is encoded in several legal documents in India. As per Section 3.1(b) of the Advertising Standards Council of India (ASCI) Code, advertisements that derogate individuals on the basis of their race, caste, creed, gender, or nationality are deemed to have a negative impact on both society and individuals, particularly children (Advertising Standards Council of India, n.d.). Such advertisements are deemed unacceptable by society as a whole and are therefore prohibited. Furthermore, the modified Section 3.1(b) states the following: "Advertisements that engage in the derogatory treatment of individuals or groups based on factors such as race, caste, color, religion, gender, body shape, age, sexual orientation, gender identity, physical or mental conditions, or nationality are strictly prohibited." Hence, communication that denigrates anyone based on these principles is deemed to contravene the ASCI Code. Consequently, such advertisements are susceptible to receiving complaints, potentially leading to their removal and in the most severe cases, facing criticism on Twitter from socially conscious individuals in India.

Indian viewers' perceptions of advertisements have recently changed accordingly. According to a recent press release by Manisha Kapoor, the Chief Executive Officer and Secretary General of ASCI, there has been a notable trend among consumers to disapprove of advertisements that employ ridicule or derogatory depictions of individuals, thereby casting

them in an unfavorable light. Accordingly, it is imperative that advertising seeks to enhance inclusivity and sensitivity. Associating specific physical attributes, such as lethargy, with particular body types is deemed inappropriate. Under the ASCI code, it is now considered a violation to engage in derogatory behavior towards individuals based on their physical or mental health conditions and gender identity. ASCI also aim to implement this alteration to promote inclusivity and sensitivity in advertising across all segments of India while also discouraging the perpetuation of certain portrayals deemed inappropriate in a progressive societal context (Sharad, 2022).

1.3.6 Generational Expectations

In recent years, inclusive marketing has become a central point of consideration for brands worldwide, mainly because consumers are becoming increasingly more likely to spend money on brands that fit their ethical values. Audiences from different generations are known for their distinct attitudes and behavioral patterns and hold a certain influence to change society.

In this study, the following two target audiences are considered:

1) Generation X, i.e. those born in the mid-1960s and the early-1980s.

2) Generation Z, i.e. those born between 1997 and 2012.

When conducting an intergenerational analysis, it is crucial to comprehend the expectations of each audience involved in order to formulate the hypothesis. This study draws upon the social dominance theory (Sidanius & Pratto, 1999), which offers a comprehensive theoretical framework centred on societal hierarchies, power dynamics, and privilege. This framework elucidates how these constructs contribute to the development and perpetuation of discrimination and subjugation across various contexts. Another key theoretical construct in this framework is the social dominance orientation (SDO), which is the extent to which people possess a desire for endorse the establishment of hierarchical structures within groups, resulting in the domination of perceived "inferior groups" by perceived "superior groups" (Sidanius & Pratto, 1999, p. 48). This theory maps people's attitudes, beliefs, and perceptions of social inequality and members of underrepresented groups (Danso et al., 2007).

People with high SDO are supposed to have the belief that some groups inherently rank higher than other groups in the societal hierarchy. They are dominant, aggressive and prejudiced towards the said social group. On the other hand, individuals with low SDO believe in group equality, i.e., empathy and peace to the said group (Chatard & Selimbegovic, 2008)

Generation X is characterized by their pragmatism, which often entails "expressing a will to negotiate with the state, rather than transform it" (Ulrich & Harris, 2003, p.29). On the other hand, Generation Z youth are usually exposed to a plethora of cultural perceptions compared to older generations as they are more concentrated in urban areas. This diverse, multiracial generation is used to interacting and communicating with a world that is always connected and being an active part of it (Turner, 2015).

In India, Generation Z accounts for 27% of the total population, which is a sizeable proportion consumers and future decision-makers. Known as digital natives, this age group believes in change and representation more than any other generation (EY Analysis, 2020).

Conversely, Generation X is the middle ground between traditionalists and millennials trying to be the best of both worlds. They are especially significant because they are the biggest earners. Amounting to 25% of the population, they are responsible for 31 % of wealth creation. Generation X people are also a dominant parent generation accountable for raising children and shaping their personalities as future citizens (Rajan, 2020). To date, evidence is available showing that parents significantly influence SDO development in children, shaping their attitudes and beliefs towards society, which makes the consideration of Generation X very relevant (Chatard & Selimbegovi, 2008). In this study, we aim to understand the influence of advertising on the behavioral intention of audiences from two generations—Generation X and Generation Z.

1.4 Objectives and Framework

The aims of this study were as follows:

1) To understand the attitudes, subjective norms, and perceived behavioral control with regard to social inclusion of the disabled community;

2) To explore the role of self-schemas and anticipated regret as moderators in determining the behavioral intention towards social inclusion of the disabled community;

3) To analyze the impact of disability-inclusive advertising on the behavioral intention of Generation X and Generation Z audiences in India towards social inclusion of the disabled community;

4) To compare the influence of disability-inclusive advertising on audiences from the aforementioned two generations, including attitudes, intentions, and receptiveness to change.

This study attempts to map out the influence of disability-inclusive advertising on the attitudes and behavioral intentions of audiences from two generations towards the disabled community. Our primary theoretical framework is the theory of planned behavior (TPB).

Extensively used in the field of marketing, TPB is a reliable framework to explore attitudes and behaviors. This theory extends the theory of reasoned action (Fishbein & Ajzen, 1975) and seeks to predict human behavior. The Theory of Planned Behaviour (TPB) suggests that behavioural intention is influenced by attitudes, subjective norms, and perceived behaviour control and actual behaviour determines the outcome. One prominent scholarly reference pertaining to the Theory of Planned Behaviour (TPB) is the expectancy value model proposed by Fishbein and Ajzen (1975) which states that the attitude towards a particular outcome is influenced by the subjective value assigned to it, in accordance with the strength of one's belief (Azjen, 1991, p. 191). This conclusion is incongreunce with the research conducted by Cook and Sheeran (2004) that found that the variable of temporal stability played a significant role in moderating cognition-behavior relationships. The current study primarily examined the self-schemas of moderators, which are cognitive self-conceptions that influence individuals' perceptions (Markus, 1977). Additionally, the study investigated anticipated regret, which refers to individuals' expectations regarding the level of dissonance they would experience if they failed to engage in a specific behaviour.

1.5 Hypotheses

To fulfill the aims of the study, the hypotheses are as follows:

H1. Compared to Generation X, Generation Z audience has positive attitudes towards the social inclusion of the disabled community.

H2. Compared to Generation X, Generation Z audience more positively regards subjective norms.

H3. Compared to Generation X, Generation Z audience perceives that they have higher control over implementing social inclusion of the disabled community.

H4. Self-schemas positively impact the behavioural intentions of the audiences towards the social inclusion of the disabled community.

H5. Anticipated regret positively impacts the behavioural intentions of the audiences towards the social inclusion of the disabled community.

H6. Inclusive advertising positively impacts the social inclusion of the disabled community of Generation X and Generation Z audiences.

H7. The impact of disability-inclusive advertising on behavioural intention is stronger in Generation Z that in Generation X.

2. Method

2.1 Participant Characteristics

A pan -India study to cover metro cities in India was conducted to reach out to two strata of consumers from Generation X (41-56 years old) and Generation Z (16-24 years old) consumers.

2.2 Sampling Procedures

The stratified convenience sampling procedure was undertaken in two steps. In Step 1, a message was shared through social media groups inviting both the strata of respondents from metro cities of India to participate in the survey. Basic screening questions were included to fulfil the age brackets and metro city criteria. In Step 2, target of 400 respondents for each strata was targeted, keeping in mind the total sample size of 350 to be achieved. The pool of 400 (200 per strata) willing respondents were invited to participate in the study.

2.3 Research Design

Based on the TPB analyses by Ajzen (2006) and Sheeran and Abraham, C. (2003), an online survey through Google Forms containing a total of 31 question statements, closed-ended in nature, was shared with the participants. The variables studied in the survey were attitudes, subjective norms, perceived behavioral control (determinant), self-schemas, anticipated regret (moderators) and finally behavioral intention (dependent). All constructs were measured on a 5-point Likert scale, where 5 = complete agreement and 1 = complete disagreement.

The questionnaire started with general questions requiring background information, followed by question statements on attitudes towards the disabled community. Subsequently, questions understanding the subjective norms and perceived

behavioral control regarded by the respondents were followed by statements aimed at analyzing the respondents' self-schema and the anticipated regret they might feel towards a certain behavior were asked. After showing the stimulus, --namely, two disability-inclusive advertisements—the final set of questions was asked so as to interpret the behavioral intention. The questionnaire in English, a commonly used language by both target groups, contained two ad films produced by mainstream disability-inclusive brands. The ads were selected based on the high brand awareness, their wide consumer base, and presentation of disability representation in a positive light.

2.3.1 Selection of Stimulus Advertisements

In selecting the advertisements, following García et al. (2018), the following parameters were considered:

1) Protagonism: The characters are shown as protagonists whilst respecting their daily reality as much as possible.

2) Representation in good taste: The content should reflect the aforementioned social group well. The good practice treats all protagonists equally and does not discriminate in any way.

3) Balanced representation in terms of the various textual, graphic, audio/visual elements of the advertisement film; characters should be shown performing verbal and non-verbal communicative acts.

4) Setting: The setting where the community is displayed should be balanced and non-stereotyped in terms of visual spacing.

The disability-inclusive advertisements released on mainstream television for five years (2016–2021) from the Indian media context were studied (advertisements included Google, Nescafe, JK cement, KFC, Tanishq). Out of five advertisements, the following two ads were selected because they closely matched the parameters researched (García et al., 2018). A pilot study with a total of 10 respondents from each target group of respondents was undertaken to ensure the appropriateness of the selection.

1. Brand: KFC India

Campaign: Friendship Bucket

Summary: This advertisement was about the KFC Friendship Bucket where two friends are seen sitting together at a KFC joint. They begin communicating in sign language, that's when the audience gets the cue that one of them is differently-abled and has a verbal disability. He tells his friend to watch a movie with his other friends as he will have more fun there. The friend asks him why and he replies that he cannot talk. However, his friend jibes him asking them who has been chatting for all this time, and both laugh.

This ad film shows the disabled person as a protagonist in equal light as the physically abled one. The setting is neutral, and no stereotypes are portrayed visually.

2. Brand: Tanishq

Campaign: Kajol for Joyalukkas

Summary: The advertisement shows a bride preparing for her wedding with her mother and close friends. She narrates a monologue addressing famous film actress Kajol and expresses her fondness for Bollywood films like 'Dil Wali Dulhania Le Jayenege' and 'Kuch Kuch Hota Hai.' She proceeds to say that even she has found her significant other and wishes Kajol could be here. Suddenly, everyone in the room looks behind at the door, and the bride is surprised to see Kajol standing there as she greets her. That is when the audience realizes that she has a physical disability and is sitting on a wheelchair. She walks forward to the bride, smiles at her, and does a popular gesture from one of the films. Kajol then gifts her a jewelry box with a necklace from the Tanishq Joyalukkas collection, seeing the bride has tears in her eyes. The film ends with Kajol escorting the bride to her wedding.

This ad film shows a disabled person as a protagonist in a wedding setting. This is significant, as disabled people are stereotyped as "unattractive" or "deviant." Interestingly, ad includes disability as a target group for jewelry and is presented in good taste.

2.3.2 Reliability and Validity

The Cronbach's alpha (α) was 0.78, i.e. above 0.75, indicating that scales used for the purpose of this research showed high reliability and validity and could be used for further research.

3. Results

Out of the pool of 400 respondents, 347 respondents (87%) participated in the survey. After post data cleaning that involved deleting erroneous/incomplete forms, a total of 270 responses qualified for the analysis. The total included 149 respondents from the Generation Z demographic (16-24 years old), while 121 were from the Generation X (41-56 years old). With regard to gender, 155 respondents identified themselves as male, while 113 respondents identified themselves

as females. The remaining respondents (N = 2) did not specify their gender.

IBM SPSS and Microsoft Excel were used to conduct the analysis. A t-test for two-sample assuming unequal variances was conducted to determine the significance of differences between the mean scores of the attitudes of the mentioned target groups; furthermore, a simple regression was conducted to examine the effect of determinant variables (Attitudes + Subjective Norms + Perceived Behavioral Control) on the dependent variable (Behavioural Intention). Their degree of association was evaluated via computing correlations. Similarly, a correlation analysis was also conducted to understand the degree of association and nature of the relationship between self-schemas and behavioral intentions.

3.1 Statistics and Data Analysis

Hypothesis 1 ("Compared to Generation X, Generation Z audience has positive attitudes towards the social inclusion of the disabled community") was tested using t-test. The results revealed no significant differences between attitudes of Gen-Z and Gen-X ($p > 0.05$; see Table 1). The mean scores showed that both groups were in the neutral category. Hence, H1 had to be rejected.

Table 1. T-test between attitudes of Gen Z and Gen X

	Gen Z	Gen X
Mean	3.22	3.25
Variance	0.20	0.26
Observations	149.00	121.00
Hypothesized Mean Difference	0.00	
Df	241.00	
t Stat	-0.50	
P(T<=t) one-tail	0.31	
t Critical one-tail	1.65	
P(T<=t) two-tail	0.62	
t Critical two-tail	1.97	

Hypothesis 2 ("Compared to Generation X, Generation Z audience more positively regards subjective norms") was tested using t-test. The results revealed no significant differences between subjective norms of Gen-Z and Gen-X ($p > 0.05$; see Table 2). Hence, H2 was not supported.

Table 2. T-test between subjective norms of Gen Z and Gen X

	Gen- Z	Gen- X
Mean	3.96	3.96
Variance	0.36	0.46
Observations	149.00	121.00
Hypothesized Mean Difference	0.00	
Df	241.00	
t Stat	-0.06	
P(T<=t) one-tail	0.48	
t Critical one-tail	1.65	
P(T<=t) two-tail	0.95	
t Critical two-tail	1.97	

Hypothesis 3 ("Compared to Generation X, Generation Z audience perceives that they have higher control over implementing social inclusion of the disabled community") was tested using t-test. The results showed that, consistently with our expectation, the difference between perceived behavioral control of Gen-Z and Gen-X was statistically

significant (p < 0.01; see Table 3). The mean scores of both groups were positive, with the PBC of Gen-X being significantly greater than that of Gen-Z. Therefore, H3 was supported by the results of data analysis.

Table 3. T-test between perceived behavioral control (PBC) of Gen Z and Gen X

	Gen-Z	Gen-X
Mean	4.030201342	4.280991736
Variance	0.571716851	0.645385675
Observations	149	121
Hypothesized Mean Difference	0	
Df	250	
t Stat	-2.61883104	
P(T<=t) one-tail	0.004681078	
t Critical one-tail	1.65097149	
P(T<=t) two-tail	0.009362155	
t Critical two-tail	1.969498393	

Hypothesis 4 ("Self-schemas positively impact the behavioral intentions of the audiences towards the social inclusion of the disabled community") was tested using the correlation analysis of self-schemas and behavioral intention. The Pearson coefficient was very low (r= -0.02; see Table 4), suggesting a low degree of correlation. Accordingly, H4 had to be rejected.

Table 4. Correlation between self-schemas and behavioral intention

	Mean (SS)	Mean (BI)
Mean (SS)	1	
MEAN (BI)	-0.02	1

Hypothesis 5 ("Anticipated regret positively impacts the behavioural intentions of the audiences towards the social inclusion of the disabled community") was tested using the correlation analysis of anticipated regret and behavioral intention. The results revealed reveals that there was a positive, albeit low (r= 0.02; see Table 5), correlation between the two variables. Accordingly, H5 was supported by the results.

Table 5. Correlation between anticipated Regret and behavioral intention

	Mean (AR)	Mean (BI)
Mean AR	1	
Mean (BI)	0.02	1

Hypothesis 6 ("Inclusive advertising positively impacts the social inclusion of the disabled community of Generation X and Generation Z audiences" was tested using regression analysis and Pearson's correlations, and the mean score analysis of the behavioral intention (see Table 6).

Table 6. Regression and correlation of A+SN+PBC with behavioral intention (BI)

Regression Statistics									
Multiple R	0.575443								
R Square	0.331135								
Adjusted R Square	0.328639								
Standard Error	0.572404								
Observations	270								
ANOVA									
	df	SS	MS	F	Sig. F				
Regression	1	43.471 66	43.47 166	132.6 788	3.31E-25				
Residual	268	87.809 08	0.327 646						
Total	269	131.28 07							
	Coeff.	St Error	t	p	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%	
Intercept	1.027075	0.2677 68	3.835 689	0.000 156	0.4998 79	1.5542 72	0.4998 79	1.5542 72	
MEAN (A + SN + PBC)	0.817353	0.0709 59	11.51 863	3.31 E-25	0.6776 44	0.9570 61	0.6776 44	0.9570 61	
Correlation between Determinant Variables and Dependent Variable									
	Mean (A + SN + PBC)	Mean (BI)							
MEAN (A + SN + PBC)	1								
MEAN (BI)	0.57	1							

The results revealed that the R-Square was 0.33, suggesting that the regression was not statistically significant. Accordingly, there was no significant effect of the determinants attitudes, subjective norms (SN) and perceived behavioral control (PBC) on the behavioral intention (BI) towards the social inclusion of the disabled community with regard the introduced stimulus (i.e. the two disability-inclusive advertisements.)

However, Pearson's correlation coefficient was 0.57, showing a positive correlation between the determinant and dependent variables, and the relationship is moderately strong. Furthermore, as revealed by the mean score analysis of the behavioral intention, both Generation Z (4.08) and Generation X (4.09) displayed positive intentions towards social inclusion of the disabled community, which can be credited to the stimulus. Accordingly, H6 was supported by the results of our analysis.

Finally, Hypothesis 7 ("The impact of disability-inclusive advertising on behavioural intention is stronger in Generation Z that in Generation X") was tested using t-test for to determine if there was significant difference between the mean scores of the behavioral intentions in the two target groups. The results revealed that BI of Gen-Z and Gen-X was not significantly different ($p > 0.05$; see Table 7). The mean scores showed that both groups were in the positive category. Gen X showed more positive behavioral intentions than Gen-Z (see Table 7). Yet, taken together, the results did not provide confirmatory evidence to H7 that, accordingly, had to be rejected.

Table 7. T-test between the behavioral intentions (BI) of Gen Z and Gen X

	Gen-Z	*Gen-X*
Mean	4.080536913	4.090909091
Variance	0.470226737	0.514
Observations	149	121
Hypothesized Mean Difference	0	
Df	252	
t Stat	-0.12054303	
P(T<=t) one-tail	0.452074525	
t Critical one-tail	1.650922755	
P(T<=t) two-tail	0.904149049	
t Critical two-tail	1.969422365	

The results of testing all hypotheses are summarized in Table 8.

Table 8. Summary of hypotheses testing

Hypothesis	Conclusion
H1. Compared to Generation X, Generation Z audience has positive attitudes towards the social inclusion of the disabled community.	Rejected
H2. Compared to Generation X, Generation Z audience more positively regards subjective norms.	Rejected
H3. Compared to Generation X, Generation Z audience perceives that they have higher control over implementing social inclusion of the disabled community.	Rejected
H4. Self-schemas positively impact the behavioural intentions of the audiences towards the social inclusion of the disabled community.	Rejected
H5. Anticipated regret positively impacts the behavioural intentions of the audiences towards the social inclusion of the disabled community.	Accepted
H6. Inclusive advertising positively impacts the social inclusion of the disabled community of Generation X and Generation Z audiences.	Accepted
H7. The impact of disability-inclusive advertising on behavioural intention is stronger in Generation Z that in Generation X.	Rejected

4. Discussion

The findings of this study indicate that there is no statistically significant disparity in the attitudes and subjective norms perceived by individuals from both the generations. Moreover, they were more or less neutral. Furthermore, we observed that Generation X respondents perceived that they had a significantly higher behavioral control than the Gen-Z audience. The hypotheses assumed that, taking into consideration the socio-cultural background of both generations, Generation X would be less aware and accepting of disability than Generation Z. However, from what can be assumed as the impact of globalization and digital disruption, Generation X demonstrated potential. Both audiences' attitudes were not rigid or strong and were relatively neutral. As for the subjective norms, both groups of respondents neutrally regarded subjective norms. Their normative beliefs were more or less aligned towards the social inclusion of the disabled community. Furthermore, Gen Z was hypothesized to have higher perceived behavioral control than Gen X over implementing the social Inclusion of the disabled community as they were previously said to strongly believe in change and representation (EY Analysis, 2020). However, Gen X showed a significantly higher PBC with regard to ensuring that the disabled community gets access to equal opportunities with a significant difference. Self-schemas and anticipated regret, which were previous reported to moderate the behavioral intention of both the audiences towards social inclusion (Sheeran & Abraham, 2003), were not found to have a significant association with the behavioral intention in our results. We observed that the more the audience identified themselves as aware, empathetic and egalitarian, the lower their behavioral intention was. However, the higher was the anticipated regret, the more positive

the behavioral intentions were observed. What these results suggest is that TPB might not be the perfect conceptual framework to predict behavior towards social inclusion of the disabled community. When regressed with behavioral intention, the main determinant variables (attitudes, subjective norms, and perceived behavioral control) were found to show no role in establishing the behavioral intention. According to what the theory claims with regard to the attitudes, subjective norms, and PBC of the audiences, the behavioral intention should have been neutral in nature as well. However, after studying the responses to the stimulus, it can be concluded that inclusive advertising positively impacts both Generation X and Generation Z, without a significant difference in impact. The respondents in this study showed positive behavioral intentions based on the stimulus introduced, which is the social inclusion of people with disability. Furthermore, the results of mean score analysis revealed that the impact of the inclusive advertisement was stronger on Gen-X respondents, as they showed more positive behavioral intentions than Gen-Z. Of note, the responses to specific scales showed that the behavioral intention displayed was positive in a personal scenario.

By contrast, when questioned about the intention in a public/social setting, the respondents showed hesitation, with the mean for that scale being 3.58. Furthermore, 75.6% of respondents were touched by the KFC – Friendship bucket ad film, suggesting that showing people with disabilities in a typical, non-stereotypical and light-hearted setting is generally well perceived by the viewers. Since there was no significant difference in the impact, it can be inferred that, regardless of the age group and upbringing, under the influence of inclusive advertising, people tend to display positive behavioral intentions towards social inclusion of the disabled community.

4.1 Implications

With the evolution of ethical standards in the times of the rapid growth of digital media, it becomes more and more important for brands to be conscientious. This means that, today, audiences act as a justice system that can effectively hold brands accountable for their unethical behavior. With the emergence of new social groups and identities, brands need to become more inclusive. According to a study by Deloitte, inclusivity is a rising trend among the newer generations, especially Gen-Z. As revealed by the results of our study, along with Gen Z, Generation X's audiences are also evolving in terms of their perceptions of inclusivity. This offers marketers an opportunity to use this audience as a target for disability-inclusive campaigns. Considering that, as suggested by our results, the attitudes currently held by the two target groups are not rigorous, marketers can leverage this opportunity to introduce new concepts of inclusivity regarding the disabled community. As for sociological and psychological research, new frameworks can be explored and designed to strengthen people's attitudes towards inclusivity. As both groups regard subjective norms related to the disabled community neutrally, it can be concluded that individuals are becoming more independent in their ideologies. Accordingly, marketers should shift their focus to individual consumers and appeal to their conscience. This concurs with them having high perceived behavioral control as well. Since, in our results, self-schemas and anticipated regret were not found to significantly influence behavioral intention, these factors can be disregarded as touchpoints in advertising messages about disability inclusion.

Furthermore, considering the current scarcity of disability-inclusive advertisements, especially on TV and in social media in India, advertisers should carefully consider the parameters of showing disabled characters in good taste—for instance, as protagonists in non-stereotypical, light-hearted settings. As shown by the results of the present study, such advertisements are positively received by the audience. The findings of our study also highlighted that associating disability inclusivity only with Gen-Z was a narrow-minded concept. Instead, our findings suggest that Gen-X have a high potential as conscientious media and marketing content consumers. Our results also demonstrate that inclusive ad content positively impacts various audiences, which can facilitate sociological research in determining how to improve the status of disabled communities in India through media and marketing.

4.2 Limitations and Future Research

The present study has several limitations. First, in this study, we focused on a limited number of advertisements. This was underpinned by several reasons. On the one hand, disability-inclusive advertisements in the Indian ad-scape are rather scarce. Furthermore, in order to administer the survey to an Indian audience, the ad films had to be Indian as well. It was also essential to choose mainstream brands with considerable brand awareness and access to the television space. Therefore, in future studies, it would be necessary to include a broader selection of ads.

The second limitation of this study is that we could not rule out the social desirability bias in the participants' responses. What we observed in the data is that some of our respondents tended to endorse items in a socially desirable manner. Similarly, the third limitation of this study is that, in using the scale, we could not rule out the so-called middle category bias: since this survey was based on the Likert scale, the respondents could have chosen the middle options to avoid extremely high or low ratings.

Fourth, our study also shares the general limitations of the theory of planned behavior, which assumes that individuals have all the resources and opportunities to perform the desired behavior, regardless of the intentions. Accordingly, in

further research, it would be meaningful to use other theoretical frameworks, such as the limited effects model (Klapper, 1960) or the theory of cognitive dissonance (Festinger, 1962). In that case, the analysis could focus on the behavioral intention before the introduction of the stimulus (i.e., the disability-inclusive advertisement) and comparing it with the behavioral intention displayed after the reception of the stimulus. Another possibility to be explored in further research is to use observations, peer reporting, or focus group studies to analyze people's actual (rather than reported) behavior displayed. Moreover, the present study can be extended to other social groups, such as the LGBTQIA+ community, as well as various ethnic, racial and religious minorities. Future research along these directions would bring novel and valuable insights into how inclusive advertising affects social inclusion of marginalized communities and social groups.

4.3 Conclusion

To date, the fields of inclusive marketing and advertising have remained largely unexplored. However, with brands' seeking to keep up with new trends and target the new generation consumers and digital media, the need to evolve becomes imperative. Audiences are becoming increasingly diverse and brands need to ensure that they are capable of effectively catering to the specific needs of all customer groups. Previous research has convincingly demonstrated that inclusive marketing will aid brands (Dimitrieska, Stamevska & Stankovska, Cunnigham and Melton, Haller and Ralph). In this context, the present study is a pioneering investigation of whether inclusive advertising impacts the behavioral intentions of the audience towards the social group in question. With a particular focus on the disabled community, our results successfully demonstrate that inclusive ads can in fact positively influence behavioral intention towards social inclusion of the community. Moreover, this study brings to light various attitudes held by the audiences, their subjective norms, as well as their perceptions of behavioral control. Accordingly, our study is well aligned with the cultivation theory (Gerbner, 2017); albeit in a micro-sense, advertisements on media platforms like television or digital media can play an important role in reconstructing the social reality of the audience and developing opinions, attitudes, and beliefs. Accordingly, as also revealed by the results of the present study, brands' adoption of inclusivity trends and developing disability-inclusive advertisements can make meaningful contributions to reducing disparity and discrimination faced by people with disabilities.

Acknowledgements

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Appendix

Advertisements Selected:

1. Brand: KFC

Campaign: Friendship Bucket

Link: https://youtu.be/7PLErulByNw

2. Brand: Tanishq

Campaign: Kajol for Joyalukkas

Link: https://youtu.be/Ru7jrXcGMq8

Other Advertisements:

1. Brand: Google

Campaign: Amit for Google Photos

Link: https://youtu.be/lO_BxMUeOqE

2. Brand: Nescafe

Campaign: Stammering Standup

Link: https://youtu.be/_H5arncmj_0

3. Brand: JK Cement

Campaign: Yeh Yaarana Pakka hai

Link: https://youtu.be/RKEVNBxAegI