



## Perception of inclusive advertising by brands targeted for people with special needs

Percepción de la publicidad inclusiva realizada por Marcas dirigida para personas con necesidades Especiales

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### ABSTRACT

The present article exposes which are the problems, preferences and tastes of people with special needs in reference to the perception of inclusive advertising, objective that to be achieved was investigated the definition of perception of inclusive advertising according to authors, an analysis of the factors that influence the purchase decision, the relative knowledge that this group of people have in relation to advertising, a survey and interviews that analyzed the different parameters as people are related to advertising. One of the most notorious aspects of people with disabilities, their relatives or

guardians, specialists in relation to the subject agree that brands make inclusive advertising and would like it to be sincere and transparent.

## RESUMEN

El presente artículo expone cuales son los problemas, preferencias y gustos de las personas con necesidades especiales en referencia a la percepción de la publicidad inclusiva, objetivo que para ser alcanzado se investigó la definición de percepción de publicidad inclusiva según autores, se realizó un análisis de los factores que influyen en la decisión de compra, el conocimiento relativo que tienen este grupo de personas en relevancia con la publicidad, una encuesta y entrevistas que se analizó los distintos parámetros como las personas están relacionadas con la publicidad. Uno de los aspectos más notorios de las personas con discapacidad, sus parientes o tutores, especialistas en relación del tema están de acuerdo que las marcas realicen publicidad inclusiva y les gustaría que sea sincera y transparente.

## Keywords / Palabras clave

Inclusive advertising, social perception, consumer brand

Publicidad inclusiva, percepción social, consumidor marca

## Introduction

The following research is based on concepts related to variables and bibliographic sources, elaborated in reference to the treatment of knowledge and perception of inclusive advertising.

Choosing directly to people with special needs as the population of analysis in the research along with their relatives or guardians, in the research psychologists contribute with comments related to this group of vulnerable people and a notion of knowledge about what is advertising.

Ecuador is an inclusive country since 2008 by the government with the passing of the years brands joined the social inclusion through inclusive advertising, but despite several efforts to promote the inclusion of people with disabilities in advertising, there is a deficit of

knowledge in people with the treatment of the subject and few studies on how they perceive inclusive advertising this vulnerable group in society.

The research tries to study variables such as perception of authenticity and purchase intention.

In the research we find answers on how these people with disabilities perceive inclusive advertising, and reactions on emotions in relation to advertising and how it can influence their purchase decision.

In order to reach the analysis and scope of the research, research instruments such as surveys and interviews were used.

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Ecuador is a multicultural and ethnic country that includes four regions completely different from each other, social inclusion has been developing as a topic of interest and action by the government since 2008, even so, there is more accessibility for people with disabilities such as buses designed for people with mobility disabilities, brailles is bus stops for people with visual disabilities.

In recent years, brands have been making social campaigns and advertisements directed to this special group of people, but how much are people aware and are they really making diverse advertising to make them feel related to the topic or inclusive advertising that promotes acceptance without discrimination and stereotypes.

In advertising, inclusion has become a trend in recent years. Brands are increasingly interested in targeting their messages to people with special needs, such as physical, mental or sensory disabilities, in order to impart diversity and equal opportunities. However, there is a lack of knowledge and understanding about how these people perceive and react to advertising.

Brands and governmental entities join this noble cause of making this group of people feel included in society through advertisements, social responsibility campaigns, etc.

Consequently, at the end of this study and information gathering, a social and commercial change can be achieved. In which people become familiar with this trend of advertising, which lead to the achievement of an inclusive society, without prejudice and opportunities for people with special needs.

The research aims to clarify and know brands that have created or paid to make inclusive advertising and understand what resources they use, if these are adequate or really are made from respect, inclusion, the desire to communicate in diversity to achieve the loyalty of people with special needs. And how these people feel about the realization of advertising that includes them, without generating prejudices in these vulnerable people.

To clarify whether this special group of people feel identified with advertising and thus decide their buying preference and tastes with respect to brands that make inclusive advertising, and thus they can attract new customers through inclusive commercials and expand markets through social inclusion.

Identify these brands that invest their capital and efforts in the creation of graphic arts, advertising campaigns and strategies for inclusion and loyalty, not only with the intention of making profits. But to include this group of people.

With the project it is expected that people with special needs feel identified and close to the inclusive advertising aimed at this small group that welcomes momentum over the years.

To know and clarify the perception of inclusive advertising in this group of people with special needs and if this advertising trend makes these people have a special bond with the brand that performs good management of social inclusion.

Inclusive advertising in Ecuador is given through the organic law of communication that comes into force in 2013. However, very little inclusive advertising is practiced in the country and even in comparison with Latin American countries.

"It is understood that the ultimate purpose of advertising is focused on the consumer's decision in acquiring the good or service offered" (Dubois, B., and Rovira, A. 1998, how cited in Tinoco-Egas et al. 2019).

According to Saltos, Zambrano (2018) argues about purchase decision as, the one that allows solving different challenges when making a decision (p.5) so making a decision is the act of choosing or selecting an answer among several options, situations, alternatives, having the

freedom of choice with the purpose of reaching an intention that has objectives and goals.

Making a decision is the act of choosing a response taking into account several options, alternatives and situations, with freedom of choice whose purpose is to reach an intention that has goals and objectives (Cunalata, 2019).

Taking the concepts studied, it could be determined that the decision to buy in advertising is given through the consumer's decision to purchase a good or service, and that this decision goes through a process in which advertising can interfere so that a choice can be made, whether positive or not, regarding the owner of the advertising and what it could offer.

Alonso Vidal (2022) in the web page Psience, Psychology Applied to Health gives a brief explanation of the term "This theory tries to address the way in which we perceive and explain the behavior of people through attributive processes, or attribution processes".

The website Theory (n.d.) describes the theory by mentioning author Fritz Heider "Heider states that all behavior is considered to be determined by internal or external factors." (Heider, 1958 as cited in Theories n.d.)

Marketing Directo (2019) explains that even in digital marketing terms such as attribution are used for strategy generation, specifically to assess customer perception and behaviors.

It could be stated then that consumers attribute to advertising their own interpretations, based on their own life experiences and approaches. That is, those behaviors that they can see in an advertising piece would be associated with internal or external behaviors or factors.

Monge (2010) describes "According to this model, the change in attitudes that a certain message generates in us can be produced through two different cognitive processing routes: the central route and the peripheral route".

Referring to the central route, Luxor (2019) determines that "The central route is the one taken by people with a high probability elaboration of advertising content. Therefore, people are interested in and think about the content that is being transferred to them".

It can be noted with respect to the authors that for advertising to persuade, central or peripheral processes must occur, then it is of utmost importance that these processes are understood to design effective messages.

According to, (Torres Valverde & Padilla Rivadeneira, 2013) The purchase intention is a projection of consumer behavior that will contribute significantly to shape their attitudes. It is generally measured on a 5-level scale from "I would definitely buy it" to "I would definitely not buy it".

Purchase intent, or buyer intent, is about what every business wants to achieve in its various customers. It refers to a valuable tool that distributes the information a company or brand needs to have a special bond with a specific audience. Purchase intent can be measured.

Purchase intent refers to when a customer decides to buy a product or service within a certain predetermined time frame.

Purchase intent can be measured in different ways, including surveys and detailed data analysis of website visits, social media accounts. In order to effectively advertise and maximize marketing budgets, it is essential for companies to understand purchase intent.

At present are all channels that are used to transmit an advertising campaign with the purpose of mass communication that reaches the message to as many audiences as possible.

Also called media that disseminate messages, campaigns, information or news in different communities.

It is the medium through which advertising is presented (television, social networks, print, etc.) that can influence how it is perceived.

According to (Hutt Herrera, 2012), nowadays we do not speak of media, but of diffusion media, moving from the traditional to an interactive and dynamic process. We can say that the media are associated with traditional media and virtual sites, in which social networks and the different mechanisms of interactions of individuals with the help of technology stand out.

Social perception (or person perception) is the study of how individuals form impressions and make inferences about other people as sovereign personalities. (Wikipedia,2023)

From the marketing perspective, Kotler and Armstrong (2012) mentions that the concept of the consumer is that individual who uses or possesses the product or services he/she intends to buy to satisfy his/her needs. (Sulla,2021)

A consumer is an individual who purchases a product or services to satisfy his tastes, needs or sometimes to enrich his ego.

There are several types of consumers such as analytical consumers who first investigate the product before acquiring it, those who buy for emotions and those who buy for recommendations or feel loyalty to the brand.

We can emphasize that the concept "brand" refers to a name of a company to position itself in the market and establish a difference with the competition, the name of the company or brand can be related to its products, as companies classify their distinguished and extensive products or services.

It is considered as inclusive advertising. Bravo, Santos (2019) in Perceptions regarding attention to diversity or educational inclusion in university students "On the one hand, it encompasses the unique characteristics of individuals and, on the other hand, it refers to those that are a product of the context in which people live." (p. 322)

Unidos (2021) delimits a vision regarding what is inclusive advertising mentioning that "If we define inclusive advertising, it will be necessary to point out that it is that which represents people that we would not normally see accompanied by a message with an ideology and/or values that promote positive attitudes and equality in society."

Then with the visions, arguments found could be delimited to the perception of inclusive advertising as one that seeks to give a message which would not be common to see through the media, which would have unique characteristics and social contexts different from those commonly visualized.

"Each person is to have an equal right to the most extensive scheme of basic freedoms that is compatible with a similar scheme of freedoms for others" (Raws, 1971, as cited in Flores, 2017, p. 38).

According to, Blanco (2006) in *La Equidad y la Inclusión Social: Uno de los Desafíos de la Educación y la Escuela Hoy* develops a series of concepts based on educational inclusion, in turn clarifying terms such as inclusion described as.

"A key aspect of inclusion is to achieve the full participation of all people in the different spheres of human life." (p. 6)

Oviedo (2023) expresses through the *Andean Journal of Education* in reference to inclusion, exclusion and social justice that "Although inclusion in many cases denounces injustice as opposed to social exclusion, both concepts are polysemic; the second is associated with the term marginality." (p. 2)

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In turn Oviedo expands the meaning of marginality as:

The dimensions of marginality are diverse, cultural, ethnic, gender and educational, as well as economic. All of them are interrelated and crossed by the curtailment of human rights (economic, social, cultural, political and civil), since the marginalized cannot exercise them because they do not have access to education.

Inclusion seeks that those people should be taken into account, and not only be reflected or feel identified, with this diversity in advertising seeks to include people, that they identify themselves and thus generate an acceptance by society, but in turn generate an impact on other areas where diversity and inclusion are expanded.

Inclusive advertising is that which seeks and promotes inclusion through the creation of advertisements, messages and campaigns to vulnerable groups of society, with reference to gender, ethnicity, race or physical-mental condition.

The term inclusive advertising may seem contradictory because it was initially motivated by the very origin of advertising, only to advertise and sell. As achievements were made in different vulnerable groups of society, advertisers and agencies have been adapting to the changes.

Historically, advertising has created stereotypes based on behaviors, ideologies and regulations established by society.

In Ecuador until August 2021, 471,072 people with disabilities were reported according to statistics of the National Council for Equality of Disabilities, of these in the province of Manabi corresponds to 45,823

people and in the Canton Pedernales Province of Manabi, reflect 1,443 people with disabilities (CONADIS, 2021).

Another definition of social inclusion would be the "process of empowering people and groups to participate in society and take advantage of their opportunities". (Figueroa, n/d).

In Ecuador, social inclusion is of great relevance and has an impact on the national government, municipalities, foundations and food sector brands, generating opportunities for people with special needs; national brands try to publicize social inclusion through advertising strategies, merchandising, adequate infrastructure and inclusive advertising.

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Inclusion attributes to building a more empathetic and equitable society. Inclusion succeeds in fostering sustainable economic growth by harnessing the aptitude in all individuals in a community.

For some authors this process means the consumer experience with brands. For Otaduy (2016) the concern points out that brands are perceived or unnoticed by consumers.

According to, Rompay & Veltkamp (2014) these authors clarify between perception and ability to metaphorize their research on effective brand and product communication through packaging. They argue that the use of stimulating and exciting colors make a domain of strategy to capture the consumer's attention, and failing that visual metaphors that communicate a symbolic dependence with the benefits of the brand.

Perception in advertising starts from the moment consumers have an experience with the brand whether positive or negative. Each consumer judges the brand depending on the attributes or the way the brand logo is elaborated, assimilates it and judges if he/she will continue consuming the same brand or change it for another one.

Brands use warm or cold colors as a strategy to arouse interest in consumers, this can be called perception, advertising can influence how the consumer can perceive the brand.

Through visual symbolism consumers perceive the brand, the assimilation of advertising arouses interest and can generate comparisons between similar products of better quality belonging to different brands.

## Materials and Methods

According to, (Sampieri, 2014) The scope of a research determines the results we address with the research we conduct and subordinates to the method we will use to achieve concise results of our research.

To make known among people with special needs who have no knowledge that they are taken into account in the extensive field of advertising, either to generate awareness in society, or strategy to connect with audiences and be able to expand niches in the market.

Information gathered for brands on how inclusive advertising is being perceived by people with special needs, such as their family members and guardians.

(Health, 2022) The research design is the logic that links the data that will be collected (and the conclusions reached) to the initial study question. Every empirical study has an implicit (if not explicit) research design. A sound theoretical proposal allows the generalization of the case study findings to other situations through analytical and non-statistical generalizations.

The present research was carried out in approximately four months, to obtain results, theories and relevant information for brands, which strategy can be used to be able to advertise quality inclusive advertising.

In which people can see advertising that is totally transparent, honest, easy to understand and that seeks a social conscience.

The topic to be developed is focused on inclusive advertising, we will use a descriptive-bibliographic methodology to describe the importance that should be considered to the inclusion of people with disabilities and we will determine the perception of inclusive advertising of certain brands.

In addition, the mixed qualitative-quantitative approach will be used to better determine the results of the research, the data collection instruments to be used will be interviews and surveys.

The research that takes different approaches, which is defined as mixed. In consideration of Ruiz, Borboa and Rodriguez (2013), they mention that, when implementing the mixed approach, qualitative and quantitative approaches are joined in almost all its stages, it is

convenient their combination to collect information that can be associated. Such association allows the use of several routes to achieve a broad interpretation and understanding of the analyzed phenomenon. Thus, the mixed approach is a treatment that analyzes and links qualitative and quantitative data in the same study or in several investigations to answer a question.

The research has a mixed approach where a sample of the population with special disabilities in the city of Guayaquil is determined, in order to propose results that allow identifying the level of knowledge of inclusive advertising and its perception in this advertising trend.

(Arias, 2021) Descriptive research, therefore, what it does is to define, classify, divide or summarize. For example, by means of measures of position or dispersion.

However, it does not analyze the reason for the behavior of some with respect to others. In this case, we must resort to other techniques such as correlational or explanatory research.

The descriptive methodology in the research is used to describe the different causes, effects and phenomena caused by the perception of inclusive advertising, while the bibliographic methodology is also used to rely on references and bibliographic sources that provide information to the research.

In the methodology, terms that are directly involved with the topic of study and bibliographic sources from other researches, articles on the web, books and scientific articles are moved.

The universe-population refers to the population chosen for an analysis in the research selected by means of the study problem and variables.

The population is a group of people formed to carry out the research that comes to make the object of analysis. To the context, Di Renzo et al. (2018), state that the population is a set of components related in a given time and space, with some observable or charted characteristic.

A population sample was taken from a comprehensive rehabilitation center belonging to the public health ministry, patients, tutors, psychologists who live with patients were considered in order to detail the perception of inclusive advertising aimed for people with special needs.

The population and the sample will be the totality of the people of the center to which reference is made:

The sample is the total population of the specialized center of integral rehabilitation guayaquil #2. 125 people with different disabilities.

We are going to use as sampling the population universe in a non-probabilistic way that will give us the desired results.

An interview with the director of the FASAN Foundation will be implemented.

The instrument to be applied is the interview and survey, a descriptive non-experimental research technique. This is the method that adjusts to the variables of the problem.

We know as an interview a conversation in a natural way between two people. A conversation involving questions and answers.

Empirical method regarding a communication of interpersonal relationships between the researcher and those who are subjects of study to get answers to questions (Lanuez and Fernández 2014, as cited in Herán et al. 2020, p. 68).

When we refer to survey it leads us, to a questionnaire thinking full of questions and answers, but it leads us to an eloquent interaction without junctures that we can fall into a resounding boredom without knowing the globalized theme in the survey.

## Results

To interpret the results of the research, successive questions in reference to the variables of the research are exposed in evidence, in the third question it was inquired whether people with disabilities and their relatives or guardians agree with inclusive advertising, most of them answered that they agree.

Starting from the age range of the population chosen for the analysis of the research, it was found that most of them are over 19 years old, some people are no older than 18, a small percentage are no older than 15 and a small number are between 12 and 15 years old. In question 3, we asked if people with disabilities are aware that there is a law that protects them, in which the majority responded that they know or have heard about the law of inclusion for this vulnerable group. In question

4, we asked if they agree that brands make inclusive advertising, 42.4% indicated that they agree, 32% answered that they totally agree and 25.6% indicated that they do not agree. This shows that the majority do agree that brands should advertise inclusively. Question 5 asked whether people have seen inclusive advertising, 50% answered that they have not seen any, 38.9% have seen little and 11.1% have seen a lot of advertising.

Question 6 shows that the majority of people consider that brands are really advertising inclusively.

Question 7 shows that 52.4% of the population feels little identified with inclusive advertising, 38.9% very little and only 8.7% a lot.

In question 8, it is defined that the population consumes products of brands that carry out inclusive advertising, in which a representative percentage consumes products of the tia brand, in second place, Rexona, and then 27.8% consumes products of other brands that are linked to inclusive advertising.

Question 9 shows that the majority of people with special needs expect inclusive advertising by brands to be sincere, resulting in 60.8%. People decided that they also expect advertising to impart inclusion (14.4%), that it should be transparent (12.8%) and that it should be clear (12%).

With reference to the influence of inclusive advertising on the purchase decision, 88.7% affirmed that advertising does influence and 11.3% indicated that inclusive advertising does not influence.

Approximately 50% of the population assures that they are not aware that brands advertise to people with disabilities.

More than half of the population considers that brands should make inclusive advertising that includes people with disabilities in society.

63% of the population affirms that little inclusive advertising is seen in different media.

The vast majority considers that some brands' advertising is truly inclusive.

More than 50% consider that inclusive advertising does influence the decision to purchase products from certain brands that include people with special needs in their advertising.

More than 50% of people with disabilities and their relatives or guardians do not feel identified with inclusive advertising.

## Conclusions

Inclusive advertising is transmitted by broadcast media, being an important part of content marketing strategy, SEO, social inclusion and advertising strategy. However, it still lacks awareness among people as very little or almost no advertising is displayed. This involves the current lack of accessibility of inclusive advertising as barriers in advertising.

Considering the results of the surveys and interviews, it can be considered that people agree that brands should make inclusive advertising, but they do not feel identified with this advertising trend and are very scarcely related to this topic. They also believe that brands should be a little more empathetic and inclusive in order to be closer to people with disabilities.

According to the surveys and interviews conducted, people believe that inclusive advertising can influence the purchase decision at the time of viewing it.

More than 50% of the surveyed population determined that they want inclusive advertising that is sincere on the part of the brands that take the risk to venture into this trend, either to reach new audiences or to empathize with society.

Despite several years that certain brands have been doing inclusive advertising, there is still a very noticeable deficit in knowledge that is really inclusive advertising for people with disabilities, these people with disabilities are willing to relate to this advertising, but still do not feel identified. Therefore, brands would have to make a greater effort to make people feel identified.

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