

MASTERARBEIT | MASTER'S THESIS

Titel | Title

The Intersection of Exclusivity and Diversity
A Study on Disability in Luxury Brand Communication and
Consumer Responses

verfasst von | submitted by

Christian Wilhelm Bergmann B.A.

angestrebter akademischer Grad | in partial fulfilment of the requirements for the degree of
Master of Science (MSc)

Wien | Vienna, 2025

Studienkennzahl lt. Studienblatt | Degree
programme code as it appears on the
student record sheet:

UA 066 915

Studienrichtung lt. Studienblatt | Degree
programme as it appears on the student
record sheet:

Masterstudium Betriebswirtschaft

Betreut von | Supervisor:

Univ.-Prof. Christoph Fuchs PhD

Mitbetreut von | Co-Supervisor:

Lic. Mestr. Cátia Alves Ph.D.

Abstract - English

This study explores the intersection of diversity, exclusivity, and luxury branding by examining the impact of disabled models in luxury advertising on Brand Attitude and Purchase Intention. While diversity and inclusion have gained momentum in marketing strategies, the representation of disability in luxury brand communication remains scarce and underexplored. This research employs an experimental design, presenting participants with controlled advertisements featuring disabled versus non-disabled models within a luxury context. Key findings indicate that the inclusion of disabled models positively influences both Brand Attitude and Purchase Intention, even when controlling for inclusivity as a moral value. Additionally, Political Orientation emerged as a significant moderator for Brand Attitude, with conservative audiences exhibiting less favorable responses. These results challenge traditional luxury norms of exclusivity and perfection, suggesting that disability can coexist with luxury branding without eroding consumer perceptions. Theoretical implications underscore the evolving role of diversity in shaping luxury brand equity, while practical recommendations highlight the need for careful audience segmentation and authentic representation. By addressing a critical gap in literature, this study contributes to advancing diversity discourse in luxury advertising specifically in the sphere of disability and offers actionable insights for brand managers navigating the complexities of disability marketing strategies.

Keywords: Diversity, Luxury Advertising, Disability Representation, Consumer Attitudes, Purchase Intention, Political Orientation, Brand Attitude

Abstract – German

Diese Studie untersucht die Schnittstelle zwischen Diversität, Exklusivität und Luxusmarkenkommunikation, indem sie die Wirkung von Menschen mit körperlicher Behinderung in Luxuswerbung auf die Einstellungen der Verbraucher und deren Kaufabsichten analysiert. Während Diversität und Inklusion in Marketingstrategien zunehmend an Bedeutung gewinnen, bleibt die Repräsentation von Behinderung in der Luxusmarkenkommunikation selten und wenig erforscht. Diese Studie basiert auf einem experimentellen Design, bei dem Proband:innen Werbeanzeigen im Luxuskontext sahen, die entweder Modelle mit oder ohne Behinderung zeigten. Die Ergebnisse weisen darauf hin, dass die Darstellung von Menschen mit Behinderung positive Auswirkungen auf Markenwahrnehmung und Kaufabsicht haben kann – unabhängig von individuellen Inklusionswerten. Darüber hinaus erwies sich die politische Orientierung als signifikanter Moderator, wobei konservative Zielgruppen weniger positive Reaktionen zeigten. Diese Ergebnisse stellen traditionelle Luxusnormen von Exklusivität und Perfektion in Frage und legen nahe, dass Diversität mit Luxusmarken vereinbar ist, ohne die Markenwahrnehmung der Verbraucher negativ zu beeinträchtigen. Theoretische Implikationen unterstreichen die wachsende Bedeutung von Inklusion für die Markenwahrnehmung, während praktische Empfehlungen die Notwendigkeit einer genauen Zielgruppenansprache und authentischen Darstellung hervorheben. Diese Studie schließt eine bedeutende Forschungslücke und liefert umsetzbare Erkenntnisse für Markenmanager, die sich den Herausforderungen inklusiver Marketingstrategien stellen.

Keywords: Diversität, Luxuswerbung, Behindertenrepräsentation, Konsumentenverhalten, Kaufabsicht, Politische Orientierung, Markenimage

Table of Content

Abstract - English.....	ii
Abstract – German	iii
Table of Content.....	iv
List of Tables.....	vi
List of Figures	vii
1 Introduction	1
1.1 Cherry-Picked Diversity: The Disability Gap in Luxury Advertising	1
1.2 Woke-Washing or Genuine Inclusion? Risks of Disability Representation in Luxury ...	2
1.3 Exploring Consumer Reactions to Disability in Luxury Branding	4
2. Literature Review	5
2.1 Framing Diversity and Disability in Advertising	5
2.1.1 Defining Diversity and Inclusion	5
2.1.2 Diversity in Advertising: Challenges and Opportunities	5
2.2 Disability in Advertising: Underrepresentation and Consumer Perceptions	8
2.2.1 Understanding Disability and its Social Context	8
2.2.2 The Double-Edged Sword of Representation: “Inspiration Porn” and Stereotypes..	9
2.2.3 Impact of Disability-Inclusive Advertising on Consumer Perceptions.....	10
2.3 The Missing Link: Disability Representation in Luxury Advertising.....	11
2.4 Luxury Brands: A World of Status Signaling, Exclusivity and Perfection.....	12
2.5 Disability Representation in Luxury Advertising: Consumer Responses and Hypothesis Development	14
2.5.1 Exploring Positive and Negative Responses	14
2.5.2 Political conservatism and status maintenance	18
3 Methodology	19
3.1 Procedure of the survey	19
3.2 Sample description	21
3.3 Description measurement instruments	22
3.4 Statistical Analysis	23
4 Results	24
4.1 Descriptive results	24
4.2 Analytical results.....	25
5 Discussion	28
5.1 Summary of results.....	28

5.1.1 Differences in gender	32
5.1.2 Differences in Brand Attitude	32
5.2 Theoretical Implications.....	37
5.3 Managerial Implications.....	39
5.4 Limitations and Future Research.....	41
6 Conclusion.....	43
Literature	45
Appendix A – Disabled Models in Luxury Advertising	53
Appendix B – Literature Review: Framework and Definitions	54
Appendix C – Stimuli and Measured Constructs	55
Appendix D – Statistical Outputs and Visualizations	59

List of Tables

Table 1 - Overview of existing literature about disability in advertising.....	11
Table 2 - Means of aggregated variables.....	25
Table 3 - Results of Paired T-Tests comparing differences in reported Brand Attitude and Prurchase Intention between disabled and non-disabled models	26
Table 4 - Definitions of diversity spheres by Campbell et al. (2023)	54
Table 5 - Items of measured constructs	58

List of Figures

Figure 1 - Diversity representation in advertising (Campbell et al., 2023).....	6
Figure 2 - Total diversity in advertising publications by year (Campbell et al., 2023)	8
Figure 3 - Example stimulus of two versions of an ad.....	21
Figure 4 - Disabled model Jillian Mercado in the teen vogue wearing luxury fashion brands like comme-des-garcons, Moncler ad Kenzo	53
Figure 5 - Disabled model Aaron Rose Philip for Moschino 2021	53
Figure 6 - A framework synthesizing existing understanding of diversity in advertising (Campbell et al., 2023).....	54
Figure 7 - First Male Stimuli in both disabled and non-disabled version	55
Figure 8 - Second Male Stimuli in both disabled and non-disabled version.....	55
Figure 9 - Third Male Stimuli in both disabled and non-disabled version.....	56
Figure 10 - First Female Stimuli in both disabled and non-disabled version.....	56
Figure 11 - Second Female Stimuli in both disabled and non-disabled version	57
Figure 12 - Third Female Stimuli in both disabled and non-disabled version	57
Figure 13 - Q-Q Diagram to approximate normal distribution for the Brand Attitude values for Disabled models	59
Figure 14 - Q-Q Diagram to approximate normal distribution for the Purchase Intention values for Disabled models	59
Figure 15 - Q-Q Diagram to approximate normal distribution for the Brand Attitude values for Non-Disabled models.....	59
Figure 16 - Q-Q Diagram to approximate normal distribution for the Purchase Intention values for Non-Disabled models	60
Figure 17 - Interaction plot of Model Type and Political Orientation on Brand Attitude	60
Figure 18 - Interaction plot of Model Type and Political Orientation on Purchase Intention	61
Figure 19 - Interaction plot of Inclusivity and Political Orientation on Δ Brand Attitude	62

1 Introduction

1.1 Cherry-Picked Diversity: The Disability Gap in Luxury Advertising

Victoria's Secret faced criticism for their decision not to feature plus-size and transgender models in their fashion show, which led to a notable backlash in viewership numbers (Burke, 2019). British luxury car manufacturer Jaguar experienced online confusion and criticism after releasing a promotional video highlighting diversity (Higham, 2024). It seems that reactions towards diversity, equity and inclusion (DEI) initiatives can vary.

While the statement “To be inclusive is not a luxury. It’s a choice. And it’s everyone’s business” by world-leading luxury group Moët Hennessy – Louis Vuitton SE (LVMH) (2022) emphasizes inclusivity as fundamental, intentional responsibility shared by everyone, essential for building a fair and equitable society, reality looks different - especially when taking a closer look at the diversity sphere of disability. Although disabled people make up 24% of the UK population, they represent only 0.02% of those featured in fashion campaigns (Rodgers, 2023). The same holds for the US, where 26% of the population is disabled, yet only 1.6% of prime-time TV ads feature disabled models (Visibility of Disability: Portrayals of Disability in Advertising, Nielsen 2021; Figure 1). Consequently, advertisers have been criticized for cherry-picking diversity issues, such as size and race, while neglecting other facets of diversity, particularly disability (Arsel et al., 2022).

Different approaches can be observed, as some luxury brands incorporate disabled models and DEI, while others do not. On the one hand, luxury brands are becoming increasingly active in featuring disabled models in their advertisements. Aaron Rose Philip became the first disabled woman to use a wheelchair on the catwalk for a major luxury fashion brand in 2021, and wheelchair-using model Jillian Mercado was featured in Teen Vogue—both illustrating that luxury brands have recently started incorporating disabled models in their advertising

(Appendix A, Figure 4 and 5). These examples support the notion that the luxury industry is actively promoting inclusion at several levels (Deloitte, 2022).

On the other hand, this tendency does not seem to be adopted across the luxury sector given the underrepresentation of disabled models in advertising. Moreover, concerns arise, stating that “disabled and beautiful cannot coexist” (Jackson, 2023), the luxury sector is afraid of disabled models, shielding itself from whatever it considers imperfect, with disabled models being told to move on because “they don’t do disabled” (Rodgers, 2023).

Both practical and academic voices about diversity, equity and inclusion (DEI) are becoming increasingly prevalent (Ferraro et al., 2023; Bernstein et al., 2020). DEI has increasingly become a strategic priority for luxury companies (Creary et al., 2021) since luxury consumers increasingly tend to become vocal about their political views on social media (Roberts, 2022). In fact, the luxury goods sector seems to actively promote DEI initiatives throughout the industry. (Deloitte, 2022). For instance, Prada and Burberry were early supporters of "The Valuable 500" initiative, promoting the rights of people with disabilities (Ell & Conti, 2021).

1.2 Woke-Washing or Genuine Inclusion? Risks of Disability Representation in Luxury

The approach of either implementing or renouncing disabled models in luxury advertisements raises the question which strategy is most promising for luxury brands.

In fact, it seems that luxury fashion brands often face a tension between the ideals of diversity and inclusion and the traditional drivers of luxury consumption, such as wealth, status, and aspiration (Wang, 2022). This conflict stems from the industry's longstanding portrayal of narrow beauty standards and unattainable perfection (Baek et al., 2022; Scaraboto & Fischer, 2012). Historically, luxury brands have relied on idealized body images to evoke admiration, deliberately cultivating a psychological divide between themselves and the broader public to

reinforce their exclusivity (Hansen & Wänke, 2011). However, the inclusion of disabled models challenges this exclusivity by promoting openness to all (Patrick & Hollenbeck, 2021).

Inclusive branding aims to create a sense of belonging and empowerment, especially for individuals from marginalized groups, such as people with disabilities (Park et al., 2023). Yet, this approach can clash with the aspirations of traditional luxury consumers, who may perceive the use of disabled models as less authentic, highlighting potential challenges (Sipilä et al., 2021). Moreover, Grassi and Wigley (2018) noted that luxury brands fear inclusivity may dilute exclusivity, especially with disabled models, risking tokenism or inauthenticity. Moreover, some research indicates that consumers view inclusive campaigns by luxury brands as "woke washing"—a superficial attempt to leverage diversity and social justice for profit rather than genuine change (Sobande, 2019). These risks raise an important question of whether consumer responses to disabled models in luxury communication are positive or negative.

In fact, most of the existing literature addressing disability in (luxury) advertising centers around how disability is represented rather than what effects it has on consumer. Only limited research has been conducted about consumer responses on diversity practices of luxury brands and even less has focused on disability diversity. Findings on consumers' responses to disabled models in the luxury sector are scarce and conflicting. For instance, while the mere inclusion of disabled models in luxury advertising may decrease willingness to pay, the effect is expected to become positive when the advertisement is embedded in a credible story (Lee et al., 2024). How can consumers signal wealth, status and perfection when luxury brands implement disabled models within their communication while negative stereotypes of disability transfer dependence, pity and imperfection? Conversely, recent research highlights potential positive responses as luxury consumption evolves to reflect values like diversity and sustainability (Wang, 2022). Modern consumers increasingly use luxury products to signal personal ideologies and ethical commitments, with studies showing that disability can enhance perceptions of uniqueness and exclusivity when presented authentically (Klucarova, 2024).

This shift aligns with the transition from “class to mass” luxury (Kapferer, 2015) and the rise of ethical and inconspicuous consumption (Eckhardt et al., 2015). Additionally, in-group/out-group dynamics may alienate among conservative consumers who value traditional ideals (Jost et al., 2003).

1.3 Exploring Consumer Reactions to Disability in Luxury Branding

Taken together, this research examines an underexplored and timely topic at the intersection of disability and luxury advertising. Whereas prior works have studied consumer responses to disabled models either in a non-luxury sector (Klucarova, 2024) or have used a setting that does not allow direct comparisons between disabled vs. non-disabled models (Lee et al., 2024), the present research explores this topic through the lens of consumers who are exposed to promotional posts using disabled models vs. non-disabled models in the luxury context. The findings have important implications for luxury advertising as they might indicate the answer to the approach of whether implementing disabled models in luxury advertising is a viable strategy and the role of Political Orientation in moderating potential effects.

Including disabled models in luxury advertising offers both opportunities and risks. Missteps can lead to backlash or accusations of inauthenticity, making risk aversion a significant barrier for brand managers. However, a clearer understanding of consumer responses can mitigate perceived risks and emphasize the potential benefits, persuading managers to embrace inclusivity.

If political ideology influences consumer reactions, segmenting target audiences becomes crucial. Brands with conservative consumers may need caution, while those targeting progressive audiences can leverage inclusivity as a strength. This study makes a unique contribution as the first to empirically test consumer responses to disabled models in luxury advertising, offering actionable insights, helping brands design successful, diverse campaigns that align with their audience’s values.

2. Literature Review

2.1 Framing Diversity and Disability in Advertising

2.1.1 Defining Diversity and Inclusion

For the study's purpose, diversity refers broadly to real or perceived physical or socio-cultural differences attributed to people and the representation of these differences in research, market spaces, and organizations (Arsel, 2022). Moreover, diversity describes the personal and societal distinctions among individuals with dissimilar characteristics. Inclusion refers to a way of thinking that values and welcomes individuals from various backgrounds (Bernstein et al., 2020). Both diversity and inclusion relate to a basic human right of not being disadvantaged, but rather being recognized, understood, and appreciated based on any diversity attribute (Eisend et al., 2022). Although often used in the same breath, diversity does not equate to inclusion. While diversity describes individual and social differences among people with distinct attributes (e.g., race, gender, age, sexual orientation, socio-economic status, physical abilities), inclusion describes the engagement with diversity and emphasizes incorporating and valuing the presence and perspective of different groups of people into an environment (Bernstein et al., 2020).

2.1.2 Diversity in Advertising: Challenges and Opportunities

Diversity, in the context of advertising, is often discussed alongside equity and inclusion (DEI). Consumers are increasingly willing to support or oppose brands based on their DEI principles and practices (Ferraro et al., 2022). They want accurate representation of themselves and, more importantly, to see genuine diversity within their communities and peers (WGSN, 2022). Recently, there has been a rise in the number of diverse and inclusive advertisements (Foley, 2022). In the United States, over 60% of consumers state that diversity in advertising affects

their perception of brands, and more than one-third are more likely to trust brands that feature diversity in their advertising (Petrock, 2020). Significantly, 70% of Gen Z consumers (born between the mid-1990s and early 2010s) will cut ties with brands that run ad campaigns perceived as macho, racist, or homophobic, or when brands fail to live up to their promises or advertised values (McKinsey, 2021a; National Retail Federation, 2017).

Research investigating diversity in advertising clusters different diversity spheres, such as age, beauty, body size, gender, LGBTQIA+, race or physical/mental ability (brief definitions of each sphere can be seen in Table 4, Campbell et al., 2023). Figure 1 highlights the practical disparity between population demographics and their representation in advertisements across various diversity dimensions in the US, revealing that certain groups, such as White individuals and those aged 20-39, are overrepresented in advertising compared to their actual share of the population. Conversely, marginalized groups, including individuals with disabilities, plus-size individuals, LGBTQIA+ individuals, and racial minorities such as Indigenous and Hispanic groups, are significantly underrepresented. These findings underscore a lack of inclusivity and suggest a persistent bias in advertising practices, where media often prioritizes traditional or idealized portrayals over diverse and realistic representations.

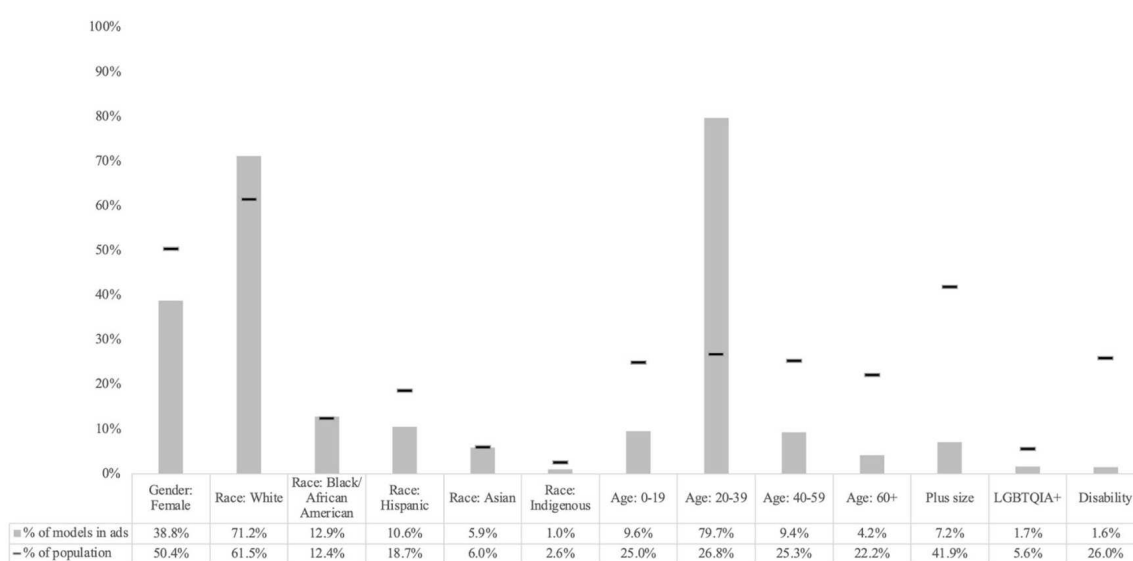


Figure 1 - Diversity representation in advertising (Campbell et al., 2023)

By embedding diverse models within their identity, brands can address social inequities and take a stance on important issues, which can positively impact their equity and consumer perceptions (Ferraro, 2023). Therefore, companies need to change in order to attract and retain talent and meet consumer expectations (Demangeot, 2019). According to Roberts (2022), media attention has significantly increased, with high-profile brands increasingly showcasing diverse body types, incorporating various cultures and races, and employing storytelling to enhance inclusivity. While DEI initiatives might help brands appeal to more diverse audiences, connect more deeply and meaningfully with customers, and attract untapped customer segments (Bitmead, 2020), such initiatives can also backfire if executed incorrectly. French luxury fashion brand Balmain for example, appointed three diverse virtual AI influencers- Shudu, Margot, and Xhi to better reflect the brand's celebration of inclusion, communicating “anyone and everyone is always welcome to join Balmain Army’s growing ranks” (Balmain, 2018). In fact, the brand faced criticism for not employing real, diverse human models, thereby missing authentic inclusivity (Singh-Kurz, 2018). The Bud Light controversy in 2023 also shows the potential harms of DEI initiatives, if done incorrectly. The controversy, stemming from its partnership with transgender influencer Dylan Mulvaney, led to a sharp decline in sales and significant damage to brand trust (Caruso, 2023).

Given the recent examples and huge disparities of representation vs. actual share of population, it is logical for research to further investigate this matter. Figure 2 illustrates the growing academic interest in diversity within advertising research over time, with a significant increase in publications, particularly since the 1990s and peaking in recent years (2019–2023). While all diversity areas have gained attention, historically underrepresented spheres such as physical/mental ability and LGBTQIA+ remain less studied compared to more prominent areas like gender, race/ethnicity, and age (Campbell et al., 2023).

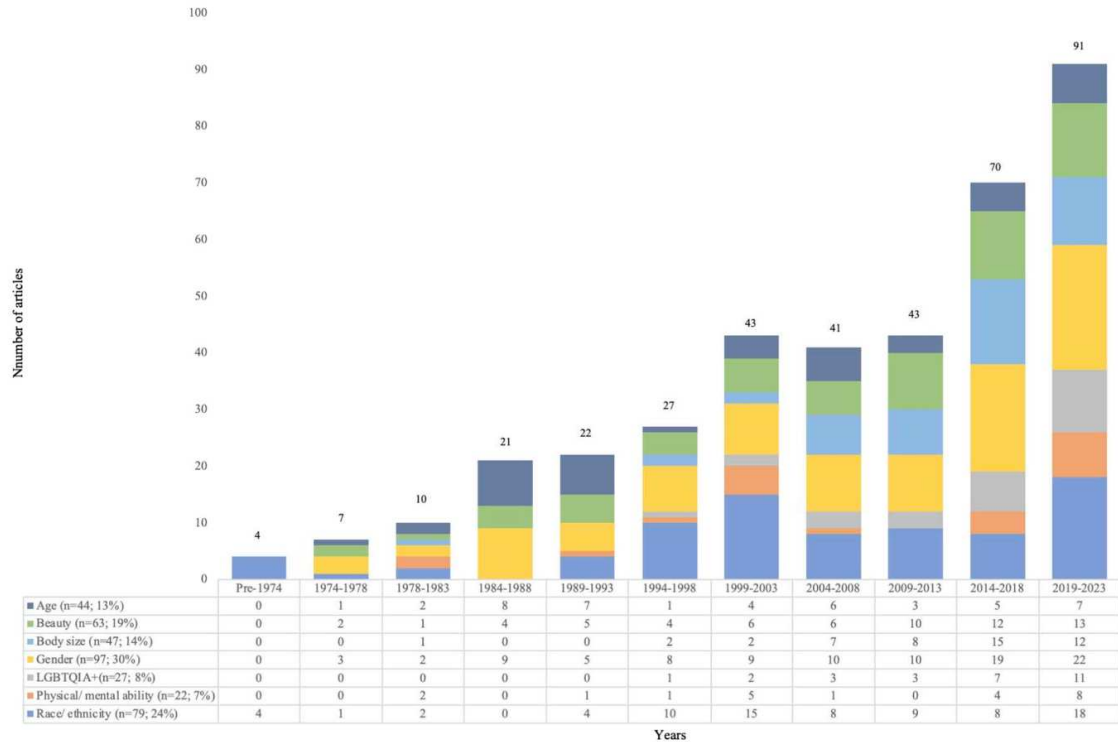


Figure 2 - Total diversity in advertising publications by year (Campbell et al., 2023)

2.2 Disability in Advertising: Underrepresentation and Consumer Perceptions

2.2.1 Understanding Disability and its Social Context

From both a theoretical and practical standpoint, the sphere of disability has historically remained underrepresented, despite disabled consumers constituting a viable market segment (Burnett, 1996).

The *Americans with Disabilities Act* (1990) defines disability as a physical or mental impairment that significantly limits an individual's ability to perform essential self-care activities, such as bathing or eating, or major life activities, including walking or reading. These impairments can range from "invisible" disabilities, such as heart disease or schizophrenia, to visible disabilities, such as paraplegia or Down syndrome.

This study focuses on visible physical disabilities for both theoretical and practical reasons. Visible physical disabilities are more easily identifiable as such, enabling for quicker cognitive processing by viewers. Thus, the disability serves as a clear, immediate signal, leaving little room for alternative assumptions. Visible disabilities may also more readily activate societal

stereotypes, allowing for an examination of their influence on consumer perceptions and attitudes. Visible disabilities can more clearly illustrate in-group/out-group dynamics, enabling us to study how consumers relate to or differentiate from portrayed individuals. Finally, focusing on visible disabilities ensures better control of experimental stimuli, allowing participants to respond to the intended representation rather than infer characteristics of invisible conditions.

The underrepresentation of disability in advertising compared to its actual share of the population may stem from several industry and social perceptions. Advertisers often view the disabled consumer market as small, and featuring people with disabilities is perceived as risky, potentially tokenistic, or beyond the scope of their responsibility to address societal issues (Haller & Ralph, 2006). Additionally, negative associations linked to disability, such as perceptions of imperfection, vulnerability, incompetence, helplessness, dependency, and abnormality (Van der Sluis et al., 2024), may be seen as risks that could negatively impact the ad, brand, or product (Shelton & Waddell, 2021). These stereotypes contribute to the broader challenge of representation, as the label of disability often diminishes an individual's transformative capacity, framing them as reliant on others simply to engage in everyday life, which undermines their perceived independence and respectability (Arsel et al., 2022).

2.2.2 The Double-Edged Sword of Representation: “Inspiration Porn” and Stereotypes

Beyond social associations with disabled people, the concept of “Inspiration Porn” seems to characterize research about disability in advertising. It frames disability as both an obstacle and a desirable trait to overcome (Grue, 2016) and often employs images of individuals with visible impairments to suggest that disability can be “conquered” through physical strength. It frequently portrays mundane tasks, like walking with a prosthetic leg, as extraordinary achievements. This representational cliché reinforces the idea that disabled people are pitiable or heroic simply for existing and reinforces negative stereotypes about disability (Timke, 2023).

Although intended to inspire people, it often reinforces negative stereotypes. By focusing on the physical aspect, Inspiration Porn frames disability as an individual problem requiring personal effort to overcome (Shelton & Waddell, 2021). While images of models with disabilities can be criticized as being sanitized and not providing an accurate representation of the lives of disabled people (Foster & Pettinicchio, 2022), a commitment to inclusivity, when integrated into brand narratives, can align with perceptions of warmth and altruistic motivations (Joo & Wu, 2021).

2.2.3 Impact of Disability-Inclusive Advertising on Consumer Perceptions

Despite the significant body of research on disability representation in advertising (e.g. Timke, 2023; Mogaji, 2015), academic research on consumer reactions to disabled models in advertising remains surprisingly scarce. To further investigate this matter, the study draws on the framework of Campbell et al. (2023; Appendix B, Figure 6), which synthesizes existing understanding of diversity in advertising. The model shows how diversity in advertising impacts social and commercial outcomes through mechanisms like identification and authenticity, influenced by representation accuracy, audience traits, and ad context. Using disability can foster inclusion and empathy or evoke pity and discomfort, leading to mixed social effects (e.g., stigma reduction vs. aversion) and commercial effects (e.g., improved brand trust vs. negative perceptions), depending on representation and audience biases.

Findings on disability in advertising are mixed, indicating a need for further study. For example, Cossu and Estes (2017) found that ads featuring disabled models improve brand liking, whereas Panol and McBride (2001) found no significant differences in responses between ads featuring disabled and non-disabled models for most attitudinal dimensions. This lack of difference suggests possible mainstreaming effects, indicating that society may be becoming more accepting and tolerant of disabilities due to increased exposure to positive disability images in the media (Panol & McBride, 2001).

Van der Sluis et al. (2024) examine the disability preference stereotype, which suggests that people perceive disabled individuals as preferring simple, functional products over hedonic ones compared to non-disabled consumers.. This stereotype happens because of how society links physical disability with pity (Wassermann & Bates, 2017) . Pity elicits a response that, considering the interests of a disabled person, increases feelings of personal discomfort which would therefore make a disabled model a questionable candidate to transmit positive brand values or messages. Conversely, Qayyum et al. (2023) found that inclusive advertising featuring disabled individuals enhances consumer well-being, increases brand engagement and Purchase Intention, and attracts a more diverse customer base in non-Western markets.

A summary of the existing literature on consumer reactions to disability in advertising can be found in the below table.

Authors	Journal	Disability Focus	Luxury context	Key findings
Arsel et al. (2023)	Journal of Consumer Research	Yes	No	Highlight the need for more consumer research on human sexuality and disability, including physical capacity, to better understand how individuals navigate the marketplace.
Campbell et al. (2023)	Journal of the Academy of Marketing Science	Yes	No	Summarized diversity representation in advertising research. Established overarching framework on consumer responses to diversity in advertising, including disability. Underrepresentation of disabled models in ads. Those that are featured emphasize dependency and perpetuate stereotypes
Cossu & Estes (2017)	Advances in Consumer Research	Yes	No	physically disabled models positively influence consumer attitudes toward both the advertisement and the brand
Eisend et al. (2021)	International Journal of Advertising	Yes	No	Reveals underrepresentation of disabled models in advertising
Grue (2016)	Disability & Society	Yes	No	"Inspiration porn" objectifying disabled individuals to inspire non-disabled audiences, reinforcing stereotypes instead of offering authentic and empowering portrayals.
Haller & Ralph (2006)	Disability Studies Quarterly	Yes	No	Ads featuring disabled models promote empowerment and inclusion, while others perpetuated stereotypes like the "Supercrip" narrative, suggesting that disabled individuals are either inspirational for performing everyday tasks or in need of repair.
Klucarova (2024)	Journal of Business Research	Yes	Yes	Consumers perceive products promoted by disabled (versus nondisabled) influencers as more luxurious due to perceived uniqueness.
Kulkarni & Iyer (2023)	Studies in Media and Communication	Yes	No	Disability-inclusive advertising positively influences behavioral intentions to promote social inclusion
Lee et al. (2024)	Journal of Business Research	Yes	Yes	Consumers may perceive disability inclusion as inauthentic in luxury fashion, reducing willingness to buy, but credible storytelling can enhance inclusivity in luxury brands.
Panol & Mc Bride (2001)	Disability Studies Quarterly	Yes	No	No significant differences between responses to ads about disability and non-disability, suggesting that ads about disability are becoming more mainstream. However, how disabled people are shown in ads and subtle visual cues seem to affect how people feel about ads
Södergren & Vallström (2023)	European Journal of Marketing	Yes	No	Consumers feel sorry for or see disabled people as inspiring because of their disability. Presents a model of media representations of disability beyond misrepresentational narratives of pity and "inspiration porn"
Quayum et al. (2023)	Journal of Retailing and Consumer Services	Yes	No	Featuring disabled individuals significantly enhances both hedonic and eudaimonic well-being which can positively impact brand engagement and purchase intention
Timke (2019)	Journal of Advertising	Yes	No	Advertising has traditionally favored able-bodied ideals, often sidelining individuals with disabilities. When disabilities are represented, they are frequently depicted through stereotypes or tokenism, failing to authentically reflect their experiences.
Van der Sluis et al. (2022)	Journal of Consumer Research	Yes	No	Identified a bias where consumers assume individuals with physical disabilities have more utilitarian and fewer hedonic preferences, leading to less desirable gifts being chosen.
Wassermann & Bates (2017)	Book Chapter	Yes	No	Advertising perpetuates societal norms by often excluding or misrepresenting individuals with disabilities, thereby reinforcing ableist perspectives

Table 1 - Overview of existing literature about disability in advertising

2.3 The Missing Link: Disability Representation in Luxury Advertising

Given the divergent findings of consumer responses on disability in advertising, the question arises which findings can be transferred to the luxury sector? How can a world that thrives on exclusivity embrace inclusivity? Is there room for disability representation in a space designed to separate and elevate? Given the distinct nature of luxury brands compared to common brands,

findings of disability in advertising cannot be used to predict consumer reactions to disabled models in the luxury sector. Therefore, we draw the following research question:

How does the presence of physical disabilities in luxury brand advertising influence consumer perceptions?

2.4 Luxury Brands: A World of Status Signaling, Exclusivity and Perfection

To address the question of how luxury brands might incorporate disability representation, it is essential to first define luxury and understand the psychology driving its consumption. Derived from the Latin word *luxus*, meaning "excess," luxury refers to products that provide abundance, pleasure, and comfort beyond necessity (Dubois et al., 2001). Luxury brands are characterized by premium pricing, exceptional quality, scarcity, and exclusivity, offering products that are both aspirational and emotionally significant to consumers (Hagtvedt & Patrick, 2009; Hansen & Wänke, 2011).

Luxury brands are often symbols of prestige, allowing consumers to signal status, wealth, power, and accomplishment to others, as well as affirm their self-identity and social belonging (Berger & Ward, 2010; Escalas & Bettman, 2003). This signaling extends to differentiating the groups consumers associate with and those they seek to dissociate from (Belk, 1988; White & Dahl, 2006, 2007). Luxury consumption offers psychological benefits, such as enhanced self-esteem and the pursuit of aspirational lifestyles, which drive consumer demand for these goods (Chandon et al., 2016).

To be considered truly luxurious, a product must not only offer exceptional quality but also evoke a sense of uniqueness and scarcity (Moreau et al., 2020). Luxury brands extend beyond their physical attributes; they are meticulously crafted symbols that provide access to a world of exclusivity and elevated experiences (Kapferer, 2015). This lies in contrast to mainstream brands, which provide reasonable quality at affordable prices but lack the symbolic and emotional resonance associated with luxury (Lee et al., 2011).

The enduring appeal of luxury brands can also be understood through theories such as conspicuous consumption, which explain consumers' desire to use luxury goods to signal social standing (Ko et al., 2019). Some luxury consumer segments are driven by the motivation to signal wealth to others (Kapferer & Bastien, 2009). This is rooted in signaling theory as mentioned above. Signaling theory (Connelly et al., 2011) explains how individuals or organizations use signals to reduce information asymmetry and influence perceptions. Key motives include establishing credibility, conveying social status, attracting attention in competitive environments, building reputation for long-term benefits, differentiating from competitors, and mitigating risk by providing credible information (Han et al., 2010). These motives drive the strategic use of signals in diverse contexts. In the luxury context, brands take advantage of the Signaling Theory with the implementation of repeated branding cues, enabling awareness and recognition (Han et al., 2010). They enable recognition and thus foster a sense of connection to the brand and its consumer group. Preference hereby lies in what consumers want to portray and signal with their purchases. An illustrative example of signaling theory in the luxury market is Louis Vuitton's use of its iconic monogram pattern on handbags. This distinctive design serves as a visible indicator of the brand's prestige, allowing consumers to signal their status and affiliation with the luxury segment. Research by Han et al. (2010) discusses how such brand prominence enables consumers to communicate social status through conspicuous consumption.

At their core, luxury brands distinguish themselves by providing products and experiences that inspire hedonic responses, fulfill aspirations, and align with the unique motivations of their target audience (Hagtvedt & Patrick, 2009; Kapferer & Bastien, 2009).

In summary, luxury brands, compared with their more mainstream counterparts, provide these psychological benefits to consumers because they are perceived to carry a premium price and to be higher in quality, more exclusive, and rare (Bruce & Kratz 2007; Dubois, et al., 2001)

How, then, are these psychological benefits affected when luxury brands incorporate disabled models into their advertisements?

2.5 Disability Representation in Luxury Advertising: Consumer Responses and Hypothesis Development

2.5.1 Exploring Positive and Negative Responses

Including disabled models in luxury advertising may evoke negative consumer responses due to inherent tensions between the values of inclusivity and luxury branding (Lee et al., 2024). The traditional association of luxury brands with ideals of perfection, beauty, and exclusivity, could potentially clash with societal perceptions of disability as "imperfect" or non-aspirational (Bruce & Kratz, 2007; Dubois et al., 2001). Consumers often view luxury goods as symbols of status and social dominance, creating a perception that inclusivity, particularly through the representation of disabilities, undermines the exclusivity central to luxury branding (Kapferer & Bastien, 2009). When featured, disabled models are frequently associated with *Inspiration Porn* (Grue, 2016), which drastically departs from the elitism and high quality image associated with luxury fashion (Michaelidou et al., 2022).

Furthermore, disability representation in luxury advertising may be perceived as inauthentic or woke-washing, with consumers questioning whether the brand's motives are genuine or simply opportunistic (Shelton & Waddell, 2021). This skepticism may stem from the rarity of disability inclusion in luxury contexts and concerns about tokenism or superficial efforts to appear socially progressive (Foster & Pettinicchio, 2022). Such representations can also evoke pity, framing disabled individuals as dependent or heroic for completing everyday tasks (Grue, 2016). This framing risks reinforcing negative stereotypes, making consumers uncomfortable and reducing their engagement with the brand (Timke, 2023).

Additionally, the ingroup/outgroup dynamics central to luxury consumption may be disrupted by disability representation. Luxury brands often rely on consumers' desire to associate with high-status groups and distinguish themselves from lower-status groups (Belk, 1988; Berger & Ward, 2010). Including disabled models, a historically marginalized group, might create a perceived social distance for some consumers, particularly those with conservative values who prefer traditional beauty standards and established norms (Jost et al., 2003; Levin et al., 1998). This discomfort is exacerbated by the disability preference stereotype, which associates disabled individuals with functional, practical products rather than the hedonistic and aspirational qualities of luxury goods (Van der Sluis et al., 2024).

Finally, luxury brands thrive on their scarcity and high value (Hagtvedt & Patrick, 2009). Some consumers might fear that embracing inclusivity could dilute the aspirational image of the brand, undermining its perceived exclusivity and prestige (Dubois et al., 2001). Together, these factors suggest that while inclusivity initiatives in luxury branding are well-intentioned, they face significant challenges in aligning with consumer expectations and traditional luxury values.

Despite the potential for negative responses to disability in luxury marketing, recent research about luxury consumption provides a possible change in consumption drivers and therefore reason to believe that disability in luxury advertising can provoke positive reactions. Recent studies suggest that some luxury consumers are also intrinsically motivated by 'luxury competencies' and are more inclined to be activists aimed at making luxury more inclusive (Wang, 2022). These competent consumers show a genuine interest in understanding aspects such as design, craftsmanship and aesthetic preference, and have a heightened sensitivity to luxury symbols (Wang, 2022). These competencies also emphasize diverse consumption goals and underlying ideologies in the debate surrounding luxury consumption that typically include issues around diversity and inclusion, environmental sustainability, working conditions and animal cruelty (Wang, 2022). The existing literature shows a shifting landscape in luxury

consumption. Specifically, luxury is transitioning “from class to mass” (Kapferer, 2015), with the emergence of inconspicuous consumption (Eckhardt et al., 2015) and quiet luxury (Shukla et al., 2023), and the rise of ethical luxury (Davies et al., 2012). Consequently, consumers now use luxury products to signal not only their financial status but also their depth of knowledge, alignment with social values, sophistication and personal ideologies. This transformation has led to a diluted traditional wealth signal associated with luxury consumption (Shukla et al., 2023).

This change is supported by two recent studies. Specifically, the works of Lee et al. (2024) and Klucarova (2024) provide important insights that underpin the hypotheses development as well as the novelty developed in this study.

Lee et al. (2024) demonstrate that while disability advertising may initially appear incongruent with the exclusivity and perfection often associated with luxury brands, credible storytelling can mitigate negative perceptions and enhance consumer responses. Disabled models are perceived as too different from the stereotypical image of flawless female beauty in luxury fashion ads and therefore not authentic without the frame of storytelling (Lee et al., 2024). These findings align with broader literature on transportation theory, which suggests that consumers are more receptive to inclusive advertising when it resonates on an emotional level (Lee et al., 2024). Despite its contributions, the study’s reliance on real-world examples, such as advertisements from Victoria’s Secret and Gucci, introduces potential biases. Pre-existing consumer preferences or experiences with these brands may have influenced the results, complicating the interpretation of whether the observed effects were due to disability representation or prior brand familiarity. Existing brand loyalty may override or affect the results. Additionally, the inclusion of multiple disabilities across different stimuli, including physical and cognitive impairments, limits the comparability of findings. Each disability may evoke unique stereotypes and emotional responses, which may confound the results, especially comparing visible vs. invisible disabilities (Dune & Mpofu, 2019). People respond differently

to individuals with physical versus intellectual or "invisible" disabilities because of the burden placed on the latter to "prove" their disability. In contrast, physical disabilities are more readily apparent (Dune & Mpofu, 2019). Lastly, their statistical methods did not allow for causal inference. According to them, „future research could consider an experimental design that manipulates and captures fashion brands that engage or do not engage in brand inclusivity, and the perceptions and effectiveness of these campaigns with regard to disabled vs able-bodied consumers“ (Lee et al., 2024), which is exactly what this study does.

Klucarova (2024) investigates the role of disabled influencers in shaping consumer perceptions, finding that products promoted by disabled influencers are perceived as more luxurious. The study attributes this effect to the perceived uniqueness associated with disability, which transfers to the product being endorsed. These findings suggest that disability representation can enhance perceptions of exclusivity, a key characteristic of luxury branding. However, while focusing on the perceived luxuriousness, the study's stimuli are centered around a non-luxury sector, the sports sector, which limits its applicability to luxury advertising. Additionally, Klucarova (2024) establishes perceived influencer uniqueness as the mechanism underlying the focal effect while excluding other potential factors such as perceived authenticity or pity. The increased willingness to buy could also derive from evoked pity. As discussed previously, the subsequent discomfort evoked by pity could serve as an alternative explanation for increased willingness to pay so that the consumer feels better. Moreover, although the willingness to buy gives insights about the consumers' intention, it would also be interesting to see whether this intention turns out to become an actual buying behaviour. According to the Theory of Planned Behaviour (TPB), while intentions are a strong predictor of behavior, actual actions can be influenced by factors beyond initial intentions (Ajzen, 1991). Given the recent literature, we expect consumer responses to disabled models in luxury advertising to be positive. While potential backlash should not be overlooked, establishing a rigorous experimental design is essential to minimize confounds and ensure authentic representation of disabled models.

Based on the theoretical foundation established above, the following hypotheses are proposed:

H1: *The inclusion of models with disabilities in luxury advertising leads to a significantly higher Brand Attitude compared to advertisements with non-disabled models.*

H2: *The inclusion of models with disabilities in luxury advertising leads to a significantly higher Purchase Intention compared to advertisements with non-disabled models.*

By addressing the empirical shortcomings of prior studies and advancing a novel research agenda, this study contributes to the growing body of literature on inclusivity in advertising while offering specific insights for luxury brands navigating the complexities of disability representation.

2.5.2 Political conservatism and status maintenance

Beyond the potential direct effects of disabled models on consumer responses in luxury advertising, Political Orientation is framed as a moderating factor in the general framework of Campbell et al. (2023), synthesizing the existing understanding of diversity in advertising. Those who are more conservative generally tend to have worse reactions to policies that benefit minority groups and report higher levels of prejudice (Pratto et al., 2000).

Political ideology is defined as a set of beliefs and principles that reflect an individual's views on the optimal structure and functioning of society (Ball & Dagger, 2006). Political ideology is typically measured on a spectrum from liberal to conservative, a classification that is widely regarded as the most comprehensive and predictive of consumer behaviour (Kim et al., 2018). Conservatism emphasises the importance of maintaining the status quo (Kim et al., 2018), and thus conservatives often engage in the same daily routines (Jost et al., 2003). Research indicates that conservatives tend to prefer familiar music and favour established brands over those that are less well-known or newer to the market (Khan, et al., 2013). For conservatives, deviations from traditional expressions may disrupt familiar norms, potentially leading to discomfort and reduced receptivity. Furthermore, conservatism is associated with heightened sensitivity to the

existing social hierarchies (Kim et al., 2018). For instance, those with conservative ideologies tend to evaluate individuals based on their position within the social hierarchy, rather than questioning the fairness of the social system itself. Accordingly, they tend to evaluate those with high status more favourably than those with low status, irrespective of their own status. This leads to in-group favouritism among high-status conservatives and out-group favouritism among low-status conservatives (Kim et al., 2018). Historically, disabled individuals have been underrepresented in luxury advertising (Lee et al., 2024), making their inclusion a relatively novel phenomenon. This unfamiliarity may evoke a sense of unease among conservative audiences, who may be less willing to embrace representations that diverge from conventional ideals of beauty and status often depicted in luxury marketing. Building on these findings, we propose that political conservatism reduces Purchase Intention and Brand Attitude toward luxury ads featuring disabled models compared to those with non-disabled models. The more conservative an individual, the lower their Brand Attitude and Purchase Intention scores for ads featuring disabled models compared to those featuring non-disabled models.

***H3:** The more conservative the people are in their Political Orientation, the lower the Purchase Intention and Brand Attitude is towards ads that show disabled models compared to ads with non-disabled models*

3 Methodology

3.1 Procedure of the survey

A survey-based online experiment was conducted to test the hypotheses. To enhance participants' understanding of the topic, the questionnaire began with an introduction to the study's context, focusing on responses to advertisements in luxury fashion brands. By this introduction and by aligning the ads with the luxury brand context, participants would recognize

them as luxury advertisements. In total, 12 stimuli were created using the AI features of Canva.com. Existing images of models with visible physical disabilities from the luxury sector were carefully selected to ensure authenticity and relevance. Utilizing AI-based picture enhancement tools provided by Canva.com, these images were digitally modified to create parallel versions in which the models appeared non-disabled. All other elements of the stimuli—such as background, setting, lighting, and brand context—were kept identical. This approach allowed for a controlled comparison between disabled and non-disabled model representations while minimizing potential confounding variables. Specifically, the twelve ads consisted of six distinct advertisements, each with two versions: one featuring a disabled model and one featuring a non-disabled model, *ceteris paribus* (all other elements remained unchanged). Each participant was shown six different ads in which both the gender and the disability/non-disability was counterbalanced (50% featuring male models and 50% female models as well as 50% disabled models and 50% non-disabled models). In the within-subject design, each participant was shown three ads with disabled models and three ads with non-disabled models, with random assignment determining which ads featured the disabled model and which featured the non-disabled model. This randomization was intended to eliminate the possibility that specific effects could be attributed to gender or specific characteristics of a particular ad. To avoid additional confounds, all models were of the same race, ensuring that any observed effects could be attributed solely to disability. Fictitious luxury brands were used to control for prior brand knowledge and biases, ensuring that responses were based solely on the advertisements presented. Each ad also displayed the logo of a fictitious luxury fashion brand. Although the overrepresentation of white models between the age of 20-39 has been criticized, the approach of all shown models representing that exact spectrum allowed us to exclude the rationale that possible effects are due to deviation from that spectrum instead of disability. An example stimulus is shown below (Figure 3). All stimuli are provided in Appendix C (Figures 7-12). After each stimulus, participants were asked about their Purchase

Intention and Brand Attitude toward the respective brand. These surveys aimed to determine whether there was a fundamental difference in Purchase Intention and Brand Attitude between non-disabled models and disabled models in luxury fashion ads.



Figure 3 - Example stimulus of two versions of an ad.

In addition to sociodemographic data (age, gender, country of residence, highest degree), the survey assessed luxury purchase frequency, inclusivity as a moral value, Political Orientation, and disability status (yes/no). Finally, participants were debriefed and informed that the brands used were entirely fictitious.

3.2 Sample description

Data collection occurred between June 11 and June 28, 2024, yielding 192 completed questionnaires. To encourage participation, a donation of 20 cents to the "Wings for Life

Foundation" (a not-for-profit spinal cord research foundation with the mission to find a cure for spinal cord injury) was made for each valid survey completion.

After excluding 49 participants who did not complete the survey and another 13 participants who failed an attention test embedded within the survey ("Attention test: This is an attention check. To prove that you have read this text, please type '555' as your answer to the question below. How many languages do you speak?"), the data collection resulted in 130 valid responses ($N = 130$). Given the within-subject design and the absence of subsampling, the sample size is deemed appropriate.

The sample's gender distribution is 51.54% female, 46.15% male, 0.77% non-binary, and 1.54% prefer not to disclose. The age of the participants ranges from 15 to 66 years, with an average age of 33.22 years ($M = 33.22$, $SD = 13.41$).

According to their own statements, 57.36% of all participants purchase a luxury fashion item at least once a year, while the remaining 42.64% do so at most once every three years. Among the participants, 67.97% hold a bachelor's degree or lower, 31.25% have a master's degree, and 0.78% attained a doctoral degree.

3.3 Description measurement instruments

In this master's thesis, various measurement instruments were used to assess the constructs of Purchase Intention, Brand Attitude, and inclusivity as a moral value. The Purchase Intention scale consists of three items rated on a seven-point Likert scale. An example item is: "How likely are you to purchase this product?" with responses ranging from 1 (not at all likely) to 7 (extremely likely). Purchase Intention was measured using a scale developed by Dodds et al. (1991) in the Journal of Marketing Research.

Brand Attitude was measured using a scale developed by MacKenzie et al. (1986) in the Journal of Marketing Research, which includes four items on a seven-point semantic differential scale. An example item is: "Please rate your attitude towards [Name of the shown brand]" with responses ranging from 1 (bad) to 7 (good).

The construct of inclusivity as a moral value, for which no established measurement instrument was found in high-quality papers, was self-constructed. This scale consists of three items rated on a seven-point Likert scale. An example item is: "To what extent do you agree with the following statement? Inclusivity is important to me in all aspects of my life," with responses ranging from 1 (strongly disagree) to 7 (strongly agree).

The constructs of Purchase Intention and Brand Attitude can be considered reliable due to their validation through rigorous peer-review processes and successful use in high-ranking scientific studies. The self-constructed construct of inclusivity as a moral value also demonstrates high reliability with a Cronbach's alpha of 0.827. The exact number and wording of the items for each construct are detailed in Table 5.

3.4 Statistical Analysis

To investigate the hypotheses, a series of statistical analyses were conducted using the software R. Initially, a reliability analysis was performed to ensure the constructs measured were reliable. Besides, it was investigated whether the constructs were normally distributed. Thereupon, two paired t-tests were conducted to compare Brand Attitude on the one hand and Purchase Intention on the other hand between ads with disabled and non-disabled models. Furthermore, for both H1 and H2, a multiple regression analysis was conducted to control for Inclusivity as

a moral value, ensuring that any observed effects of model type on Brand Attitude or Purchase Intention were independent of respondents' Inclusivity as a moral value..

Finally, a within-subject ANOVA was conducted to test the moderating effect of Political Orientation on the relationship between presence of disabled models and both Purchase Intention and Brand Attitude.

4 Results

4.1 Descriptive results

For hypothesis testing, the items for each ad were aggregated into a single score for Brand Attitude and Purchase Intention. Subsequently, Brand Attitude and Purchase Intention scores for ads featuring disabled models and those featuring non-disabled models were aggregated and averaged. This resulted in a final score for Brand Attitude and Purchase Intention for both non-disabled models and disabled models.

A Shapiro-Wilk test ($\alpha = .05$) was conducted to assess the normality of the variable distributions. The Shapiro-Wilk test indicated significant deviations from normal distribution for the variable distributions. However, in the accompanying Q-Q plots (see Figures 13-16), the data, except for a few outliers, aligned along the diagonal within a 95% confidence interval, suggesting that the variables can still be considered normally distributed in these cases. The variable of Inclusivity as moral value can also be assumed to be normally distributed due to the large sample size.

At first glance, Purchase Intention was higher for ads featuring disabled models ($M = 3.69$, $SD = 1.58$) compared to non-disabled models ($M = 3.32$, $SD = 1.35$). Similarly, Brand Attitude

was higher for ads featuring disabled models ($M = 4.79$, $SD = 1.42$) than for those featuring non-disabled models ($M = 4.32$, $SD = 1.27$).

	M	SD
Brand Attitude (non-disabled)	4.32	1.27
Brand Attitude (disabled)	4.79	1.42
Purchase Intention (non-disabled)	3.32	1.35
Purchase Intention (disabled)	3.69	1.58
Inclusivity as Moral Value	5.37	1.35
Political Orientation	4.77	1.34

Table 2 - Means of aggregated variables

4.2 Analytical results

To test hypothesis H1, a paired t-test was conducted to compare Brand Attitude toward ads with disabled models and non-disabled models. The paired t-test results indicate a statistically significant difference in Brand Attitude between ads featuring disabled models ($M = 4.79$, $SD = 1.42$) and non-disabled models ($M = 4.32$, $SD = 1.27$; $t(129) = 4.52$, $p < .001$). The mean difference in Brand Attitude was $MD = 0.48$, 95% CI [0.27, 0.69], with higher attitudes towards ads featuring disabled models. This supports the hypothesis that the presence of models with disabilities in luxury advertising leads to a higher Brand Attitude.

To test hypothesis H2, a paired t-test was conducted to compare Purchase Intention toward ads with disabled models and non-disabled models. The results of the paired t-test indicate that there was a statistically significant difference in Purchase Intention between ads featuring disabled models ($M = 3.69$, $SD = 1.58$) and those featuring non-disabled models ($M = 3.32$, $SD = 1.35$; $t(129) = 3.26$, $p = .001$). The mean difference in Purchase Intention was $MD = 0.37$,

95% CI [0.15, 0.59], with higher Purchase Intentions towards ads featuring disabled models. This supports the hypothesis that the presence of models with disabilities in luxury advertising leads to a higher Purchase Intention.

		Paired Differences					
			95% Confidence				
			Interval of the				
			Difference				
		MD	Lower	Upper	t	df	Sig.
Brand Attitude (disabled – non-disabled)		0.48	0.27	0.69	4.52	129	< .001
Purchase Intention (disabled – non-disabled)		0.37	0.15	0.59	3.26	129	.001

Table 3 - Results of Paired T-Tests comparing differences in reported Brand Attitude and Purchase Intention between disabled and non-disabled models

Summarizing, the findings suggest that the inclusion of disabled models in luxury fashion advertisements positively influences both Brand Attitude and Purchase Intention.

To ensure the robustness of these findings, a regression analysis controlled for Inclusivity as a moral value. By accounting for the influence of inclusivity on Purchase Intention respectively Brand Attitude it is possible to isolate the effect of the model type (disabled vs. non-disabled) on Purchase Intention respectively Brand Attitude.

In the Brand Attitude regression model, the intercept was not significant ($B = 2.164$, $p = .736$). The coefficient for model type was significant ($B = 0.465$, $p = .003$), indicating that ads with disabled models lead to higher Brand Attitudes. The coefficient for inclusivity was also significant ($B = 0.404$, $p < .001$), suggesting that inclusivity itself is a strong predictor of Brand

Attitude. The model explained a proportion of the variance in Brand Attitude ($R^2 = .187$, $p < .001$), with a residual standard error of 1.242.

Similarly, in the Purchase Intention regression model, the intercept was significant ($B = 2.123$, $p < .001$). The coefficient for model type was significant ($B = 0.38$, $p = .037$), indicating that ads with disabled models result in higher Purchase Intentions. The coefficient for inclusivity was also significant ($B = 0.225$, $p < .001$), showing that inclusivity is a strong predictor of Purchase Intention. This model also explained a proportion of the variance in Purchase Intention ($R^2 = .058$, $p < .001$), with a residual standard error of 1.451.

To test the third hypothesis, interaction plots were drawn to provide a visual representation of the moderating effect of Political Orientation on the relationship between model type and Brand Attitude, as well as Purchase Intention. The interaction plot shows that for individuals with higher conservatism (+1 SD), the Brand Attitude towards ads featuring disabled models is lower compared to those with lower conservatism (-1 SD). The slope for those with higher conservatism is less steep, indicating a weaker positive effect of disabled models on Brand Attitude as conservatism increases. Similarly, the interaction plot for Purchase Intention shows that for individuals with higher conservatism (+1 SD), the Purchase Intention towards ads featuring disabled models is also lower compared to those with lower conservatism (-1 SD). The slope for those with higher conservatism is flatter, indicating a weaker positive effect of disability. Hayes (2022) however, criticizes the use of $\pm 1SD$ in moderation analysis for being arbitrary and often unrepresentative of meaningful or realistic values of the moderator, especially in non-normal distributions. He argues that it oversimplifies interaction effects by focusing on just three fixed points, potentially missing nuanced patterns or significant effects across other ranges

For further clarification, a two-way ANOVA with model type (disabled vs. non-disabled) and Political Orientation as factors on Purchase Intention and Brand Attitude was conducted. The main effect of model type on Purchase Intention was significant, $F(1, 254) = 4.08$, $p = .044$, indicating that ads featuring disabled models lead to higher Purchase Intention. However, the main effect of Political Orientation was not significant, $F(1, 254) = 0.57$, $p = .451$, and neither was the interaction effect between model type and Political Orientation, $F(1, 254) = 1.24$, $p = .266$. The main effect of model type on Brand Attitude was significant, $F(1, 254) = 8.36$, $p = .004$, indicating that ads featuring disabled models lead to higher Brand Attitudes. The main effect of Political Orientation approached significance, $F(1, 254) = 3.41$, $p = .066$, suggesting a potential influence of Political Orientation on Brand Attitude. The interaction effect between model type and Political Orientation was significant, $F(1, 254) = 4.00$, $p = .047$, indicating that the effect of model type on Brand Attitude is moderated by Political Orientation.

While almost all comparisons between male and female models remain insignificant, only marginally significant results for gender differences in Brand Attitude for disabled models can be seen. A one sided paired sample t-test revealed a higher Brand Attitude for male disabled models compared to female disabled models ($MD = 0.186$; $SD = 1.105$; $t = 1.753$, $p = 0.041$).

5 Discussion

5.1 Summary of results

This thesis explores the intersection of luxury and disability within luxury brand communication and its impact on consumer responses.. It specifically aims to investigate the impact of including disabled models in luxury advertising on Brand Attitudes and Purchase Intentions. Using a within-subject experimental design, this study found a positive effect of disabled models on Brand Attitude and Purchase Intention in luxury fashion brands, as well as

a moderating effect of political ideology on Brand Attitude, while controlling for potential confounds such as race and prior brand knowledge. 57% of the sample purchases luxury products at least one a year or more frequently, enhancing the credibility of the findings.

The paired t-tests and the subsequent regression analyses of this study provide robust support for both hypothesis H1 and H2. Ads featuring disabled models lead to significantly higher Brand Attitude and Purchase Intention compared to those with non-disabled models. These effects remain significant even after controlling for inclusivity as a moral value, indicating that the positive impact of disabled models is not solely due to participants' inclusivity levels. The positive coefficients for both model type and inclusivity in the regression analyses highlight that Inclusivity as moral value itself is an important predictor of Brand Attitude and Purchase Intention. However, the significant positive effect of disabled models on these outcomes remains evident, demonstrating an independent and strong influence.

This challenges the traditional idea that luxury brands must maintain ideals of perfection and exclusivity (Baek et al., 2022; Scaraboto & Fischer, 2012). Instead, it aligns with modern theories that inclusivity and diversity can positively shape consumer perceptions, even in the high-end market (Park et al., 2023; Qayyum et al., 2023). It underlines the transition of luxury consumption “from class to mass” (Kapferer, 2015), with the rise of inconspicuous and ethical luxury consumption (Shukla et al., 2023). Consumers now use luxury products to signal not only their wealth and financial status, but also their depth of knowledge, alignment with social values and personal ideologies aligning with the general trend of diversity becoming a topic of rising interest (Lee, 2024). This extension of current research shows that luxury brands can successfully integrate inclusivity without losing their sense of exclusivity or negative stereotypical assumptions being transferred to the brand. This validation within the luxury context highlights the significance of diversity in luxury brand advertising and its positive impact on consumers. It suggests that luxury brands can benefit from including disabled models

in advertising, enhancing both perceived inclusivity and consumer attitudes toward the brand, as well as Purchase Intentions.

According to the existing framework from Campbell et al., (2023) there are several contingent effects that could influence the results of disability in luxury advertising on consumer responses. The results of the study indicate that Political Orientation moderates the effect of model type on Brand Attitude. More specifically, more conservative individuals exhibit lower Brand Attitudes towards ads featuring disabled models compared to less conservative individuals. This interaction effect highlights the importance of considering Political Orientation when evaluating the impact of inclusive advertising. Research showed that conservatives, with their preference for tradition, resistance to change, and sensitivity to social hierarchies, might react less favorably to luxury ads featuring disabled models (Kim et al., 2018). For these individuals, such representations could challenge deeply held notions of status and exclusivity. The unfamiliarity of seeing disabled individuals in luxury advertising might elicit discomfort, potentially lowering Brand Attitude as seen in the results. This study builds on existing literature by validating this moderation in the luxury sector.

For Purchase Intention however, while the main effect of model type was significant, the interaction effect with Political Orientation was not. This suggests that while ads featuring disabled models generally lead to higher Purchase Intentions, this effect is not significantly influenced by the Political Orientation of the audience. This aligns with existing research on consumer behavior. Studies indicate that Brand Attitudes are often shaped by consumers' values and ideological beliefs, which are influenced by Political Orientation (Cortés et al., 2024). For instance, research has shown that when a brand is associated with a conflicting political belief, it can negatively impact consumers' attitudes toward the brand. However, this negative effect on attitude does not always translate into a decreased Purchase Intention, as purchase decisions are often influenced by other factors such as perceived brand globalness and personal

preference (Cortés et al., 2024). Social desirability bias may also play a role in this discrepancy (Hassan et al., 2016). Participants who held conservative views and expressed disfavor toward the use of disabled models in their Brand Attitudes might still rate Purchase Intentions higher to avoid being perceived as discriminatory or unsupportive of inclusivity. This discrepancy highlights that self-reported intentions can be influenced by a desire to conform to social norms, making it easier for participants to state their intention to purchase than to act accordingly in real-world contexts.

Additionally, situational factors and methodological limitations may have affected how Purchase Intention was evaluated. While Brand Attitudes are value-driven and abstract, actual behavior is often shaped by a combination of internal intentions and external situational factors, such as pricing or social surroundings, which were not captured in this study (Carrington et al., 2010). Moreover, inconsistencies in how intention and behavior are measured—such as not specifying the exact product, showing entire outfits without indicating a price, and relying on self-reports—may have distorted the relationship between attitudes and Purchase Intentions (Hassan et al., 2016).

Finally, while politically conservative participants may have expressed lower Brand Attitudes due to their disfavor toward disabled models, they may still have found the product itself appealing enough to override their negative perception of the marketing approach. This suggests that Purchase Intention may reflect a more pragmatic evaluation of the product, decoupled from broader brand-level judgments tied to Political Orientation.

5.1.1 Differences in gender

The differences for the study's results between male and female also offer room for discussion. While all other comparisons between male and female models were insignificant, gender differences in Brand Attitude for disabled models favored male ads ($M = 0.186$, $SD = 1.105$) and were marginally significant ($p = .082$). A potential explanation offers a deeper look into the differences between male and female stimuli. While both male and female stimuli had one advertisement where a person sat in a wheelchair and two where a person was missing a leg/arm, they differed in the severity of the disability. While male models had a prosthesis, their female counterparts had amputations without prosthetic devices. Research links consumer reactions to disability with perceptions of competence, attractiveness, and social desirability (Grue, 2016) and points out that traditional luxury advertising prioritizes individuals who are attractive, popular, and flawless. Consumers therefore might associate an amputation vs. a prosthesis as more severe and connect it with lower levels of competence and attractiveness, potentially leading to less favorable Brand Attitudes. The study should have accounted for this by balancing disability types across genders, ensuring that both male and female ads featured one wheelchair user, one prosthesis user, and one amputation case each.

5.1.2 Differences in Brand Attitude

Beyond the significant positive influence that the use of disabled vs. non-disabled models has on Purchase Intention and Brand Attitude of luxury brand consumers, it is even more exciting to take a look at why these differences might appear. The initial analysis utilized a simple regression model to examine how the measured variables of inclusivity and Political Orientation independently influence changes in Brand Attitude. The model is defined as:

$$\Delta Y = \beta_0 + \beta_1(\text{Inclusivity}) + \beta_2(\text{Political Orientation}) + \epsilon,$$

where ΔY represents the change in outcomes, in this case the difference in Brand Attitude for Disabled Models compared to Non-Disabled Models.

The primary goal of this model was to assess whether inclusivity as a moral value and Political Orientation independently drive changes in Brand Attitude of advertisements featuring disabled models.

The coefficient for inclusivity (0.22706, $p = 0.00776$) was positive and statistically significant at the 1% level. This suggests that higher levels of inclusivity as a moral value are strongly associated with greater improvements in outcomes such as Brand Attitude and purchase intention for ads featuring disabled models compared to non-disabled models. The coefficient for Political Orientation (0.12786, $p = 0.14483$) was positive but not statistically significant. This indicates that Political Orientation, when considered independently, does not have a significant effect on changes in consumer perceptions. The multiple R-squared value was 0.1187, and the adjusted R-squared value was 0.1044, indicating that the model explains approximately 10.44% of the variance in the outcome variable after accounting for the predictors. F-Statistic: The overall model was statistically significant ($F = 8.283$, $p < 0.00042$), suggesting that the predictors collectively contribute to explaining changes in the outcome variable.

The results highlight the significant role of inclusivity in shaping consumer perceptions. Specifically, higher levels of inclusivity as a moral value lead to greater improvements in Brand Attitude and purchase intention for ads featuring disabled models. However, Political Orientation did not appear to have a significant independent effect in this simplified model. These findings suggest that inclusivity is a critical driver of positive responses to disability-inclusive advertising.

Despite these insights, the simple model assumes that the effect of inclusivity is uniform across all levels of Political Orientation. This oversimplification does not account for the possibility that Political Orientation might influence how inclusivity impacts consumer perceptions. To address this limitation, a more sophisticated model was developed by introducing an interaction term between inclusivity and Political Orientation.

To explore whether the relationship between inclusivity and Brand Attitude varies by Political Orientation, the following interaction model was used:

$$\Delta Y = \beta_0 + \beta_1(\text{Inclusivity}) + \beta_2(\text{Political Orientation}) + \beta_3(\text{Inclusivity} * \text{Political Orientation}) + \epsilon$$

This model allowed for an examination of how Political Orientation moderates the effect of inclusivity on Brand Attitude and provided deeper insights into the dynamics of these relationships.

The coefficient for inclusivity (0.73295, $p = 0.00399$) was positive and statistically significant. This reinforces the finding that higher levels of inclusivity are associated with greater improvements in Brand Attitude. However, this effect is now understood to be contingent on Political Orientation. The coefficient for Political Orientation (0.67001, $p = 0.01331$) was positive and significant, indicating that participants with more conservative Political Orientations exhibited slightly higher baseline levels of Brand Attitude. The interaction term between inclusivity and Political Orientation (-0.11110, $p = 0.03378$) was negative and statistically significant. This indicates that as Political Orientation becomes more conservative, the positive effect of inclusivity on Brand Attitude diminishes. In other words, inclusivity has a weaker impact on Brand Attitude for participants with higher levels of conservatism.

The interaction plot further illustrates how Political Orientation moderates the relationship between inclusivity and Brand Attitude (Figure 19). For participants with low political conservatism (-1 SD), the slope was steeper, indicating a stronger positive relationship between inclusivity and Brand Attitude. For participants with high political conservatism (+1 SD), the slope flattened, suggesting a weaker positive relationship. The shaded confidence intervals highlight variability in predictions, with narrower bands around moderate levels of inclusivity and Political Orientation reflecting more precise estimates.

The introduction of the interaction term reveals that the effect of inclusivity on Brand Attitude is not uniform but varies significantly depending on Political Orientation. While inclusivity remains a key driver of positive consumer perceptions, its impact is stronger among less conservative participants. These findings underscore the importance of considering moderating variables, such as Political Orientation, in understanding consumer responses to inclusive advertising.

This refined model provides a more nuanced understanding of how inclusivity operates in the context of disability-inclusive luxury advertising, offering practical insights for brands aiming to tailor their campaigns to diverse audience segments.

While adding variables such as education and age can provide a more comprehensive understanding of consumer perceptions, this approach also introduces statistical trade-offs, such as decreased significance of key predictors and risks of multicollinearity.

In an extended regression model, inclusivity ($\beta_1 = 0.66214$, $p = 0.017$) and Political Orientation ($\beta_2 = 0.59035$, $p = 0.046$) remain significant predictors of Brand Attitude. Inclusivity retains its positive influence, reinforcing that higher levels of inclusivity are associated with improved brand perceptions. However, the interaction term between inclusivity and Political Orientation, previously significant in a simpler model, shows reduced significance ($\beta_3 = -0.09731$, $p =$

0.0881), indicating that the effect of inclusivity varies less strongly by Political Orientation in this expanded model.

Two newly introduced predictors, education and age, demonstrate the impact of additional variables on model performance. Education does not significantly influence Brand Attitude ($\beta = 0.03676$, $p = 0.7303$), while age emerges as a significant negative predictor ($\beta = -0.02210$, $p = 0.011$), suggesting that older participants exhibit slightly less favorable changes in Brand Attitude. Despite the statistical significance of age, its inclusion in the model lowers the precision of other key predictors, such as the interaction term.

The residual standard error of the extended model is 1.141, indicating that unexplained variance remains substantial. The adjusted R-squared value increases modestly to 0.1698, suggesting that the additional predictors slightly improve the model's explanatory power. However, this improvement comes with trade-offs, as the overall F-statistic (5.499, $p < 0.0002$) suggests that the collective significance of all predictors is less robust than in simpler models. Furthermore, the risk of multicollinearity arises as more variables are included, which can inflate standard errors and obscure relationships between predictors. For instance, the correlation between Political Orientation and education may account for the reduced significance of inclusivity and its interaction with Political Orientation.

This analysis highlights the complexity of adding additional predictors to regression models. While expanded models offer a more detailed picture of the factors influencing consumer perceptions, they also dilute the statistical power of primary predictors, introduce noise, and risk overfitting. These findings underscore the importance of balancing the desire for comprehensive modeling with the practical limitations of multicollinearity and reduced interpretability in marketing research.

5.2 Theoretical Implications

Research showed that consumers are willing to pay more for products endorsed by disabled influencers in different sectors due to their perceived increased uniqueness (Klucarova, 2024), while this research provides evidence that it translates into actual buying behaviour. This underscores the potential for luxury brands to use disabled influencers not only to boost Brand Attitudes but also to achieve financial gains.

Prior to this research, it was unclear how consumers would react to disabled models in the luxury sector as previous literature showed mixed findings in this regard, given some empirical shortcomings that questioned the validity of the results. Klucarova (2024) for example, could find out an increased perceived luxuriousness of products being promoted by disabled influencers linked to a higher willingness to pay. However, despite these findings, the study primarily featured influencers from a non-luxury sector and mixed mental and physical disabilities in their stimuli. The results most closely related to this study (Lee et al., 2024) have addressed future research to consider an experimental design that manipulates and captures fashion brands that engage or do not engage in brand inclusivity, and consumer perceptions and effectiveness of these campaigns with regard to disabled vs. non-disabled models. While previous results lose validity due to the use of real brands as stimuli, they are also affected by potential personal brand preferences and varying stereotypes associated with different types of mental and physical disabilities. Additionally, the positive bias introduced by storytelling in those advertisements further limits generalizability. In contrast, this study controls for these confounds and demonstrates a positive consumer response to disability representation without relying on positive storytelling. This challenges the findings of Lee et al. (2024), who reported a negative effect of perceived brand inclusivity on consumers' willingness to buy without storytelling.

In the context of contingency mechanisms, this study examined how Political Orientation affects the results. The confirmation of Hypothesis H3 reveals the moderating influence of Political Orientation on consumer reactions to inclusive advertising. This suggests that political beliefs significantly affect Brand Attitude and Purchase Intention towards luxury brands that adopt disabled models in their brand advertisements. It enriches theoretical understanding by introducing Political Orientation as a crucial factor in evaluating brand inclusivity (Kim et al., 2018). For luxury brands, this highlights the need to consider the political leanings of the target audience when creating inclusive advertising strategies. Overall, these findings indicate that consumer perceptions of luxury brands are more complex and varied than previously thought. While traditional luxury marketing focused on exclusivity and perfection, modern consumers seem to value and respond positively to brands that showcase a wider range of human diversity. This challenges the traditional signaling theory in luxury marketing, by suggesting that using disabled models can be a positive signal that boosts brand credibility and consumer trust (Gurrieri et al., 2022).

Lastly, this study introduces a novel approach to examining disability representation in luxury advertising, addressing key gaps in existing research with meticulously designed stimuli. Unlike prior studies, this research focuses exclusively on physical disabilities, eliminating confounding effects of mixed disability types and ensuring observed outcomes are directly attributable to disability. By avoiding real-world brand examples, this paper controls for biases related to prior brand knowledge or loyalty, allowing for a less biased assessment of consumer responses. Additionally, the stimuli exclude positive storytelling, common in disability advertising (e.g. Klucarova, 2024), to avoid pre-guided consumer perceptions and instead assess the unmediated effects of disability representation. Using AI features, identical ad surroundings were maintained, ensuring the only manipulated variable was the presence of a disability. This rigorous design, situated within the luxury context, provides a robust framework

for understanding how disability representation influences Brand Attitude and Purchase Intention. The methodological innovations of this research extend the literature by offering a more focused, controlled, and contextually relevant exploration of disability advertising in the luxury sector, paving the way for future research in this area.

5.3 Managerial Implications

The findings from this research offer several managerial implications for luxury brand marketers seeking to enhance brand perception and consumer behavior through inclusive advertising.

First, both Hypothesis 1 and Hypothesis 2 indicate that the inclusion of models with disabilities in luxury brand advertisements leads to significantly higher Brand Attitudes compared to advertisements featuring non-disabled models. This suggests that consumers respond positively to brands that showcase diversity, aligning with broader societal trends toward acceptance and representation. Marketers should leverage this insight by incorporating diverse models, particularly those with disabilities, to foster a more inclusive brand image and enhance consumer attitudes toward their brand. As sustainability and diversity become more prominent in modern luxury consumption, brands that integrate these values into their marketing efforts can benefit from enhanced Brand Attitudes and a more favorable public image. This aligns with the broader trend of the democratization of luxury, where the market is no longer solely about exclusivity but also about reflecting and resonating with the values of a diverse consumer base (Kapferer, 2015).

However, while the benefits of disability advertising in luxury are clear, these strategies cannot be applied uniformly across all contexts. Given the findings regarding Political Orientation, luxury brands with a conservative target audience must approach the implementation of

disabled models more cautiously, as such consumers may react unfavorably, leading to losses in Brand Attitude. For instance, brands like Gucci and Vogue have successfully integrated disabled models into their communication, but Hermès, known as one of the more conservative luxury brands (Berg, 2024), should carefully assess whether their target market would react positively. Distinct market segmentation becomes crucial to determine whether such diversity initiatives would be advantageous or risk alienating customers.

Additionally, luxury brands must carefully manage how they implement diversity claims. Literature suggests that consumers may perceive diversity-centered strategies as insincere or opportunistic, a phenomenon referred to as “woke washing” (Sobande, 2019). For example, hijacking the symbolism of diversity and social justice for short-term commercial gains risks damaging a brand’s credibility (Burgess et al., 2022). As diversity issues are complex, many practitioners lack the education and awareness needed to address disability-related barriers effectively (Lee et al., 2024). A strategic approach could involve encouraging managers to collaborate with nonprofit organizations to gain deeper insights and develop stronger inclusivity goals. Such collaborations could empower brands to communicate diversity authentically and differentiate themselves in a competitive market.

Finally, diverse advertising is only one part of building a truly inclusive luxury brand. A more holistic approach involves creating diversity throughout the organization (Lee et al., 2024). Luxury brands could consider hiring a diverse workforce, including employees with disabilities, to foster meaningful societal change in the luxury sector. For example, understanding how customers respond to frontline employees with disabilities in luxury retail settings is essential for developing a truly inclusive brand (Essa, 2023). These efforts complement inclusive advertising, helping brands differentiate themselves while promoting diversity at every level.

In summary, luxury brands stand to gain significantly from inclusive advertising that features models with disabilities. Such representation can enhance Brand Attitude and align with contemporary values of diversity and inclusivity. However, brands must also navigate the complexities of varying consumer preferences and Political Orientations. By adopting a nuanced and inclusive marketing strategy, luxury brands can not only improve their brand perception but also contribute positively to societal norms and expectations, reflecting a commitment to both exclusivity and diversity in their brand communication (Reyneke, 2011).

5.4 Limitations and Future Research

This research is not without limitations, which offer potential avenues for further research.

First, while the within-subject design employed in this study allowed for direct comparisons of consumer responses (Brand Attitude and Purchase Intention) to disabled versus non-disabled models in luxury advertisements, it also introduced several potential limitations. Carryover effects may have influenced participants' responses, as exposure to one condition (e.g., non-disabled models) could shape their evaluations of the subsequent condition (e.g., disabled models). Similarly, order effects could have impacted the findings, as the sequence of presenting conditions might have set a frame of reference or introduced biases, such as heightened expectations or increased scrutiny of the second condition. Additionally, the design raises concerns about demand characteristics, as repeated exposure to different conditions could have allowed participants to deduce the study's purpose and alter their responses to align with perceived expectations. Context effects are another potential issue, as presenting multiple conditions in a single setting might have led participants to directly compare the two, rather than evaluating each in isolation, which would better reflect real-world consumer behavior. Lastly, social desirability bias poses a significant limitation, as participants aware of the study's focus on inclusivity may have adjusted their responses to appear more accepting or aligned with

socially acceptable norms. This is particularly relevant given the sensitive nature of the topic, where participants might feel pressured to support inclusivity, regardless of their genuine preferences.

Second, the generalizability of the findings to other regions may be questionable. The majority of participants in this study were aged 20–35 and resided in Germany or Austria. However, the effectiveness of inclusive advertising is contingent upon cultural and contextual factors (Campbell et al., 2023). Research conducted within Western, Educated, Industrialized, Rich, and Democratic (WEIRD) societies suggests a generally positive reception of inclusive advertising (Cossu & Estes, 2017). Yet, consumer reactions can vary significantly across different cultural contexts, necessitating a more nuanced understanding of how inclusivity is perceived globally (Lee et al., 2024.). Therefore, while inclusive advertising holds promise for enhancing brand equity in the luxury sector, it requires careful and context-sensitive execution to resonate authentically with diverse consumer groups (Lee et al., 2024). The extent to which these results may replicate in a non-German speaking country context therefore is unclear and future research could investigate this matter with a more culturally diverse sample.

Third, this study focused on visible disability while neglecting intersectionality of diversity attributes. This was done to increase control and to isolate potential effects of physical disability. However, this approach overlooks the diverse facets of disabilities and the intersectionality of diversity spheres (e.g., a Black woman aged 60 in a wheelchair). The type of disability may also influence consumer perceptions. Variations in reactions could occur depending on whether the model uses a wheelchair, has an amputation, or uses a prosthesis, suggesting a need for more nuanced investigation into different types of disabilities. Future research could investigate how variations in disability types influence consumer behavior, comparing reactions to visible physical disabilities versus less visible or invisible disabilities, such as chronic illnesses or cognitive impairments. This would provide a more nuanced

understanding of how specific disabilities shape consumer attitudes and Purchase Intentions in diverse market contexts. Another, more complex pathway would be how different diversity spheres at once shape consumer reactions.

A fourth potential avenue could be a more sophisticated approach to investigating the role of political ideology. The study only centers on a political spectrum from conservative to liberal. However, a growing number of people are finding it difficult to identify with either mainstream political ideologies or new ones (e.g., Independents) (Kim et al., 2018). Consistent with previous research (e.g., Ordabayeva and Fernandes, 2018), this study treated liberalism as the opposite of conservatism for simplicity, given the primary focus on conservatism. While prior studies suggest that a single spectrum effectively captures differences in social and political perspectives, such as preferences for social stability (Kim et al., 2018), it may not fully account for the unique dimensions of liberalism and conservatism. Future research should explore these complexities further and examine how political ideologies intersect with consumption behaviors.

These limitations highlight the complexity of studying inclusivity in luxury advertising and underscore the need for more detailed and context-specific research.

6 Conclusion

This study aims to encourage marketers and brands in the luxury sector to actively include people with disabilities in their strategies and communication. This is not only due to the significant economic potential of the disabled consumer segment but also because the study found that both Brand Attitude and Purchase Intention increase when disabled models are featured in luxury advertising. This presents significant potential benefits, not only for enhancing a brand's image but also from a financial perspective.

In conclusion, this study provides important insights into the evolving dynamics between luxury branding and diversity, specifically through the inclusion of disabled models in advertising. The findings demonstrate that integrating disabled models into luxury brand communication generates positive consumer responses, as evidenced by increased Brand Attitudes and Purchase Intentions. This suggests a paradigm shift in luxury consumption, with consumers valuing not just exclusivity but also social responsibility and diversity.

Furthermore, the moderation effect of Political Orientation on Brand Attitude highlights the nuanced landscape of consumer reactions. While progressive audiences may embrace inclusivity, conservative consumers are less receptive, emphasizing the importance of audience segmentation and context-specific strategies for luxury brands. This complexity underscores the need for careful execution to avoid perceptions of tokenism or "woke-washing."

By addressing a significant gap in the literature and providing empirical evidence, this research lays the groundwork for future studies on the intersection of luxury and diversity. It challenges traditional luxury norms, paving the way for a more inclusive and socially conscious approach to luxury branding. Ultimately, these findings not only offer actionable insights for luxury brand managers but also reinforce the broader importance of aligning brand strategies with evolving societal values, positioning inclusivity and – in this specific case – disability as a future element of luxury marketing.

Literature

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211.
- Arsel, Z., Crockett, D. & Scott, M. (2022). Diversity, Equity, and Inclusion (DEI). *Journal of Consumer Research* 48 (5).
- Baek, E., Lee, H., & Oh, G. E. (2022). Understanding East Asian consumers' responses to inclusive beauty products in advertising. *International Journal of Advertising*, 1–22.
- Belk, Russell W. (1988), "Possessions and the Extended Self," *Journal of Consumer Research*, 15 (2), 139–68.
- Berg, M. (2024, February 25). How Hermès became the ultimate status symbol without succumbing to trends. *Business Insider*. <https://www.businessinsider.com/hermes-became-ultimate-status-symbol-2024-2>
- Berger, J., & Ward, M. (2010). Subtle signals of inconspicuous consumption. *Journal of Consumer Research*, 37(4), 555–569. <https://doi.org/10.1086/655445>
- Bernstein, R. S., Bulger, M., Salipante, P., & Weisinger, J. Y. (2020). From diversity to inclusion to equity: A theory of generative interactions. *Journal of Business Ethics*, 167(3), 395e410.
- Bitmead, C. (2020, October 30). Beauty and Disability inclusivity-are we really doing enough? *Elle Magazine*. Available at <https://www.elle.com/uk/beauty/a34234323/beauty.disability-inclusivity/>
- Bruce, M., & Kratz, C. (2007). Competitive marketing strategies of luxury fashion companies. In T. Hines & M. Bruce (Eds.), *Fashion Marketing* (2nd ed., pp. 130–150). Routledge. <https://doi.org/10.4324/9780080468174-14>
- Burgess, A., Wilkie, D. C. H., & Dolan, R. (2022). Brand approaches to diversity: A typology and research agenda. *European Journal of Marketing*.
- Burke, M. (2019, November 22). Victoria's Secret fashion show that has run since 2001 is canceled this year. *NBC News*.

- Burnett, J. J. (1996). What services marketers need to know about the mobility-disabled consumer. *Journal of Services Marketing*, 10(3), 3–20. <https://doi.org/10.1108/08876049610119767>
- Campbell, C., Sands, S., McFerran, B., & Mavrommatis, A. (2023). Diversity representation in advertising. *Journal of the Academy of Marketing Science*. <https://doi.org/10.1007/s11747-023-00994-8>
- Carrington, M. J., Neville, B. A., & Whitwell, G. J. (2010). Why ethical consumers don't walk their talk: Towards a framework for understanding the gap between the ethical purchase intentions and actual buying behaviour of ethically minded consumers. *Journal of Business Ethics*, 97(1), 139–158. <https://doi.org/10.1007/s10551-010-0501-6>
- Chandon, J.-L., Laurent, G., & Valette-Florence, P. (2016). Pursuing the concept of luxury: Introduction to the JBR Special Issue on "Luxury Marketing from Tradition to Innovation." *Journal of Business Research*, 69(1), 299–303. <https://doi.org/10.1016/j.jbusres.2015.08.001>
- Connelly, B. L., Certo, S. T., Ireland, R. D., & Reutzel, C. R. (2011). "Signaling theory: A review and assessment. *Journal of Management*, 37(1), 39–67.
- Luna-Cortés, G. M., López-Bonilla, L. M., & López-Bonilla, J. M. (2024). The moderating role of perceived brand globalness on the effects of consumers' attitude during periods of political controversies: Three interconnected studies following marketing analytics' best practices. *Journal of Marketing Analytics*.
- Cossu, M., & Estes, Z. (2017). Uncommon beauty: Disabled models in ads improve brand liking. In A. Gneezy, V. Griskevicius, & P. Williams (Eds.), *Advances in Consumer Research* (Vol. 45, pp. 1022-1022). Duluth, MN: Association for Consumer Research.
- Creary, S. J., Rothbard, N., & Scruggs, J. (2021, May). Improving workplace culture through evidence-based diversity, equity, and inclusion practices. University of Pennsylvania. Available at <https://www.wharton.upenn.edu/wp-content/uploads/2021/05/Applied-Insights-Lab-Report.pdf>
- Davies, I. A., Lee, Z., & Ahonkhai, I. (2012). Do consumers care about ethical-luxury? *Journal of Business Ethics*, 106(1), 37–51.

- Deloitte (2022). Global Powers of Luxury Goods 2022 . A new wave of enthusiasm in luxury. Available at https://www2.deloitte.com/content/dam/Deloitte/pt/Documents/consumer-business/global-powers-of-luxury-goods/gplg-2022/Global_Powers_of_Luxury_Goods.pdf
- Dubois, B., Laurent, G., & Czellar, S. (2001). Consumer rapport to luxury: Analyzing complex and ambivalent attitudes. HEC Research Papers Series, (736).
- Dune, T., & Mpofu, E. (2019). Understanding sexuality and disability: Using interpretive hermeneutic phenomenological approaches. In P. Liamputtong (Ed.), *Handbook of Research Methods in Health Social Sciences* (pp. 1953–1972). Springer.
- Eckhardt, G. M., Wilson, J. A. J., & Belk, R. W. (2015). The rise of inconspicuous consumption. *Journal of Marketing Management*, 31(7-8), 807–826. <https://doi.org/10.1080/0267257X.2014.989890>
- Eisend, M., Muldrow, A., & Rosengren, S. (2022). Diversity and inclusion in advertising research. *International Journal of Advertising*, 42(1), 52-59. <https://doi.org/10.1080/02650487.2022.2122252>
- Eisend, M., Plagemann, J., & Sollwedel, J. (2014). Gender roles and humor in advertising: The occurrence of stereotyping in humorous and nonhumorous advertising and its consequences for advertising effectiveness. *Journal of Advertising*, 43(3), 256–273. <https://doi.org/10.1080/00913367.2013.871904>
- Ell, K. & Conti, S. (2021). Brands sign up for global effort on disabilities issues. Retrieved from: <https://www.proquest.com/magazines/business-brands-sign-up-global-efforton/docview/256966097/se-2?accountid=13268>
- Escalas, J. E., & Bettman, J. R. (2003). You are what they eat: The influence of reference groups on consumers' connections to brands. *Journal of Consumer Psychology*, 13(3), 339–348. https://doi.org/10.1207/S15327663JCP1303_14
- Essa, M. (2023). Diversity from the customer's perspective: Good or bad? The case of disability. *Italian Journal of Marketing*, 1–18.
- Ferraro, C., Hemsley, A., Sands, S., (2023). Embracing diversity, equity, and inclusion (DEI): Considerations and opportunities for brand managers. *Business Horizons*, 66(4), 463-479.

- Foley, S., 2022. Deloitte Tops Big Four for Racial Diversity of US Workforce. <https://www.ft.com/content/df7ff9b0-55ff-4b7e-8f86-139a4832f4a3>.
- Foster, J., & Pettinicchio, D. (2022). A model who looks like me: Communicating and consuming representations of disability. *The Sociological Review*, 22(3), 631–651. <https://doi.org/10.1177/14695405211022074>
- Grassi, A., & Wigley, S. (2018). Gucci: Inclusivity is the new exclusivity. *International Journal of Costume and Fashion*, 18
- Grue, J. (2016). “The Problem with Inspiration Porn: A Tentative Definition and a Provisional Critique.” *Disability & Society* 31 (6):838–4).
- Gurrieri, L., Tuncay Zayer, L., & Coleman, C. A. (2022). Transformative advertising research: Reimagining the future of advertising. *Journal of Advertising*, 51(5), 539–556
- Hagtvedt, H., & Patrick, V. M. (2009). The broad embrace of luxury: Hedonic potential as a driver of brand extendibility. *Journal of Consumer Psychology*, 19(4), 608–618. <https://doi.org/10.1016/j.jcps.2009.05.007>
- Haller, B. A., & Ralph, S. (2006). Are disability images in advertising becoming bold and daring? An analysis of prominent themes in US and UK campaigns. *Disability Studies Quarterly*, 26(3).
- Hammer, A. (2023). Bud Light’s parent company Anheuser-Busch InBev has lost more than \$6 BILLION in market cap | Daily Mail Online. <https://www.dailymail.co.uk/news/article-11967335/Bud-Lights-parent-company-Anheuser-Busch-InBev-lost-6-BILLION-market-cap.html>
- Han, Y. J., Nunes, J. C., & Drèze, X. (2010). Signaling status with luxury goods: The role of brand prominence. *Journal of Marketing*, 74(4), 15–30.
- Hansen, J., & Wänke, M. (2011). The abstractness of luxury. *Journal of Economic Psychology*, 32(5), 789–796.
- Hassan, L. M., Shiu, E., & Shaw, D. (2016). Who says there is an intention–behaviour gap? Assessing the empirical evidence of an intention–behaviour gap in ethical consumption. *Journal of Business Ethics*, 136(2), 219–236. <https://doi.org/10.1007/s10551-014-2440-0>

- Hayes, A. F. (2022). *Introduction to mediation, moderation, and conditional process analysis: A regression-based approach* (3rd ed.). The Guilford Press
- Higham, A. (2024). Jaguar's rebrand with diversity campaign under fire online. Newsweek. <https://www.newsweek.com/jaguar-rebrand-diversity-under-fire-1988709>
- Jackson, L. (2023, June 19). 'Disabled' and 'beautiful' cannot co-exist according to the fashion industry. ELLE UK. <https://www.elle.com/uk/fashion/a44252398/fashion-industry-disabled-and-beautiful/>
- Joo, B. R., & Wu, J. (2021). The impact of inclusive fashion advertising with plus-size models on female consumers: The mediating role of brand warmth. *Fashion and Textiles*, 8(1), 260–273. <https://doi.org/10.1080/20932685.2021.1905021>
- Jost, J. T., Kruglanski, A. W., Glaser, J., & Sulloway, F. J. (2003). Political conservatism as motivated social cognition. *Psychological Bulletin*, 129(3), 339–375. <https://doi.org/10.1037/0033-2909.129.3.339>
- Kapferer, J. N., & Bastien, V. (2009). The specificity of luxury management: Turning marketing upside down. *Journal of Brand Management*, 16(5-6), 311–322. <https://doi.org/10.1057/bm.2008.51>
- Kapferer, J.-N. (1998). Why are we seduced by luxury brands? *Journal of Brand Management*, 6, 44–49.
- Kapferer, J.-N. (2015). *Kapferer on luxury: How luxury brands can grow yet remain rare*. Kogan Page.
- Khan, R., Misra, K., & Singh, V. (2013). Ideology and brand consumption. *Psychological Science*, 24(3), 326–333.
- Kim, J. C., Park, B., & Dubois, D. (2018). How consumers' political ideology and status-maintenance goals interact to shape their desire for luxury goods. *Journal of Marketing*, 82(6), 132–149. <https://doi.org/10.1177/0022242918799699>
- Klucarova, S. (2024). Everything they touch turns to gold: Disabled social media influencers and perceptions of product luxury. *Journal of Business Research*, 182, 114794

- Ko, E., Costello, J. P., & Taylor, C. R. (2019). What is a luxury brand? A new definition and review of the literature. *Journal of Business Research*, 99, 405–413. <https://doi.org/10.1016/j.jbusres.2017.08.023>
- Lee, Z., Syed Alwi, S. F., & Gambetti, R. (2024). The thousand faces of beauty: How credible storytelling unlocks disability representation in inclusive luxury fashion branding. *Journal of Business Research*, 181, 114744
- Lee, K., Kim, H., & Vohs, K. D. (2011). Stereotype threat in the marketplace: Consumer anxiety and purchase intentions. *Journal of Consumer Research*, 38(2), 343–357. <https://doi.org/10.1086/659315>
- MacKenzie, S. B., Lutz, R. J., & Belch, G. E. (1986). The role of attitude toward the ad as a mediator of advertising effectiveness: A test of competing explanations. *Journal of Marketing Research*, 23(2), 130–143.
- Mogaji, E. (2015). Reflecting a diversified country: A content analysis of newspaper advertisements in Great Britain. *Marketing Intelligence & Planning*, 33(6), 908–926. <https://doi.org/10.1108/MIP-07-2014-0129>
- McKinsey & Company. (2022). The rise of the inclusive consume. <http://www.mckinsey.com/industries/retail/our-insights/the-rise-of-the-inclusive-consumer>
- Michaelidou, N., Siamagka, N. T., Hatzithomas, L., & Chaput, L. (2022). Femvertising practices on social media: A comparison of luxury and non-luxury brands. *Journal of Product & Brand Management*
- Moreau, C. P., Prandelli, E., Schreier, M., & Hieke, S. (2020). Customization in Luxury Brands: Can Valentino Get Personal? *Journal of Marketing Research*, 57(5), 937–947. <https://doi.org/10.1177/0022243720943191>
- Panof, Z. S., & McBride, M. (2001). Disability images in print advertising: Exploring attitudinal impact issues. *Disability Studies Quarterly*, 21(2).
- Park, M., Koo, J., & Kim, D. Y. (2023). Femvertising of luxury brands: Message concreteness, authenticity, and involvement. *Journal of Global Fashion Marketing*, 1–2

- Patrick, V. M., & Hollenbeck, C. R. (2021). Designing for all: Consumer response to inclusive design. *Journal of Consumer Psychology*, 31(2), 360–381.
- Pratto, F., Stallworth, L. M., & Sidanius, J. (1997). The gender gap: Differences in political attitudes and social dominance orientation. *British Journal of Social Psychology*, 36, 49–68.
- Qayyum, A., Jamil, R. A., Shah, A. M., & Lee, K. Y. (2023). Inclusive advertising featuring disability on Instagram: Effect on consumer well-being, brand engagement, and Purchase Intention. *Journal of Retailing and Consumer Services*, 75, 103515. <https://doi.org/10.1016/j.jretconser.2023.103515>
- Reyneke, M. (2011). Luxury as a business strategy: A framework for understanding how luxury brands use social media. *Journal of Business Research*, 65(10), 1432–1438.
- Roberts, F. (2022, August 16). Diversity, Equity and Inclusion High on the Agenda in Luxury and Fashion, published by Euromonitor International. Retrieved from <https://www.euromonitor.com/article/diversity-equity-and-inclusion-in-luxury-and-fashion-high-on-the-agenda-as-consumer-consciousness-takes-on-a-new-meaning>
- Rodgers, D. (2023). *Why is fashion so afraid of disabled models?* Dazed Digital. <https://www.dazeddigital.com/fashion/article/60296/1/why-is-fashion-so-afraid-of-disabled-models>
- Scaraboto, D., & Fischer, E. (2012). Frustrated fashionistas: An institutional theory perspective on consumer quests for greater choice in mainstream markets. *Journal of Consumer Research*, 39(6), 1234–1257.
- Shelton, S., & Waddell, F. T. (2021). Does 'inspiration porn' inspire? How disability and challenge impact attitudinal evaluations of advertising. *Journal of Current Issues & Research in Advertising*, 42(1), 37–50. <https://doi.org/10.1080/10641734.2020.1808125>
- Shukla, P., Cakici, N. M., & Khalifa, D. (2023). Should luxury brands display their logos prominently? Implications for brand authenticity, coolness and behavioral intentions. *European Journal of Marketing*. <https://doi.org/10.1108/EJM-01-2022-0038>

- Singh-Kurtz, S. (2018, September 3). Don't call Balmain's new CGI model campaign "diversity". Quartz. <https://qz.com/quartzy/1375838/dont-call-balmains-cgi-models-diversity>
- Sipila, J., Alavi, S., Edinger-Schons, L. M., D'orfer, S., & Schmitz, C. (2021). Corporate social responsibility in luxury contexts: Potential pitfalls and how to overcome them. *Journal of the Academy of Marketing Science*, 49, 280–303.
- Sobande, F. (2019). Woke-washing: 'intersectional' femvertising and branding 'woke' bravery. *European Journal of Marketing*, 54(11), 2723–2745.
- Timke, E. (2023). The advertising industry's advice on accessibility and disability representation: A critical discourse analysis. *Journal of Advertising*, 52(5), 706-720.
- van der Sluis, H., Samper, A., Kristofferson, K., & Hlava, T. (2024). How do physical disability cues influence assumptions about consumer tastes? Unpacking the disability preference stereotype. *Journal of Consumer Research*, 51(5), 916–936. <https://doi.org/10.1093/jcr/ucae031>
- Visibility of Disability: Portrayals of Disability in Advertising. Nielsen. 2021, August. <https://www.nielsen.com/insights/2021/visibility-of-disability-portrayals-of-disability-in-advertising/>
- Wang, Y. (2022). A conceptual framework of contemporary luxury consumption. *International Journal of Research in Marketing*, 39(3), 788–803.
- Wasserman, S. J., & Bates, T. A. (2017). Selling the norm: How the media shapes perceptions of disability through advertising. In *Through a distorted lens* (pp. 35-52).
- White, K., & Dahl, D. W. (2006). To be or not be? The influence of dissociative reference groups on consumer preferences. *Journal of Consumer Psychology*, 16(4), 404–414. https://doi.org/10.1207/s15327663jcp1604_11
- White, K., & Dahl, D. W. (2007). Are all out-groups created equal? Consumer identity and dissociative influence. *Journal of Consumer Research*, 34(4), 525–536. <https://doi.org/10.1086/520077>

Appendix A – Disabled Models in Luxury Advertising



Figure 4 - Disabled model Jillian Mercado in the teen vogue wearing luxury fashion brands like comme-des-garcons, Moncler ad Kenzo Retrieved from <https://www.teenvogue.com/story/cover-story-representation-fashion-industry-jillian-mercado-mama-cax-chelsea-warner>



Figure 5 - Disabled model Aaron Rose Philip for Moschino 2021. Retrieved from <https://www.vogue.com/article/aaron-rose-philip-how-i-got-here>

Appendix B – Literature Review: Framework and Definitions

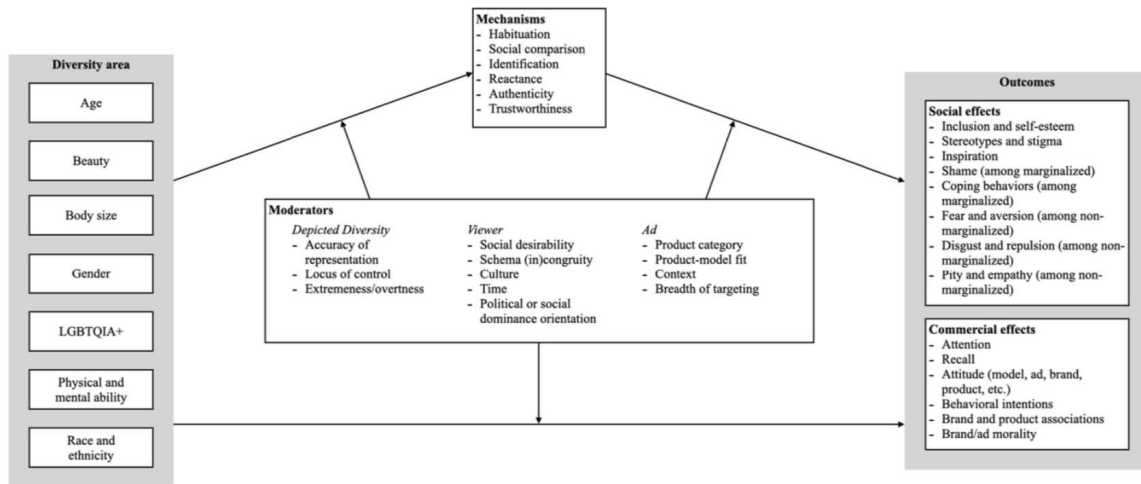


Figure 6 - A framework synthesizing existing understanding of diversity in advertising (Campbell et al., 2023)

Term	Definition
<i>Definitions of diversity areas in our literature review</i>	
Age	Older consumers are often subject to ageism, or biased attitudes and unfair treatment (Nelson, 2005). Definitions of old vary, and are often understood in terms of “young-old” (65–74 years) and “old-old” (aged 75 years and older) (Nunan & Di Domenico, 2019)
Beauty	Beauty typically refers to physical characteristics – e.g., balanced facial features, blemish-free skin, muscular, plump lips, and a slim waist, among others—seen as attractive in a particular society or culture (Swami et al., 2008). In contrast, non-traditional beauty challenges narrow beauty ideals perpetuated by the media (e.g., imperfect skin, average (or more normal) beauty). While not traditionally a diversity area, in the context of advertising representation of diverse forms of beauty has attracted significant attention recently
Body size	Models traditionally represent a thin beauty ideal in advertising (Häfner & Trampe, 2009), with many models equivalent to the diagnostic criterion for anorexia nervosa (Dittmar & Howard, 2004). Plus-size models are increasingly gaining traction in advertising (Talbot et al. 2021)
Gender	Gender encompasses the socially constructed expectations for the roles, behaviors, attributes, and activities that are deemed suitable for individuals based on their sex assigned at birth. These expectations vary by culture/ society and can change over time (World Health Organization 2023)
LGBTQIA+	Refers to lesbian, gay, bisexual, transgender, queer/questioning, intersex, asexual, and other identities. The LGBTQIA+ community represent a diverse group in terms of gender, race, ethnicity, age, nationality, and socio-economic status. Further, subgroups exist within the community itself, such as gay men and lesbians (Descubes et al. 2018). We acknowledge that LGBTQIA+ includes aspects of gender, however for the purpose of our review we include all gender-related effects within the “gender” topic area
Physical and mental ability	Physical ability refers to a person's capacity to perform tasks that require physical capacity, whereas mental ability refers to a person's cognitive and intellectual capacity (APA 2020a). We refer to physical and mental ability as a catch all to encompass people who are differently abled, be it through physical, mental, or sensory limitations
Race and ethnicity	Race and ethnicity are socially constructed concepts. Race categorizes people based on physical characteristics such as skin color, facial features, and hair texture (Blackmore 2019) whereas ethnicity refers to a shared sense of identity (e.g., nation or region) (Cornell & Hartmann, 2006)

Table 4 - Definitions of diversity spheres by Campbell et al. (2023)

Appendix C – Stimuli and Measured Constructs

Disabled model



Non-Disabled model



Figure 7 - First Male Stimuli in both disabled and non-disabled version

Disabled model



Non-Disabled model



Figure 8 - Second Male Stimuli in both disabled and non-disabled version

Disabled model



Non-Disabled model



Figure 9 - Third Male Stimuli in both disabled and non-disabled version

Disabled model



Non-Disabled model



Figure 10 - First Female Stimuli in both disabled and non-disabled version

Disabled model



Non-Disabled model



Figure 11 - Second Female Stimuli in both disabled and non-disabled version

Disabled model



Non-Disabled model

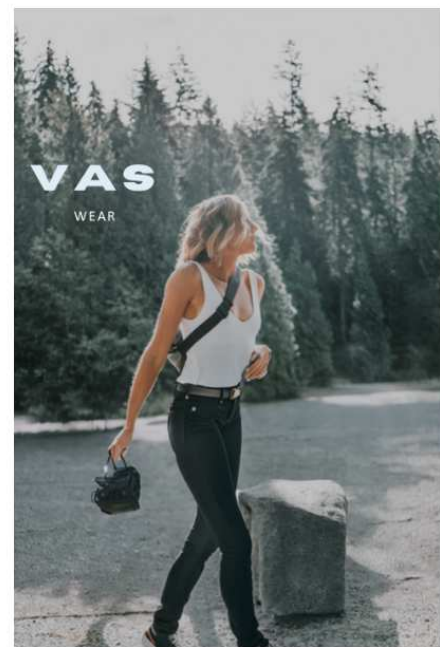


Figure 12 - Third Female Stimuli in both disabled and non-disabled version

Construct	Scale	Items
Purchase Intention	Seven point Likert scale; not at all likely:extremely likely	How likely are you to purchase this product? How probable is it that you would try this product? How willing are you to buy this product? Please rate your attitude toward [brand name]: Bad-Good Please rate your attitude toward [brand name]: Unappealing:Appealing Please rate your attitude toward [brand name]: Unpleasant:Pleasant Please rate your attitude toward [brand name]: Unfavorable:Favorable To what extent do you agree with the following statements? - Inclusivity is important to me in all aspects of my life To what extent do you agree with the following statements? - I believe that advertisements should represent a diverse range of people, including those with disabilities. To what extent do you agree with the following statements? - I prefer to support brands that promote inclusivity and diversity in their marketing campaigns
Brand Attitude	Seven-point semantic differential scale	
Inclusivity	Seven-point Likert scale; strongly disagree:strongly agree	

Table 5 - Items of measured constructs

Appendix D – Statistical Outputs and Visualizations

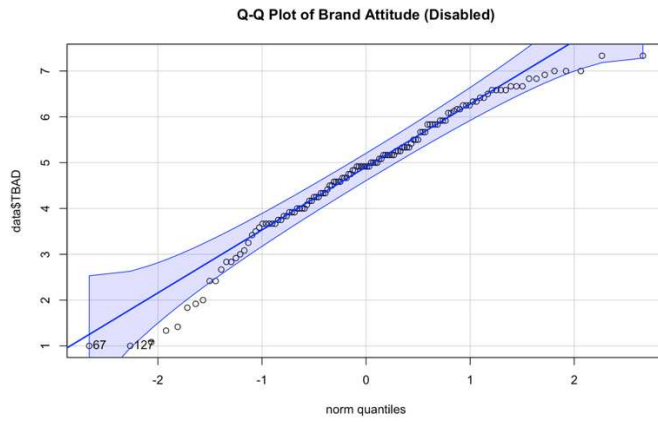


Figure 13 - Q-Q Diagram to approximate normal distribution for the Brand Attitude values for Disabled models

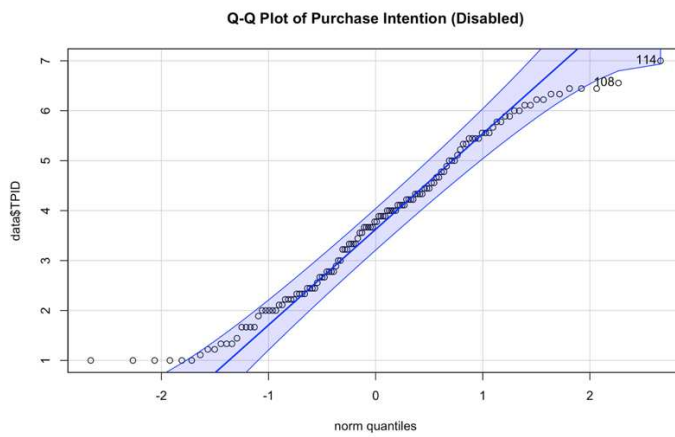


Figure 14 - Q-Q Diagram to approximate normal distribution for the Purchase Intention values for Disabled models

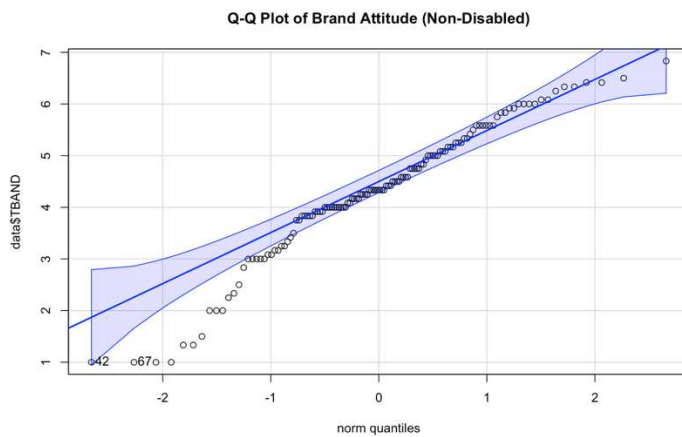


Figure 15 - Q-Q Diagram to approximate normal distribution for the Brand Attitude values for Non-Disabled models

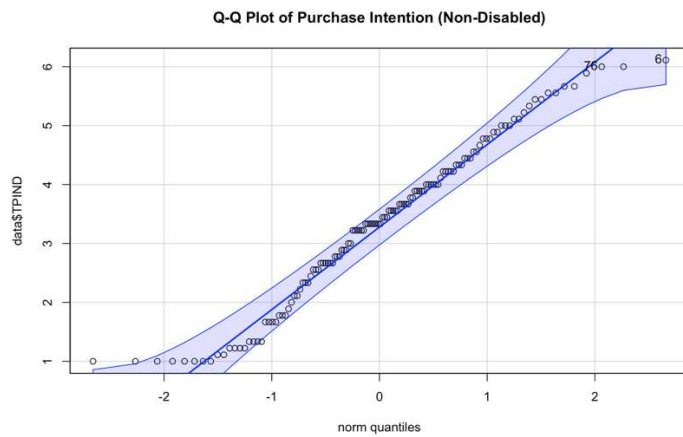


Figure 16 - Q-Q Diagram to approximate normal distribution for the Purchase Intention values for Non-Disabled models

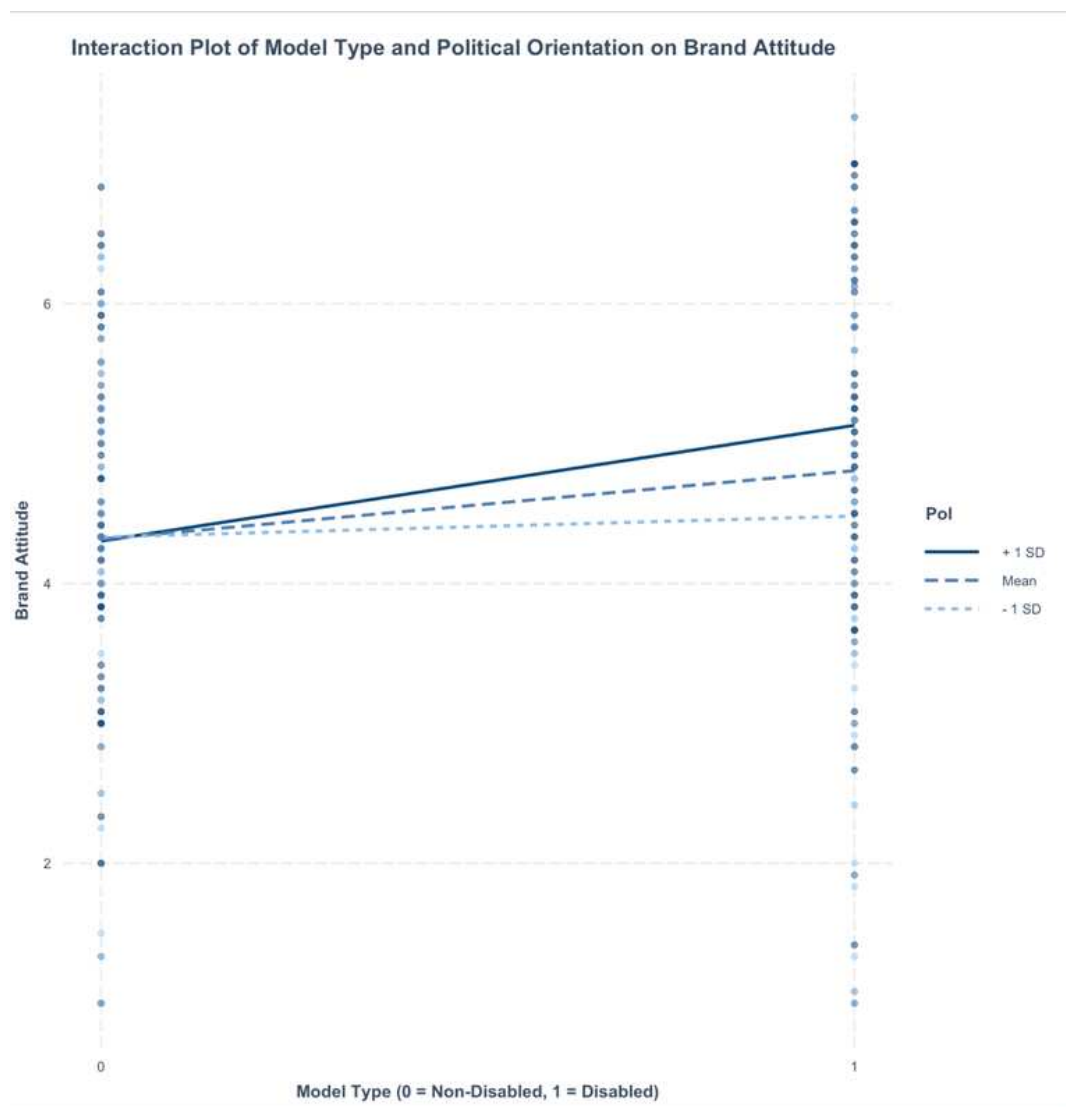


Figure 17 - Interaction plot of Model Type and Political Orientation on Brand Attitude

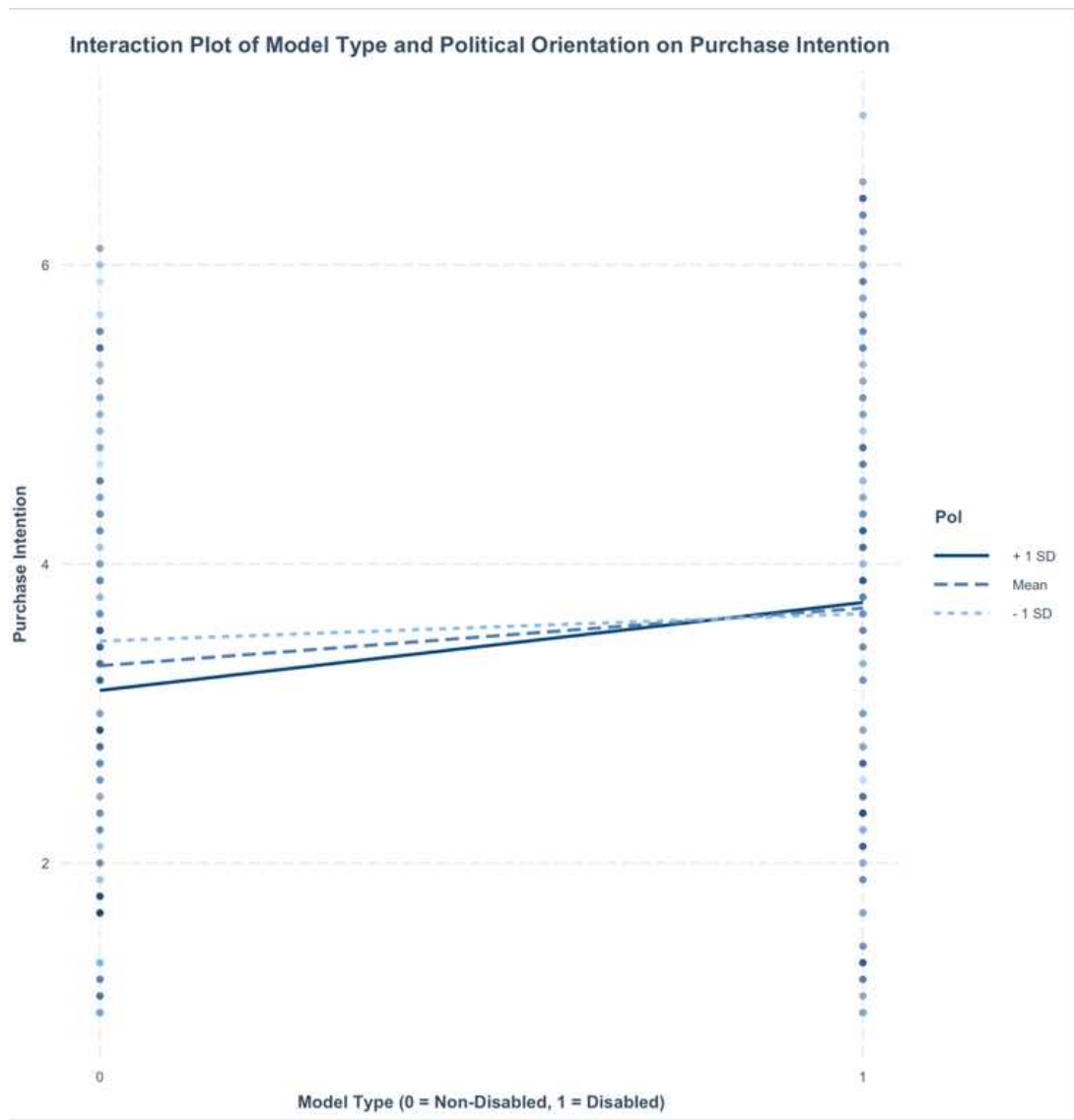


Figure 18 - Interaction plot of Model Type and Political Orientation on Purchase Intention

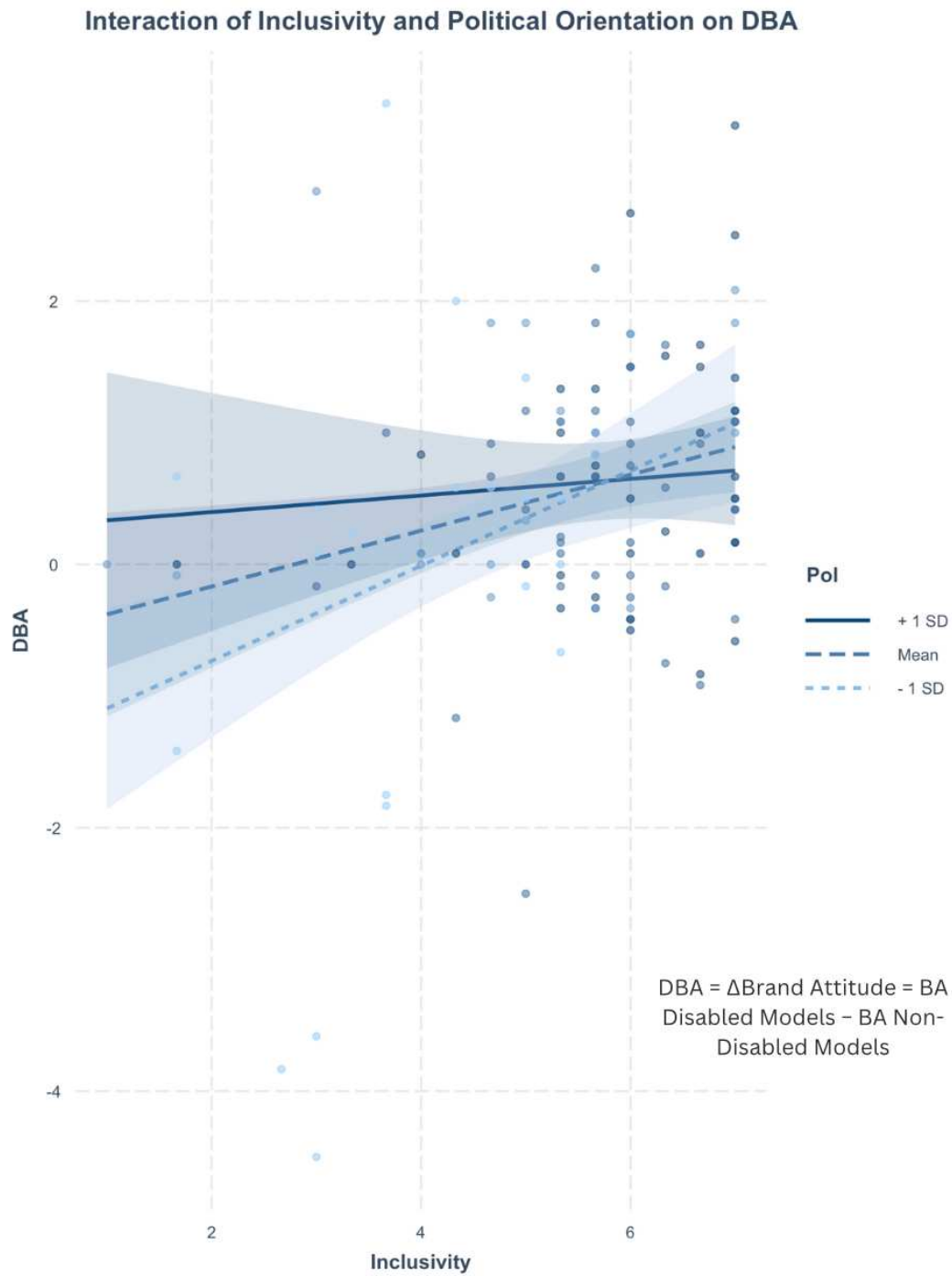


Figure 19 - Interaction plot of Inclusivity and Political Orientation on Δ Brand Attitude