

Role of Inclusive Branding and Corporate Social Responsibility in Shaping Consumer Perceptions Toward Disability-Friendly Businesses

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Abstract

Disability inclusion has become an important element of ethical business practices by ensuring access, equity, and representation of individuals with disabilities within organizational processes and communications. Nevertheless, the empirical knowledge of how inclusive branding and corporate social responsibility (CSR) related to disability affect consumers' perceptions of disability-inclusive organizations is underdeveloped. The purpose of this paper is to examine the impact of inclusive branding and disability CSR on consumers' perceptions of authenticity and, further, the impact of these constructs on consumers' trust and behavioral intentions. The cross-sectional design was used with data collected from 412 respondents, and relationships between the variables were examined by structural equation modeling (SEM). It has been shown that the disability-related CSR positively impacts consumer perception ($\beta = 0.41$) and authenticity ($\beta = 0.44$), as does inclusive branding (consumer perception $\beta = 0.34$; authenticity $\beta = 0.38$). Consumers' perception ($\beta = 0.36$) and authenticity ($\beta = 0.43$) positively impact consumers' trust, which has the greatest direct effect on behavioral intention ($\beta = 0.61$). The model accounts for 58.7% and 37.2% of the variance in trust and behavioral intention, respectively. This suggests the importance of disability inclusion, which must go beyond mere visibility towards CSR, accessibility, and inclusion through organizational practices. In summary, the current study adds to knowledge by bringing together inclusive branding, disability CSR, authenticity, and trust into a common consumer response framework and also offers practical implications for businesses in developing credible disability inclusion strategies.

Keywords Disability Inclusion, Inclusive Branding, Corporate Social Responsibility, Consumer Perception, Disability-Friendly Businesses, Social Inclusion.

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Introduction

Disability inclusion has become a crucial aspect of organizational responsibility as companies begin to realize that it is necessary to give people with disabilities equal opportunities and accessible services. A disability-friendly company goes beyond the mere meeting of accessibility criteria and incorporates inclusion into their practices related to the hiring process, customer services, communication, environment, and decision-making [13]. This approach may be helpful in facilitating social inclusion by removing barriers that make it difficult for people with disabilities to engage in economic and consumer activity. In addition, the growing interest of people in equality and social responsibility makes it necessary for organizations to show commitment to inclusion, rather than using disability as a mere element of corporate communication.

Inclusive branding is another way in which companies convey their stance on issues of diversity and disability inclusion [9]. This includes representation of disabled people in advertisements and brand communications, adoption of accessible channels of communication, inclusive product and service designs, and communications that acknowledge disability without promoting stereotyping of such individuals [11]. Successful inclusive branding is able to express organizational values and affect consumer perception of a company's social orientation. Nonetheless, representation in itself does not necessarily lead to positive consumer reaction. This is because consumers might doubt whether the messages relating to disability inclusiveness represent genuine organizational values or are rather a token attempt to improve organizational image.

Corporate social responsibility (CSR) is an additional organizational tool to show such commitment in action [18]. Disability-based CSR involves accessible infrastructure and services, inclusive recruitment and career advancement opportunities, workplace accommodations, diverse supplier relationships, community relations, and collaboration with the disabled population [7]. These activities can be seen as proof of organizational commitments that go beyond mere promotional messages. The use of consistent CSR initiatives in conjunction with messages about inclusivity can create a perception of credibility, responsibility, and real commitment to disability inclusion on the part of the organization.

Therefore, consumer perception plays a significant role in explaining how disability-friendly business practices are effective. Consumers begin to judge organizations not only based on the product quality and economic worth but also on the basis of their ethical practices, socially responsible behavior, inclusiveness, and alignment between the stated values and organizational behavior. Positive perceptions about the organization being inclusive can positively impact the confidence that consumers have in the organization and lead to trust, recommendations, loyalty, and support of the organization. However, these results may be dependent on whether consumers consider such practices as authentic expressions of organizational responsibility or not [15]. Authenticity may thus serve as a critical psychological link between inclusive practices and consumer trust and behavioral intentions.

Although there has been significant academic interest in CSR, diversity, and inclusive marketing, disability still appears to be a relatively understudied topic when considering consumer reactions to corporate inclusion. Previous studies usually focus on CSR, brand image, diversity communication, accessibility, or inclusive hiring individually, leaving room for the exploration of the interrelation between branding and corporate social responsibility when it comes to disability-friendly companies. In addition, not much effort has been made to explore the difference between disability inclusion and its symbolic representation from the consumer's point of view. Therefore, it is necessary to construct an integrated theoretical model including inclusive branding, disability-focused CSR, authenticity perception, consumer perception, trust, and behavioral intention.

This study attempts to address this research gap by exploring the effect of inclusive branding and disability-oriented CSR on consumer perceptions and perceived authenticity toward disability-friendly businesses. In particular, it will test if inclusive branding and CSR have an effect on consumers' perception and perceived authenticity, if such perceptions enhance consumer trust and if consumer trust affects consumer behavior toward disability-friendly businesses. Through integrating stakeholder perspective and signaling theory with the idea of disability inclusion and consumer behavior, the study aims to provide an explanation framework of how visible corporate communication and actual organizational activities jointly affect consumer perception. This study aims to explore the effects of inclusive branding and disability-oriented corporate social responsibility (CSR) on consumer

perception and perceived authenticity, the effects of consumer perception and perceived authenticity on consumer trust, and the effects of consumer trust on behavioral intention toward disability-friendly businesses.

Three main contributions of the study can be distinguished. First, this study brings research on disability inclusion into the area of consumer and organizational behavior by looking at business-friendliness to people with disabilities as an environment in which accessibility, representation, and corporate social responsibility work together. Second, this study combines two concepts of inclusive branding and CSR focused on people with disabilities into one empirical framework and looks at perceived authenticity and trust as mediators by which inclusion practices could affect consumers' responses. Finally, the study brings practical and social implications for companies interested in developing disability inclusion practices that would go beyond symbolic representation to become accessible and committed.

The rest of the paper is organized as follows. Section 2 highlights the literature review, and Section 3 provides the theoretical model and formulation of hypotheses. Section 4 outlines the research method involving research design, sampling, measurement, data collection, and SEM analysis. Section 5 illustrates the empirical findings and hypothesis testing. Section 6 covers the important results, implications, limitations, and suggestions for further research. Section 7 concludes the research by highlighting the important findings and contribution to the knowledge of consumer behavior in relation to disability-friendly businesses.

Literature Survey

The inclusion of individuals with disabilities has been increasingly identified as a key element in the responsible branding and organization practices, impacting the way consumers perceive corporate values and social responsibilities. [1] identified the role played by disability-inclusive corporate branding in contributing positively to the brand equity of companies. Moving from this perspective, [2] found that consumers' reactions to inclusive products are based on the appropriateness and authenticity of the inclusion initiatives. Likewise, [3] have highlighted that inclusive marketing communications improve brand attitudes and brand love, whereas [4] have shown that consumers' intentions of supporting brands that are inclusive and socially responsible vary in relation to demographic and national backgrounds. In the field of advertising, [20] has stressed the significance of accessibility and disability representation in communication.

Another complementary framework is provided by corporate social responsibility (CSR), which helps in comprehending these perceptions. In this regard, [5] outlined the organizational and contextual influences used by consumers in perceiving the corporate social responsibility practices of organizations, while [6] illustrated the fact that perceived corporate social responsibility leads to positive evaluations of organizations. Consumer-perceived value has been found to be another significant consequence of social, environmental, and economic corporate social responsibility activities [7], and such value further leads to consumer loyalty [8]. Thus, reliable multi-dimensional measures of consumer corporate social responsibility perceptions have been developed by [10] and [12].

However, the literature related to disabilities clearly suggests that true inclusion needs to be backed up by organizational practices. While [14] suggested that inclusive entrepreneurship can lead to more economic inclusion of individuals with disabilities, [15] pointed out the difficulties related to such inclusion. Recent literature focuses on organizational practices related to the inclusion of people with disabilities [17] and how inclusive businesses help in providing employment to people with disabilities [19]. Together, these bodies of literature suggest separate connections between inclusive branding, CSR, accessibility, and consumer responses. There is, however, very little literature on inclusive branding and disability-specific CSR in connection to consumer perception of disability-friendly businesses. This gap is addressed by this paper.

Theoretical Framework and Hypothesis Development

Theoretical Foundation

The research is based on Stakeholder Theory and Signaling Theory. According to Stakeholder Theory, companies should have certain obligations to various stakeholders, such as persons with disabilities, consumers, employees, and communities. In this way, accessibility, diversity, and disability-based CSR programs represent corporate obligations to social inclusion. Signaling Theory helps to understand how consumers perceive inclusive marketing and CSR programs as signals of a company's values and its commitments. If the signals are credible and consistent with company actions, they could positively affect consumers' perception and trust.

Inclusive Branding and Consumer Perception

Inclusive branding is the demonstration of commitment to diversity in terms of accessible communication, proper depiction of disability, and inclusive goods and services. Disability-friendly branding can have a positive impact on evaluations related to brands [1], and inclusive marketing communication can help form consumer attitudes positively [3]. Thus:

H1: Inclusive branding positively influences consumer perceptions of disability-friendly businesses.

Disability-Oriented CSR and Consumer Perception

Disability-focused CSR involves providing accessible services, hiring inclusively, accommodating in the workplace, and implementing initiatives in the community to benefit people with disabilities. Consumers tend to be quite positive about socially responsible organizations [5][12].

H2: Disability-oriented CSR positively influences consumer perceptions of disability-friendly businesses.

Inclusive Branding and Perceived Authenticity

Consumers have the ability to differentiate between real disability representation and tokenistic representation. Real and respectful representation may contribute to increasing the legitimacy of inclusive marketing [20].

H3: Inclusive branding positively influences perceived authenticity.

CSR and Perceived Authenticity

Substantial disability-inclusion practices may serve as proof for organizational claims of inclusiveness. Disability-inclusion practices at the organizational and employment levels may be an indication of genuine commitment [19][17].

H4: Disability-oriented CSR positively influences perceived authenticity.

Consumer Perception, Authenticity, and Trust

Positive attitudes toward the organization's social responsibility can enhance consumer confidence [6]. In addition, authentic inclusion could reflect coherence between corporate communication and the organization's actions.

H5: Favorable consumer perception positively influences consumer trust.

H6: Perceived authenticity positively influences consumer trust.

Consumer Trust and Behavioral Intention

Trust can motivate consumers to buy from, recommend, visit again, and support socially responsible organizations. Additionally, consumer value linked to CSR practices has been related to loyalty [8].

H7: Consumer trust positively influences behavioral intention toward disability-friendly businesses.

Conceptual Framework

Inclusion-based branding and disability-focused CSR are the suggested variables that will act as the major antecedents of consumer perception and perception of authenticity that will eventually lead to behavioral intention toward disability-friendly firms through consumer trust.

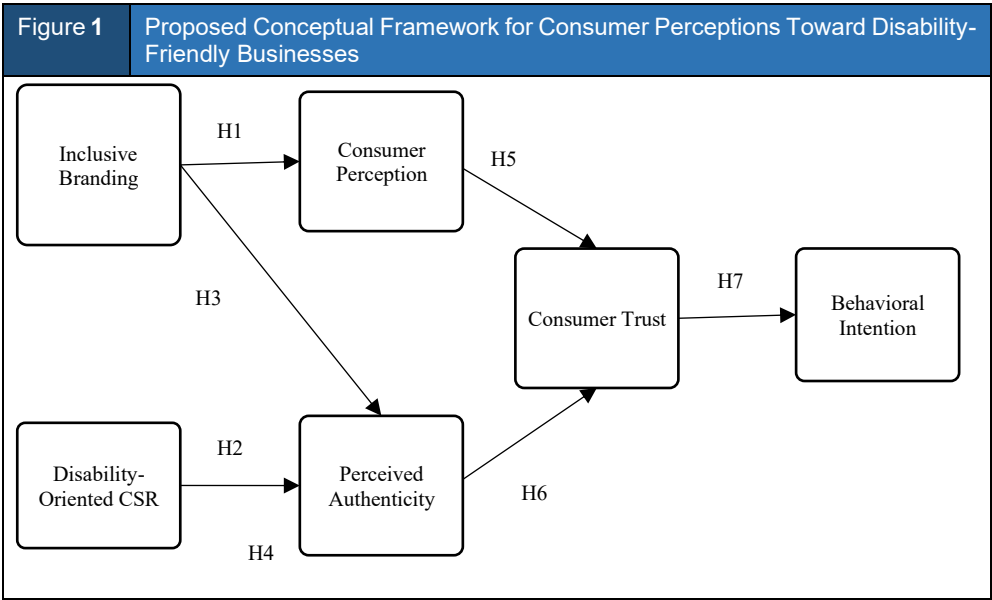


Figure 1 represents the conceptual framework that has been proposed to analyze the links between inclusive branding, disability-based corporate social responsibility (CSR), consumer perception, perception of authenticity, consumer trust, and behavioral intention. Inclusion-based branding and disability-based CSR are suggested as the variables that affect consumer perception and perception of authenticity, which will eventually affect consumer trust. Consumer trust is expected to have a direct link with behavioral intention toward disability-friendly firms. The seven hypothesized links (H1-H7) form the basis for empirical analysis of the proposed framework.

Methodology

Research Design

The study utilizes a quantitative and cross-sectional approach to explore the effects of inclusive branding and disability-based corporate social responsibility on consumer perceptions towards firms that are disability-friendly. Data are obtained from primary sources through a structured questionnaire. A relationship between inclusive branding, disability-based CSR, consumer perception, authenticity, consumer trust, and behavioral intentions is empirically tested through Structural Equation Modeling (SEM).

Population and Sampling

The target population consisted of adult customers who were knowledgeable about disability-friendly business practices. The respondents were chosen through the purposive sampling technique due to their awareness or knowledge about disability-friendly services, disability inclusion, inclusive communication, or disability-related CSR activities. The resulting sample consisted of 412 valid respondents, which constitutes a reasonable sample size to estimate the SEM model.

Measurement Instrument

The survey questions were developed on the basis of existing literature and modified for disability-friendly business organizations. Six factors were measured through the

questionnaire: inclusive brand marketing, corporate social responsibility towards the disabled, consumer perception, authenticity of CSR, consumer trust, and behavioral intentions. All the survey questions were analyzed through a five-point Likert scale.

Data Collection

A total of 412 samples were gathered through the use of a structured questionnaire that aimed to collect information related to inclusive branding, disability-related CSR, consumer perceptions, perceived authenticity, consumer trust, and behavioral intention. The survey was given to people who were aware of the existence of disability-friendly businesses. Responses obtained through the use of the questionnaire were coded using a Likert scale from 1 to 5, wherein 1 was considered "Strongly Disagree," and 5 was considered "Strongly Agree."

Data Analysis

The initial screening of the collected data includes checking for missing values, outliers, and quality of responses. Descriptive analysis is carried out to provide a statistical summary of the respondents' attributes and study variables. Cronbach's alpha and composite reliability are used to measure reliability, and factor loadings and AVE are used to measure convergent validity. Discriminant validity is measured using the HTMT ratio. Hypotheses H1–H7 are tested by evaluating path coefficients and explanatory power of the structural model. Indirect effects are tested to understand the role of consumer perceptions, authenticity, and trust in the proposed framework.

1. Composite Reliability

The construct reliability will be evaluated.

$$CR = \frac{(\sum_{i=1}^k \lambda_i)^2}{(\sum_{i=1}^k \lambda_i)^2 + \sum_{i=1}^k \theta_i} \quad (1)$$

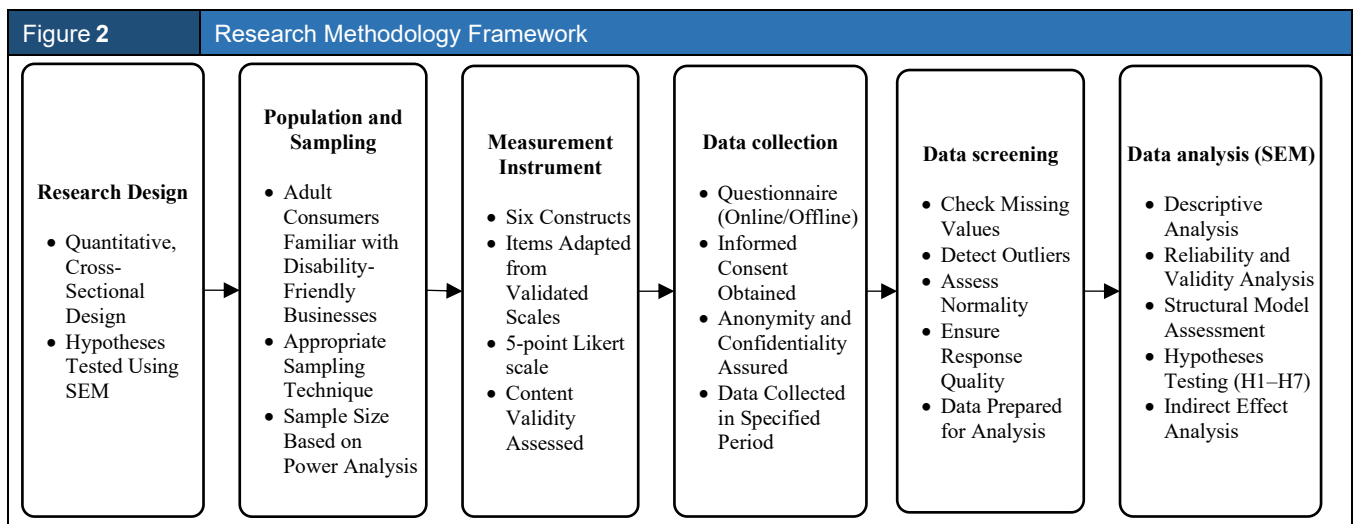
In equation (1), λ_i is the standardized factor loading of item i , and θ_i represents its error variance. A CR greater than 0.70 is generally considered acceptable.

2. Average Variance Extracted

For convergent validity, AVE is the most appropriate equation.

$$AVE = \frac{\sum_{i=1}^k \lambda_i^2}{\sum_{i=1}^k \lambda_i^2 + \sum_{i=1}^k \theta_i} \quad (2)$$

In equation (2), λ_i is the standardized factor loading for item i , and θ_i denotes measurement error variance. An $AVE \geq 0.50$ denotes adequate convergent validity.



The framework used in this research is illustrated in figure 2. The research process involves six steps: research design, identification of population and sampling, development of

measurement tool, data gathering, data screening, and analysis through SEM approach. This methodology will facilitate the empirical testing of relationships between inclusive branding, disability-focused CSR, consumer perception, authenticity, consumer trust, and behavioral intention.

Results

Respondent Characteristics

Demographic information about the 412 participants is provided in table 1. It is clear from the results that 52.4% of respondents were males and 47.6% females, with 38.6% belonging to the age group of 18-30 years. Interestingly, 68.7% of the respondents stated that they had knowledge of disability-friendly businesses.

Table 1		Respondent Characteristics		
Characteristic	Category	Frequency	Percentage	
Gender	Male	216	52.4	
	Female	196	47.6	
Age	18–30 years	159	38.6	
	31–40 years	125	30.3	
	41–50 years	79	19.2	
	Above 50 years	49	11.9	
Familiarity with Disability-Friendly Businesses	Yes	283	68.7	
	No	129	31.3	

Descriptive Statistics, Reliability and Convergent Validity

The measurement model presented in table 2 showed satisfactory levels of reliability and convergent validity. Scores averaged between 3.74 and 4.08 and reflected overall positive attitudes towards disability-friendly practices of businesses. Alpha values of reliability ranged from 0.82 to 0.90, while composite reliability (CR) values averaged between 0.87 and 0.93 – both were higher than 0.70, which is the suggested level. AVE scores were also above the 0.50 threshold.

Table 2		Measurement Model Assessment				
Construct	Mean	SD	Cronbach's α	CR	AVE	
Inclusive Branding	3.92	0.71	0.88	0.91	0.67	
Disability-Oriented CSR	4.08	0.66	0.90	0.93	0.72	
Consumer Perception	3.87	0.73	0.86	0.90	0.65	
Perceived Authenticity	3.74	0.77	0.84	0.89	0.63	
Consumer Trust	3.81	0.72	0.87	0.91	0.68	
Behavioral Intention	3.89	0.75	0.82	0.87	0.62	

Discriminant Validity

Table 3 shows the HTMT test for discriminant validity. All inter-construct HTMT values fell between 0.51 and 0.79 and were less than 0.85, which was the threshold used. The maximum value was found between consumer perception and consumer trust (0.79), but it was still less than the threshold, hence providing discriminant validity.

Table 3	HTMT Assessment					
Construct	IB	CSR	CP	PA	CT	BI
IB	—					
CSR	0.64	—				
CP	0.72	0.75	—			
PA	0.68	0.71	0.74	—		
CT	0.61	0.66	0.79	0.77	—	
BI	0.51	0.58	0.69	0.65	0.76	—

Note: IB = Inclusive Branding; CSR = Disability-Oriented Corporate Social Responsibility; CP = Consumer Perception; PA = Perceived Authenticity; CT = Consumer Trust; BI = Behavioral Intention.

Structural Model and Hypothesis Testing

The structural model confirmed all seven propositions. Inclusive branding significantly affected consumer perception ($\beta = 0.34$, $p < 0.001$), confirming H1. Disability-related corporate social responsibility significantly positively affected consumer perception ($\beta = 0.41$, $p < 0.001$), confirming H2. Inclusive branding had a significant effect on perceived

authenticity ($\beta = 0.38, p < 0.001$), while disability-related CSR was also found to have a significant effect on perceived authenticity ($\beta = 0.44, p < 0.001$), confirming H3 and H4.

Consumer perception had a significant positive effect on consumer trust ($\beta = 0.36, p < 0.001$), confirming H5. Perceived authenticity was also seen to significantly affect consumer trust ($\beta = 0.43, p < 0.001$), confirming H6. Lastly, consumer trust was found to have a significant effect on behavioral intention ($\beta = 0.61, p < 0.001$), confirming H7.

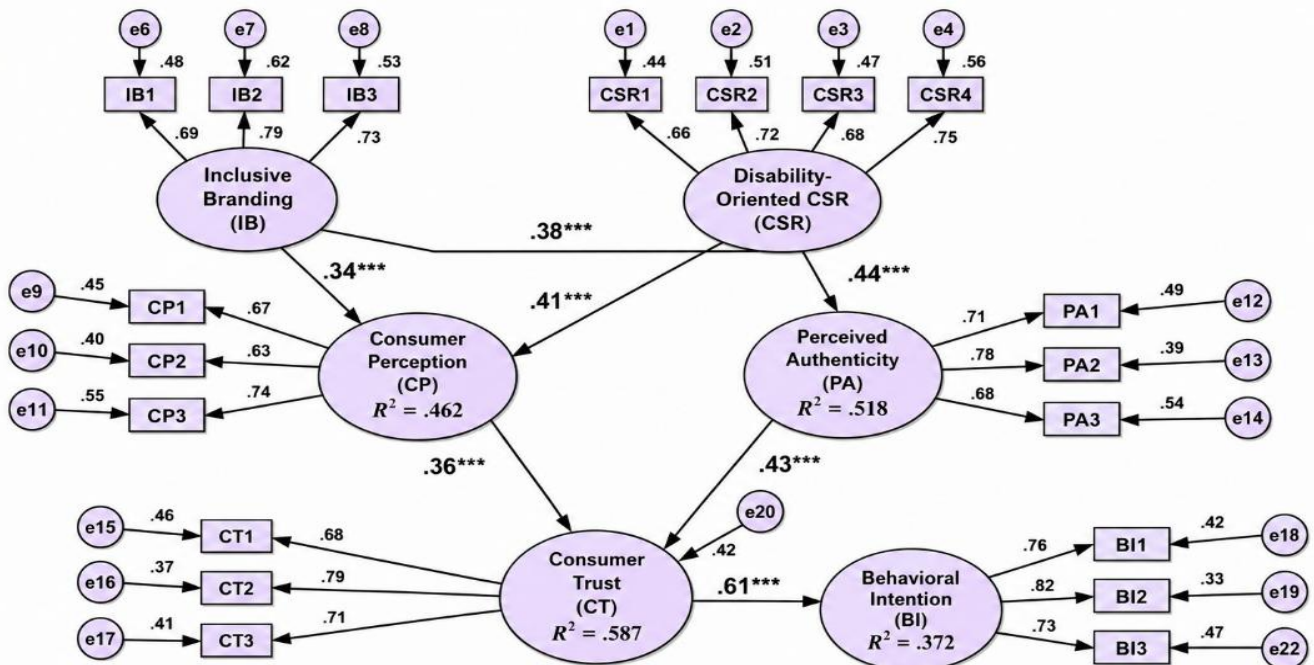
Model fit of SEM can be determined from some of the well-known fit indices such as Chi-Square to Degree of Freedom ratio (χ^2/df), Comparative Fit Index (CFI), Tucker-Lewis Index (TLI), Root Mean Square Error of Approximation (RMSEA), and Standardized Root Mean Square Residual (SRMR). The structural model showed an adequate fit to the data ($\chi^2/df=2.14$, CFI=0.952, TLI=0.941, RMSEA=0.053, SRMR=0.042).

Results related to hypothesis testing are provided in table 4. All seven structural paths were positive and significant at the $p < 0.001$ level, thus leading to acceptance of H1 to H7 hypotheses. Disability-based CSR had more impact on consumer perception ($\beta=0.41$) and perception of authenticity ($\beta=0.44$) than inclusive branding ($\beta=0.34$ and $\beta=0.38$, respectively). The highest impact was between consumer trust and behavioral intention ($\beta=0.61$). It is noteworthy that the main driver of behavioral intentions is consumer trust.

Table 4		Hypothesis Testing				
Hypothesis	Relationship	β	t-value	p-value	95% CI	Decision
H1	IB $\rightarrow$ CP	0.34	6.18	<0.001	[0.23, 0.45]	Supported
H2	CSR $\rightarrow$ CP	0.41	7.46	<0.001	[0.30, 0.52]	Supported
H3	IB $\rightarrow$ PA	0.38	6.91	<0.001	[0.27, 0.49]	Supported
H4	CSR $\rightarrow$ PA	0.44	8.15	<0.001	[0.33, 0.55]	Supported
H5	CP $\rightarrow$ CT	0.36	6.52	<0.001	[0.25, 0.47]	Supported
H6	PA $\rightarrow$ CT	0.43	7.82	<0.001	[0.32, 0.54]	Supported
H7	CT $\rightarrow$ BI	0.61	12.27	<0.001	[0.51, 0.71]	Supported

Figure 3

Structural Equation Model with Standardized Path Coefficients



Note: $*** p < .001$

IB = Inclusive Branding; CSR = Disability-Oriented CSR; CP = Consumer Perception; PA = Perceived Authenticity; CT = Consumer Trust; BI = Behavioral Intention.

Figure 3 shows the structural equation model with all variables – inclusive branding, CSR towards people with disabilities, consumer perception, perceived authenticity, consumer trust, and behavioral intentions. The standardized coefficients depict significant positive

relationships for H1-H7 ($p < 0.001$), and the numbers represent the variances explained by consumer perception, perceived authenticity, consumer trust, and behavioral intentions.

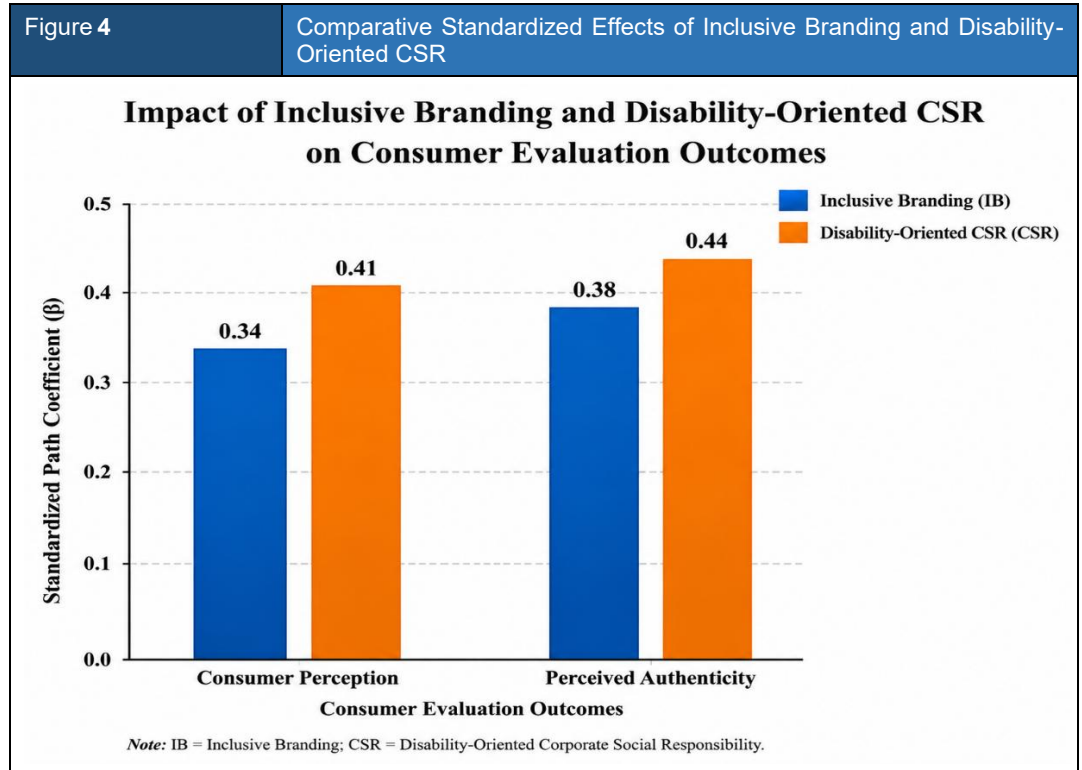


Figure 4 highlights the comparison between the impact of inclusive branding and disability-related CSR on consumer perception and perceived authenticity. The results show that disability-related CSR shows more impact on consumer perception ($\beta = 0.41$) as well as on perceived authenticity ($\beta = 0.44$), as compared to inclusive branding, which has a lesser impact on consumer perceptions with β values of 0.34 and 0.38, respectively.

Explanatory Power

The explanatory power of the structural model can also be seen from figure 3 below. The structural model was able to explain 46.2% of the variance in consumer perception ($R^2=0.462$), 51.8% of the variance in perceived authenticity ($R^2=0.518$), 58.7% of the variance in consumer trust ($R^2=0.587$), and 37.2% of the variance in behavioral intention ($R^2=0.372$). The highest level of explained variance was related to consumer trust.

Indirect Effects

Results of the indirect effects are found in table 5. All four indirect effects were statistically significant ($p < 0.001$). The most powerful indirect effect was found between disability-oriented CSR via perceived authenticity and trust and behavioral intention ($\beta = 0.115$). This was followed by the effect between inclusive branding via perceived authenticity and trust and behavioral intention ($\beta = 0.100$). For the consumer-perception-based pathways, there were indirect effects of $\beta = 0.090$ and $\beta = 0.075$, respectively. These results suggest that perceived authenticity is more powerful in mediating the relationship between inclusive branding and disability-oriented CSR and behavioral intention through consumer trust.

Table 5	Indirect Effects				
Indirect Path	β	t-value	p-value	Interpretation	
IB $\rightarrow$ CP $\rightarrow$ CT $\rightarrow$ BI	0.075	4.63	<0.001	Significant	
IB $\rightarrow$ PA $\rightarrow$ CT $\rightarrow$ BI	0.100	5.24	<0.001	Significant	
CSR $\rightarrow$ CP $\rightarrow$ CT $\rightarrow$ BI	0.090	4.98	<0.001	Significant	
CSR $\rightarrow$ PA $\rightarrow$ CT $\rightarrow$ BI	0.115	5.71	<0.001	Significant	

In general, the empirical evidence demonstrates that disability-related CSR activities and perception of authenticity play an especially important role in affecting consumer response. Additionally, the research suggests that consumer trust is the main mechanism through

which positive attitudes toward disability-related business activities transform into behavioral intentions.

Discussion

Findings indicate that inclusion branding and disability-based CSR have a great influence on consumers' response to disability-friendly companies. The effects of disability-based CSR were found to be higher on consumer perception ($\beta = 0.41$) and consumer perceived authenticity ($\beta = 0.44$) than those of inclusion brand ($\beta = 0.34$ and $\beta = 0.38$, respectively). While consumer perception ($\beta = 0.36$) and consumer perceived authenticity ($\beta = 0.43$) increased the level of consumer trust, the latter had the highest direct effect on behavioral intentions ($\beta = 0.61$). The proposed model explained 46.2% of consumer perception, 51.8% of consumer perceived authenticity, 58.7% of consumer trust, and 37.2% of behavioral intention.

Based on the findings, one can state that customers react positively when disability inclusion is manifested by the organizational practices and not just the brand. The path to consumer perceived authenticity is also stronger, which means that customers care about consistent messages and practices of organizations. These results support previous studies regarding disability-friendly branding [1], inclusive communication [3], and consumer response to CSR [5].

Implications for organizations working towards creating more disability inclusion can be derived from the results. Organizations need to complement effective disability representation with communication accessibility and corporate social responsibility. This could help to foster more inclusion and possibly increase consumer trust and supportiveness.

However, the cross-sectional study design precludes any causation conclusions; furthermore, self-perceptions could be influenced by response bias. There is a likelihood that results would differ among different industries, consumers, and cultures. Longitudinal and cross-cultural study designs need to be considered in future research, alongside comparison of different industries and consideration of other variables, including accessibility perception, consumer cynicism, quality of disability representation, and experiences with disability-friendly businesses.

Theoretical Implications

This research paper expands literature on disability inclusion by combining inclusive branding and disability-focused corporate social responsibility into one theoretical framework of consumer response. The paper also emphasizes perceived authenticity and consumer trust as pathways through which such organizational actions may affect consumer behavior intentions.

Practical and Social Implications

Companies must make their communication in terms of inclusivity align with their efforts in terms of disability-related practices. Some such practices include providing inclusive service, inclusive recruitment, inclusive accommodations, and proper disability representation.

Conclusion

The present research was focused on the problem of low comprehension of how inclusive branding and disability-related CSR can affect consumer perceptions and behavior with respect to disability-sensitive organizations. The framework suggested by researchers investigated consumer perception and perception of authenticity as key factors responsible for the creation of consumer trust and its further behavioral consequences. It was found that disability-related CSR had more impact on consumer perception ($\beta = 0.41$) and perception of authenticity ($\beta = 0.44$) compared to inclusive branding ($\beta = 0.34$ and $\beta = 0.38$). Consumer perception ($\beta = 0.36$) and perception of authenticity ($\beta = 0.43$) positively impacted consumer trust, whereas trust was the strongest factor influencing behavioral intentions ($\beta = 0.61$). The model was able to account for 46.2% of the variance in consumer perception, 51.8% of perceived authenticity, 58.7% of consumer trust, and 37.2% of behavioral intention. The most important conclusion that can be drawn is that the inclusion of people with disabilities needs to go beyond mere visual representation and/or communicative practice. The

consumers appreciate more when inclusion is accompanied by CSR practices, accessible services, employment, and organizational commitment. In this regard, the role of perceived authenticity and trust is a very important mechanism linking disability inclusion with consumer support.

Ethical Considerations

Participation in the study was entirely voluntary, and informed consent was obtained from all the participants. The participants remained anonymous and confidential, with no personal data collected. The data collected was used only for research purposes, and stigma-free language about people with disabilities was used throughout the study.

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