

The Impact of Inclusive Marketing Communication on Consumer Well-being and Behavioral Outcomes among Consumers with Disabilities: A Case Study of Vodacom Tanzania.

Hamisa Rashid Kuffa^{✉1}, ²Triza Mudita

^{1,2} Management, Universitas Indonesia

Abstract

This study examined the impact of inclusive marketing communication on consumer well-being and behavioral outcomes among consumers with disabilities in Tanzania, using Vodacom Tanzania M-WeKeza Service as a case study. The study was designed using the Elaboration Likelihood Model to examine the effects of argument quality, source credibility, and kindness on consumer well-being, and to examine the influence of hedonic and eudaimonic well-being on brand engagement and purchase intention. A quantitative approach was employed using structured questionnaires distributed to consumers with disabilities in Dar es Salaam, Tanzania, using purposive sampling. Data was analyzed using Partial Least Squares Structural Equation Modelling (PLS-SEM) with Software SmartPLS. The findings showed that argument quality and source credibility significantly and positively affect consumer well-being, whereas kindness does not. Hedonic well-being significantly influences both brand engagement and purchase intention, whereas eudaimonic well-being has a significant effect only on brand engagement, not on purchase intention. Source credibility emerged as the strongest predictor of consumer well-being. The study expands the application of the Elaboration Likelihood Model (ELM) in inclusive marketing communication and highlights the importance of accessible and credible marketing strategies in improving the well-being and engagement of consumers with disabilities.

Keywords: *Inclusion marketing communication; consumer well-being; Disability; hedonic well-being (HWB); eudaimonic well-being (EWB); purchase intention (PI); brand engagement (BE); Vodacom Tanzania.*

Copyright (c) 2026 Hamisa Rashid Kuffa

✉ Corresponding author :

Email Address: amisarashid56@gmail.com

INTRODUCTION

In recent years, marketing has shifted from a product- and transaction-oriented focus to a consumer- and social responsibility-oriented focus. Contemporary marketing approaches focus more on inclusiveness, emotional attachment, and ethical communication as potential factors of future brand success. The given shift is mostly motivated by evolving consumer expectations, where brands should not only ensure functional value but also show empathy, respect, and social cognizance (Kotler, 2000). This change is consistent with the international discussions of diversity, equity, and

inclusion (DEI), which have been at the center of modern corporate communication practices (Miller & Mustapha, 2022). Inclusive marketing has thus become a significant trend that aims to capture the diverse identities and experiences of consumers in a respectful and empowering way. Scholars suggest that inclusive marketing has a positive impact on consumer attitude, emotions, and brand authenticity, especially in the context of marginalized groups (Srivastava et al., 2025).

Although the whole world is pointing towards inclusion, consumers with disabilities still represent one of the underrepresented and underserved segments in marketing communications (WHO, 2022). The literature in question shows that individuals with disabilities are mostly still not part of inclusion advertising, or they are described in stereotypical and protective discourse that does not respect their autonomy or dignity (Haller & Ralph, 2006). This exclusion can negatively affect satisfaction and trust by reducing emotional attachment to brands. As a marketing issue, this segment cannot be overlooked, because the disabled consumers have high buying power and are active in terms of consumption in the industries (Goodrich & Ramsey, 2012).

As a reaction to such gaps, consumer well-being has become a more widespread evaluative approach to the measurement of marketing effectiveness by marketing scholars. Consumer well-being is defined as the degree to which marketing practices help consumers to be happy, find life fulfilling, and meaningful (Lee & Sirgy, 2011; Sirgy, 2021). It is usually divided into two dimensions: hedonic well-being (HWPB), which is the measurement of pleasure, enjoyment, and positive emotions, and eudaimonic well-being (EWB), which focuses on purpose, dignity, self-worth, and personal growth (Ryan & Deci, 2000a). Hedonic well-being is associated with pleasure, enjoyment, and positive affect based on consumption experience, whereas eudaimonic well-being focuses on significance, self-respect, self-worth, and self-development. This line of thought goes beyond conventional satisfaction factors in that marketing communications can influence the psychological and emotional experiences of consumers. In the context of consumers with disabilities, the marketing campaigns, which facilitate respect, empowerment, and inclusion, are especially essential in improving both hedonic and eudaimonic well-being.

Consumer well-being is not just the result of being exposed to marketing but also a major mechanism that affects consumer behaviour. Previously, the research showed that positive affective and meaningful consumption experiences lead to increased brand involvement and purchase intention (Sirgy, 2021). Brand engagement is the level of cognitive, emotional, and behavioural commitment of consumers with a brand, and purchase intention is the rate at which consumers are likely to purchase or even to stay using the products or services of a brand (Hollebeek, 2014). The studies that are based on persuasion and dual-process theories indicate that consumers with better well-being will form positive brand attitudes that are converted into higher behavioral intentions (Petty & Cacioppo, 1986). Therefore, it is necessary to comprehend the effects of marketing campaigns on consumer well-being to understand downstream effects like engaging and purchasing behaviors.

Beyond representation, the effectiveness of inclusive marketing communication depends on the nature and quality of the message itself. The argument quality, source credibility, and kindness are the key communication features that are

involved in shaping the perception, emotional reactions, and overall well-being of the consumer. Based on the Elaboration Likelihood Model (ELM), the argument quality reflects the strength, clarity, and relevance of information used in the marketing messages, while source credibility represents consumers' perceptions of trustworthiness and reliability of the source of the message (Petty & Cacioppo, 1986). The recent marketing literature further identifies kindness as a key communication attribute, capturing warmth, empathy, and respectful treatment of consumers. The empirical data show that the source of credibility, the degree of argument, and kindness are positively related to the consumer well-being and have a significant impact on the behavioral outcomes, including the intention to buy a product (PI) or engage with a brand (BE) (Jamil et al., 2024; Qayyum et al., 2023). These message attributes are critical in the context of addressing consumers with disabilities, who are more responsive to communication that is clear, credible, and emotionally considerate. Together, these three communication attributes are the main pillars of inclusive marketing communication in this research. They represent key mechanisms through which marketing messages influence consumer well-being and consequent behavior outcomes.

In Tanzania, the disabled population is estimated at more than 3 million people, representing between 11% and 12% of the total population, according to national surveys carried out from 2016 to 2022 (Uromi & Iboku Mazagwa, 2014). This is a significant rise in comparison with previous estimates and indicates better knowledge and increased definitions of disability. Nevertheless, this demographic importance has not been paid much attention to in the marketing environment since consumers with disabilities are still largely neglected. Negative attitudes towards disability are still influenced by cultural beliefs and a stigma on the disabled, which in most cases results in social exclusion and poor involvement in economic activities (Mkumbo, 2008). Despite legal laws implemented to address the status of persons with disabilities, like the Persons with Disabilities Act of 2010 and being a signatory to the Convention on the Rights of Persons with Disabilities (CRPD), Tanzania has faced difficulties in implementing the laws in practice, since there are few resources, there is poor enforcement, and stakeholder awareness (Mukhopadhyay & Moswela, 2020).

Telecommunications is a vital part of the whole process of communication, the access to information, and the involvement in economic and social life. Among consumers having disabilities, the provision of credible telecommunications services can play a major role in promoting independence, inclusion, and living standards (Goggin, 2012; Goggin & Lally, 2003). Telecommunications companies spend a lot of money on marketing campaigns to capture, maintain, and emotionally bond with consumers due to high competition in the sector. The campaigns are often accompanied by persuasive messages and extensive media, and hence, the industry provides good grounds to analyze which marketing communication helps in shaping consumer well-being, brand involvement, and the intention to buy.

Vodacom Tanzania is among the dominant telecommunications businesses in the country that is broadly based in the market and has very visible marketing campaigns (TCRA, 2025). The brand identifies itself as progressive and socially conscious and tends to focus on the theme of connectedness, empowerment, and social

influence. The marketing activities of Vodacom can be analyzed to enable this study to determine whether the inclusive communication strategies can lead to meaningful consumer outcomes, including engagement and purchase intention.

Though earlier researchers especially (Jamil et al., 2024; Qayyum et al., 2023), recent studies have increasingly focused on the importance of argument quality, source credibility, and kindness in increasing consumer well-being and purchase intention, with more attention to influencer marketing and general consumers. Few empirical studies on such relationships have been conducted in the context of disability and conventional corporate marketing campaigns, particularly in the developing countries of the world, such as Tanzania. In addition, the mediating effect of consumer well-being between marketing campaigns and brand interaction and purchase intention among consumers with disabilities has not been fully studied. This paper fills the above gaps by exploring how marketing campaigns can affect the satisfaction and well-being of consumers with disabilities based on Vodacom Tanzania as a case study, thus helping to bridge the gaps in the body of knowledge on inclusive marketing and consumer well-being, both in theory and practice.

RESEARCH METHOD

The proposed research design is quantitative, using a cross-sectional survey methodology. The quantitative type of design is suitable as the research aims to provide a hypothesis testing the relationship between marketing communication qualities (argument quality, source credibility, and kindness) with consumer well-being (hedonic and eudaimonic), and consumer behavioral outcomes (purchase intention and brand engagement). Quantitative methods can be objectively measured, statistically tested, and generalized to the study population (Creswell, 2014).

A cross-sectional design is when the data is gathered at one moment, and is popular in marketing and research on consumer behavior to investigate perceptions, attitudes, and behavioral intentions (Malhotra et al., 2023). The design aligns with the previous investigations of inclusive advertising and consumer well-being, such as (Qayyum et al., 2023) and (Jamil et al., 2024), allowing for a significant comparison of the results.

The study is explanatory in nature because it seeks to describe how the concept of inclusive marketing communication influences consumer well-being and how well-being, on the other hand, affects PI and BE among consumers with disabilities in Tanzania using Vodacom as the case study.

The structured questionnaire was used to collect data in a group of consumers with disabilities who use Vodacom services. The questionnaire comprises closed-ended questions that are intended to gauge the perception towards inclusive marketing communication, consumer welfare, and behavioral results.

Every measurement item was measured using the seven-point Likert scale of 1 = Strongly Disagree to 7 = Strongly Agree. A seven-point Likert scale is suggested due to its high sensitivity in response, high measurement accuracy, and the reliability and validity of the data, which are superior to the short ones (Hair et al., 2019).

The scales used in the questionnaire are those that were previously tested during previous research (Jamil et al., 2024; Qayyum et al., 2023) and adjusted to fit the situation at Vodacom Tanzania and consumers with disabilities. The data will be

gathered using self-administered and assisted survey instruments to make the data collection process more inclusive and accessible to all respondents.

The present study used a non-probability purposive sampling technique, namely criterion-based purposive sampling. This sampling method is appropriate when the researcher intentionally selects participants who meet specific, pre-determined criteria relevant to the research objectives (Creswell, 2014) because the target population includes consumers with disabilities, users, and non-users of Vodacom Tanzania services. Probability sampling will not be achievable due to such a population, as it cannot be easily recognized within a full sampling frame (U. Sekaran, 2016). Purposive sampling will enable the researcher to intentionally choose the respondents who possess the traits that are relevant to the study objectives, and these are:

- Being disabled (hearing, visual, physical, multiple impairments, etc.)
- Being a user and a non-user of Vodacom services residing in Dar es Salaam
- Must be willing to participate voluntarily in the study.

To ensure that only those who had a relevant and direct experience with disability and Vodacom Tanzania's marketing communication were included, respondents who did not meet all the above criteria were excluded from the study. This method aligns with the previous inclusive marketing and consumer well-being research, such as that of Qayyum et al., (2023), which aimed at specific segments of consumers to obtain meaningful experiential data.

Recruitment of respondents was conducted through collaborations with VYAMAWATA, a well-known organization that represents people with disabilities in Tanzania. The researcher used VYAMAWATA to connect with different groups and units, making it easier to find and recruit the right people for the study. This method helped ensure that the people who took part in the study were genuine representatives of the group being studied and met the requirements. By doing so, the researcher was able to get a more accurate picture of the target population.

Data collection analyzed using Structural Equation Modeling (SEM) and Statistical Package of Social Sciences (SPSS), where necessary. The reason why SEM is appropriate is that the proposed research involves multiple constructs, mediating relationships, and simultaneous testing of hypotheses (Joe Hair Jr., 2019).

A wording test is done before the hypothesis testing to make sure that all the measurement items in the questionnaire are understandable, clear, and contextually adequate to the study population. This was an important step since the research paper is analyzing inclusive marketing communication and consumer well-being, which can be understood in different ways in the social and cultural settings. The items were revised to guarantee language simplicity, cultural relevance to the Tanzanian situation, and consistency with the previously tested scales borrowed from previous research, especially Jamil et al. (2024) and Qayyum et al. (2023). Certain adjustments were made to the items to accommodate the Vodacom Tanzania context without losing their theoretical intention. The wording test served to increase the content validity and reduce the possible errors in measurements, which increased the overall quality of the data obtained (U. Sekaran, 2016).

Reliability tests carried out to test the internal consistency of the items used in measuring the concept of the study. Internal consistency and reliability involve the degree to which the items that measure the same construct can give consistent findings. In this study, reliability was evaluated based on Cronbach's alpha and Composite Reliability (CR). Any values of 0.70 and above were said to be acceptable, which implies that the constructions were measured with reliability. Composite reliability was focused on as it will give a better estimate of the reliability in SEM since it will take into consideration various indicator loadings. The findings have validated that the constructs have satisfied the suggested reliability levels and can be used to proceed with the structural model analysis (Joe Hair Jr., 2019).

There was a validity analysis that was conducted to ascertain whether the measurement instruments were effective in measuring the theoretical constructs of the study. The convergent validity was evaluated by using the indicator loadings and the Average Variance Extracted (AVE), where the acceptable values were those in which the indicators had a high percentage of commonality with their respective constructs. To make sure that the constructions in the model were empirically different, discriminant validity was assessed. It was accomplished through construct correlation comparisons and using well-defined criteria of validity. The findings indicated that the measurement model was valid enough to prove the existence of the constructs of inclusive marketing communication, consumer well-being, purchase intention, and brand engagement measured in a proper manner and could be applied to test the hypothesis.

RESULTS AND DISCUSSION

Main Test

After the wording test and pre-test, the main test of the study was conducted. The main test consisted of gathering primary data to evaluate the research model and hypotheses. The online survey received 209 responses; however, data cleaning was performed to ensure the validity of the data. This involved removing incomplete responses, responses that failed attention-check items, and responses with inconsistencies. In the end, 180 valid responses were analyzed. This sample size is deemed sufficient for conducting Structural Equation Modeling (SEM) with SmartPLS and guarantees the quality and integrity of the research results. According to the findings, all the indicators in the variables have a value of outer loading above 0.70, meaning that each indicator is a strong representation of its construct. For instance, indicators under Argument Quality (AQ), Source Credibility (SC), and Brand Engagement (BE) all demonstrate high loading values above the expected ratio. Furthermore, all constructs report AVE values above 0.50, with values such as 0.761 (Argument Quality), 0.757 (Source Credibility), and 0.777 (Brand Engagement and Purchase Intention). This means that more than 50% of the variance in the indicator is explained by its respective constructs. Although some indicators, such as Eudaimonic Well-Being (EWB), have *relatively* lower loading values compared to others, they still exceed the minimum threshold and are therefore acceptable. Overall, the findings reveal that each of the constructs has *sufficient* convergent validity and can be analyzed further.

Discriminant Validity Test Result

Three tests were used in this study to evaluate the discriminant validity: the cross-loading test, Fornell-Larcker Criterion, and Heterotrait-Monotrait Ratio (HTMT). According to Tiwari (2016), the use of the cross-loading test is to determine whether each indicator loads higher on its respective construct than on the other constructs. The Fornell-Larcker Criterion is used to compare the square root of the AVE of each construct with its *correlations* with other constructs to determine the discriminant validity. Moreover, Henseler et al. (2016) suggested that the HTMT is a more robust tool, where values less than 0.85 indicate sufficient discriminant validity. Table 5 below shows the outcome of the discriminant tests of Cross-loading Discriminant Validity Test Result, Fornell-Larcker Criterion Test Result, and Heterotrait-Monotrait Ratio (HTMT) test Result.

Table 1 presents the cross-loading results used to assess the discriminant validity of the constructs.

Table 1: Cross-Loading Discriminant Validity Test Result.

	AQ	BE	EWB	HWB	KN	PI	SC
AQ1	0.864	0.661	0.540	0.545	0.674	0.454	0.674
AQ2	0.854	0.640	0.527	0.481	0.547	0.404	0.670
AQ3	0.895	0.613	0.601	0.559	0.688	0.423	0.697
AQ4	0.878	0.670	0.538	0.553	0.591	0.472	0.715
BE1	0.687	0.904	0.554	0.647	0.539	0.467	0.696
BE2	0.596	0.890	0.483	0.560	0.578	0.451	0.638
BE3	0.666	0.842	0.533	0.537	0.566	0.498	0.683
BE4	0.652	0.888	0.522	0.576	0.621	0.473	0.687
EWB1	0.518	0.517	0.796	0.585	0.531	0.310	0.474
EWB2	0.544	0.494	0.867	0.489	0.492	0.289	0.574
EWB3	0.493	0.435	0.812	0.522	0.468	0.309	0.551
EWB4	0.491	0.474	0.759	0.488	0.518	0.314	0.487
HWB1	0.535	0.586	0.538	0.879	0.552	0.306	0.606
HWB2	0.520	0.561	0.552	0.896	0.471	0.346	0.547
HWB3	0.577	0.622	0.618	0.879	0.554	0.383	0.648
HWB4	0.468	0.487	0.498	0.778	0.350	0.343	0.449
KN1	0.708	0.648	0.611	0.552	0.907	0.451	0.737
KN2	0.596	0.598	0.534	0.508	0.903	0.348	0.668
KN3	0.557	0.428	0.460	0.406	0.791	0.295	0.461
PI1	0.385	0.415	0.307	0.307	0.344	0.879	0.292
PI2	0.512	0.492	0.399	0.396	0.412	0.924	0.417
PI3	0.431	0.461	0.339	0.371	0.389	0.849	0.417
PI4	0.470	0.482	0.335	0.335	0.348	0.880	0.435
PI5	0.395	0.505	0.265	0.345	0.376	0.873	0.342
SC1	0.695	0.683	0.558	0.585	0.589	0.391	0.907
SC2	0.697	0.685	0.549	0.584	0.638	0.397	0.853
SC3	0.729	0.725	0.542	0.620	0.644	0.414	0.900
SC4	0.623	0.573	0.595	0.507	0.663	0.311	0.817

Source: Author's questionnaire, processed by SmartPLS (2026)

Table 2 presents the discriminant validity results using the Fornell-Larcker criterion. The results indicate that the constructs achieved acceptable discriminant validity.

Table 2: Fornell-Larcker Criterion Test Result

	AQ	BE	EWB	HWB	KN	PI	SC
AQ	0.873						
BE	0.739	0.881					
EWB	0.633	0.594	0.809				
HWB	0.614	0.660	0.645	0.859			
KN	0.719	0.652	0.621	0.568	0.869		
PI	0.502	0.535	0.377	0.401	0.426	0.881	
SC	0.790	0.767	0.644	0.661	0.728	0.436	0.870

Source: Author's questionnaire, processed by SmartPLS (2026)

Table 3 presents the Heterotrait-Monotrait Ratio (HTMT) test results for assessing discriminant validity among the constructs.

Table 3: Heterotrait-Monotrait Ratio (HTMT) test Result

	AQ	BE	EWB	HWB	KN	PI	SC
AQ							
BE	0.821						
EWB	0.736	0.687					
HWB	0.687	0.734	0.754				
KN	0.822	0.741	0.742	0.647			
PI	0.546	0.585	0.427	0.440	0.475		
SC	0.883	0.853	0.753	0.739	0.830	0.474	

Source: Author's questionnaire, processed by SmartPLS (2026)

According to the criteria for discriminant validity, the cross-loading results indicate that all the indicators have higher loading values on their respective constructs compared to other constructs, meaning that each indicator is a good measure of what it intends to measure. Moreover, Fornell-Larcker Criterion results show that the square root of AVE of each construct is greater than its correlations with other constructs, which supports that the constructs are distinct.

In addition, the HTMT outcomes indicate that most values fall short of the recommended threshold of 0.85. Although some of the values are slightly above this threshold, they are still within the acceptable range of 0.90 as suggested by , which means that discriminant validity is attained. Overall, the findings of all three tests confirm that the measurement model has achieved discriminant validity, meaning that all constructs are different and are measured accordingly.

Summary of Hypotheses Testing Results

The summary of the results of testing hypotheses will be presented in a table format, which compares the results of this study with the results of previous empirical research as well as the summary of the SEM Model. The summary of the results of the hypothesis testing is as follows, displayed in Table 3 below.

Table 3: Summary of Hypotheses Testing Result

Hypothesis	Constructs	This Research	Results from Previous Studies			
			Qayyum et al. (2023) study 2	Jamil et al. (2024)	Hepola et al. (2020)	Mansoor & Paul (2022)
H1	AQ -> CW	Supported	–	Supported	–	–
H2	SC -> CW	Supported	–	Supported	–	–
H3	KN -> CW	Not Supported	–	Supported	–	–
H4	HWB -> BE	Supported	Supported	–	Supported	–
H5	EWB -> BE	Supported	Supported	–	–	Supported
H6	HWB -> PI	Supported	Supported	–	Supported	–
H7	EWB -> PI	Not Supported	Supported	–	–	Supported

Source: Author's questionnaire, processed by SmartPLS (2026)

Based on the above table, five out of seven hypotheses are supported in this study (H1, H2, H4, H5, H6), whilst two hypotheses are not supported (H3, H7). These findings offer both consistent and contrasting results to previous empirical studies by Jamil et al. (2024) and Qayyum et al. (2023), which will be discussed further in the following section. To further demonstrate the relationship between variables in this study, the following path coefficient diagram shows the result of testing the hypothesis by PLS-SEM. The paths are marked with the coefficient value and the corresponding level of significance. This model will give a summary of the instantaneous impacts of the variables as the foundation of further discussion.

CONCLUSION

The study validates that the quality of the argument in the inclusive marketing communication of Vodacom in Tanzania positively and significantly affects the well-being of consumers with disabilities. The results of this discovery underline the significance of presenting clear, informative, and persuasive marketing messages that help to decrease uncertainty and increase empowerment among this consumer segment. Among all the attributes of marketing communication that were investigated, source credibility was established as the strongest predictor of consumer well-being. When consumers with disabilities believe Vodacom Tanzania to be trustworthy, competent, and reliable, then their overall well-being is greatly enhanced. This highlights the importance of brand trust in a marketing communications strategy that includes everyone. In this study, kindness, however, did not make a significant difference for consumer well-being. The result indicates

that kindness alone might not be enough to stimulate well-being in consumer marketing communication in the corporate world of Tanzania, if it is not actual and consistently expressed in all the brand touch points.

Overall, five out of seven proposed hypotheses were supported (H1, H2, H4, H5, H6), whereas two hypotheses were supported (H3, H7). The results highlight the importance of inclusive marketing communication, specifically in terms of argument quality and source credibility, for improving consumers' well-being, which in turn leads to an increase in consumers' brand engagement and purchase intention among people with disabilities. The insignificant results in the aspect of kindness and eudaimonic well-being with purchase intention, however, suggest that the relationship between inclusive marketing communication and the behavior is more complex and context-bound than it was previously thought. It is a practical and theoretical study as it gives a comprehensive study that incorporates inclusive marketing communication, consumer well-being, and behavioral outcomes, and applies it to consumers with disabilities in a developing country context, using Vodacom Tanzania as a case study.

As source credibility is the most important factor influencing consumer well-being, Vodacom Tanzania must prioritize building and maintaining a strong reputation for trustworthy, reliable, and competent in all its communication with disabled consumers. This can be achieved by ensuring that services are delivered consistently, there is clear communication (transparent), and clear assurances of accessibility and digital inclusion for consumers with disabilities. For example, Vodacom Tanzania should ensure that its marketing campaigns not only promote its products and services, but also clearly communicate its accessibility initiatives, including network coverage; disability-friendly customer service, and affordable data packages for persons with disabilities. By demonstrating the genuine commitment and dedication to the needs of consumers with disabilities, Vodacom Tanzania can strengthen its perceived credibility and build greater consumer well-being, brand engagement, and purchase intention among this underserved consumer segment.

Since argument quality significantly predicts consumer well-being, there is a need for Vodacom Tanzania to invest in designing inclusive marketing messages that are clear, informative, relevant, and persuasive to consumers with disabilities. Marketing messages should be designed to meet the information needs of various groups with disabilities, such as the visually impaired, hearing impaired, and physically challenged, so that all consumers can access, understand, and benefit from Vodacom Tanzania's marketing communication. For instance, marketing campaigns should incorporate accessibility features such as sign language interpreters, audio descriptions, large print formats, and simple language to ensure marketing messages are genuinely accessible and inclusive to all consumers with a disability. By doing so, Vodacom Tanzania not only strengthens its marketing arguments but also shows its consumers that it cares about including them, resulting in better consumer well-being and engagement with the brand.

Although kindness did not significantly predict consumer well-being in this study, it remains an important moral and ethical aspect of inclusive marketing communication. In all its marketing communications, Vodacom Tanzania should ensure that consumers with disabilities are depicted in empowering, respectful, and

dignifying ways without stereotypical or patronizing depictions that undermine the autonomy and dignity of consumers with disabilities.

References :

- Chen, X., & Qasim, H. (2021). Does E-Brand experience matter in the consumer market? Explaining the impact of social media marketing activities on consumer-based brand equity and love. *Journal of Consumer Behaviour*, 20(5). <https://doi.org/10.1002/cb.1915>
- Chetoui, Y., Lebdaoui, H., & Hafid, N. (2023). Mobile banking usage in the postpandemic era: Demystifying the disparities among divergent user segments in a majority-Muslim country. *Journal of Islamic Marketing*, 14(12). <https://doi.org/10.1108/JIMA-08-2022-0232>
- Chiu, C. M., Cheng, H. L., Huang, H. Y., & Chen, C. F. (2013). Exploring individuals' subjective well-being and loyalty towards social network sites from the perspective of network externalities: The Facebook case. *International Journal of Information Management*, 33(3). <https://doi.org/10.1016/j.ijinfomgt.2013.01.007>
- Ciocarlan, A., Masthoff, J., & Oren, N. (2018). Kindness is contagious: Demonstration of a persuasive intervention for wellbeing. UMAP 2018 - Adjunct Publication of the 26th Conference on User Modeling, Adaptation and Personalization. <https://doi.org/10.1145/3213586.3225226>
- Cooper, D. R., & Schindler, P. S. (2014). Business Research Methods 12th Edition. In Business Research Methods. Research Methods 12th Edition. In *The McGraw Hill*.
- Diener, E., Emmons, R. A., Larsen, R. J., & Griffin, S. (1985). The Satisfaction With Life Scale. *Journal of Personality Assessment*, 49(1). https://doi.org/10.1207/s15327752jpa4901_13
- Dodds, S., Jaud, D. A., & Melnyk, V. (2021). Enhancing Consumer Well-Being and Behavior with Spiritual and Fantasy Advertising. *Journal of Advertising*, 50(4), 354–371. <https://doi.org/10.1080/00913367.2021.1939203>
- Erdogan, B. Z. (1999). Celebrity Endorsement: A Literature Review. *Journal of Marketing Management*, 15(4), 291–314. <https://doi.org/10.1362/026725799784870379>
- Goggin, G. (2012). Cell phone culture: Mobile technology in everyday life. In *Cell Phone Culture: Mobile Technology in Everyday Life*. <https://doi.org/10.4324/9780203827062>
- Goggin, G., & Lally, E. (2003). The Uses of the Internet. *Media International Australia*, 107(1). <https://doi.org/10.1177/1329878x0310700103>
- Goodrich, K., & Ramsey, R. (2012). Are consumers with disabilities receiving the services they need? *Journal of Retailing and Consumer Services*, 19(1), 88 – 97. <https://doi.org/10.1016/j.jretconser.2011.09.004>
- 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). <https://doi.org/10.18061/dsq.v26i3.716>
- Henseler, J., Hubona, G., & Ray, P. A. (2016). Using PLS path modeling in new technology research: Updated guidelines. *Industrial Management and Data Systems*, 116(1). <https://doi.org/10.1108/IMDS-09-2015-0382>

- Herrera, H. H. (2012). Las Redes Sociales: Una Nueva Herramienta De Difusión. *Reflexiones*, 91(2). <https://doi.org/10.15517/rr.v91i2.1513>
- Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). Consumer brand engagement in social media: Conceptualization, scale development and validation. *Journal of Interactive Marketing*, 28(2). <https://doi.org/10.1016/j.intmar.2013.12.002>
- Iyer, R., & Muncy, J. A. (2016). Attitude toward Consumption and Subjective Well-Being. *Journal of Consumer Affairs*, 50(1), 48–67. <https://doi.org/10.1111/joca.12079>
- Jamil, R. A., Qayyum, U., ul Hassan, S. R., & Khan, T. I. (2024). Impact of social media influencers on consumers' well-being and purchase intention: a TikTok perspective. *European Journal of Management and Business Economics*, 33(3), 366–385. <https://doi.org/10.1108/EJMBE-08-2022-0270>
- Kim, S. H., & Lee, S. (2023). Effects of an Orff Music Activity Intervention Program on the Ego-Resilience, Peer Relationships, Happiness, Interpersonal Care Awareness, Anxiety, and Stress of Children from Multicultural Families in Republic of Korea. *Healthcare (Switzerland)*, 11(14). <https://doi.org/10.3390/healthcare11142095>
- Kotler, P. (2000). Marketing Management, MILENI. *Beyond Management*.
- Kulkarni, Y., & Iyer, K. (2023). Influence of Disability-Inclusive Advertising on Behavioral Intention - An Intergenerational Analysis. *Studies in Media and Communication*, 11(6), 271 – 287. <https://doi.org/10.11114/smc.v11i6.6280>
- Kumagai, K., & Nagasawa, S. (2022). Hedonic shopping experience, subjective well-being and brand luxury: a comparative discussion of physical stores and e-retailers. *Asia Pacific Journal of Marketing and Logistics*, 34(9). <https://doi.org/10.1108/APJML-04-2021-0256>
- Kumar, S., & Khanna, S. (2022). The Relevance of the Elaboration Likelihood Model (ELM) in the Consumer Buying Process in the Context of Persuasive Advertising. *Media Literacy and Academic Research*, 5(2), 238–258.
- Lee, D. J., & Sirgy, M. J. (2011). Consumer well-Being (CWB): Various conceptualizations and measures. *Handbook of Social Indicators and Quality of Life* https://doi.org/10.1007/978-94-007-2421-1_15
- Malhotra, S., Anil, K., & Kaur, A. (2023). Impact of Social Entrepreneurship on Digital Technology and Students' Skill Set in Higher Education Institutions: A Structured Equation Model. *International Journal of Experimental Research and Review*, 35. <https://doi.org/10.52756/ijerr.2023.v35spl.006>
- Mancero, P. B., & Jiménez, O. S. (2019). Perceptions regarding the attention to diversity and educational inclusion in university students. *Sophia(Ecuador)*, 2019(26), 327–352. <https://doi.org/10.17163/soph.n26.2019.10>
- Mansoor, M., & Paul, J. (2022). Mass prestige, brand happiness and brand evangelism among consumers. *Journal of Business Research*, 144(July 2021), 484–496. <https://doi.org/10.1016/j.jbusres.2022.02.015>
- Miller, K. K., & Mustapha, T. (2022). Challenges in diversity, equity, and inclusion. In *Understanding and Cultivating Well-being for the Pediatrician: A compilation of the latest evidence in pediatrician well-being science*. https://doi.org/10.1007/978-3-031-10843-3_9

- Mukhopadhyay, S., & Moswela, E. (2020). Disability Rights in Botswana: Perspectives of Individuals With Disabilities. *Journal of Disability Policy Studies*, 31(1), 46 – 56. <https://doi.org/10.1177/1044207319871745>
- Nassereddine, Y., Ramadan, Z., & Farah, M. F. (2025). From Wellbeing to Addiction: The Influence of Inclusive Beauty Brands on People With Physical Disabilities. *International Journal of Consumer Studies*, 49(1). <https://doi.org/10.1111/ijcs.70017>
- Petty, R. E., & Cacioppo, J. T. (1986). The elaboration likelihood model of persuasion. *Advances in Experimental Social Psychology*, 19(C). [https://doi.org/10.1016/S0065-2601\(08\)60214-2](https://doi.org/10.1016/S0065-2601(08)60214-2)
- 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. <https://doi.org/10.1016/j.jretconser.2023.103515>
- Rendon Alin, A. C., Fuentes Manzaba, M., Costavalo Berna, Y., & Manrique Fuentes, S. (2024). Perception of inclusive advertising by brands targeted for people with special needs. *Centro Sur*, 8(2), 80–101. <https://doi.org/10.37955/cs.v8i2.347>
- Ryan, R. M., & Deci, E. L. (2000). Intrinsic and Extrinsic Motivations: Classic Definitions and New Directions. *Contemporary Educational Psychology*, 25(1), 54–67. <https://doi.org/10.1006/ceps.1999.1020>
- Sahney, S. (2011). Delighting customers of management education in India: A student perspective, part i. *TQM Journal*, 23(6), 644–658. <https://doi.org/10.1108/17542731111175257>
- Schaeffer, M. (2019). Social mobility and perceived discrimination: Adding an intergenerational perspective. *European Sociological Review*, 35(1), 98–115. <https://doi.org/10.1093/esr/jcy042>
- Shiau, W. L., Sarstedt, M., & Hair, J. F. (2019). Internet research using partial least squares structural equation modeling (PLS-SEM). In *Internet Research* (Vol. 29, Number 3, pp. 398–406). Emerald Group Publishing Ltd. <https://doi.org/10.1108/IntR-10-2018-0447>