

Effectiveness of Advertising Using Model with Disabilities: Extended Advertising Value Model

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ABSTRACT

The increasing awareness of inclusivity issues, especially among the younger generation, has encouraged companies to adopt advertising using the disability model to support equality. However, the effectiveness of these ads has not been empirically studied. In the context of advertising in general, the advertising value model (AVM) has often been applied. Therefore, the study aimed to evaluate the effectiveness of advertising using the disability model in increasing purchase intention through the Advertising Value Model. It also examined the role of universalism in the relationship between advertising value and attitudes toward the advertisement and the brand. This survey-based research involved 216 Generation Z members in Banten, Jakarta, and West Java, selected using a convenience sampling technique. Data were analyzed using PLS-SEM to maximize the prediction of relationships between variables. The results show that informativeness and entertainment elements significantly increase the advertising value. This affects both the brand and the attitude toward the advertisement. The universalism value strengthens the attitude toward the advertisement but not the attitude toward the brand. A positive attitude toward the brand is the primary factor increasing purchase intention. The attitude toward the advertisement influences purchase intention through its impact on brand attitude. Practically, this study offers insights for companies to design advertisements that promote social equality, enhancing marketing performance and financial benefits.

Keywords— advertising value model, attitude, inclusive advertising, purchase intention, universalism

INTRODUCTION

The Sustainable Development Goals (SDGs), introduced by the United Nations in 2015, serve as a global framework aimed at eradicating poverty, promoting environmental protection, and ensuring that all individuals worldwide attain peace and prosperity by 2030. The SDG concept is more widely accepted by the younger generation, who are more interested in taking action to contribute to achieving the SDGs [42]. The incredible drive of the younger generation has prompted some companies to integrate the SDGs into their marketing strategies to enhance brand reputation, market share, and positive image [3]. One of them is by involving people with disabilities as advertising models to support the achievement of the 10th SDG, namely reducing inequalities, which has begun to be widely implemented by several well-known brands [12]. Using people with disabilities as advertising models supports the 10th SDG, which aims to reduce inequalities and has been adopted by global brands such as Procter & Gamble, Nike, Coca-Cola, and Apple. Consumers highly value inclusive advertising and have been shown to impact brand perception and customer satisfaction [4]. In Indonesia, although awareness is growing, adoption remains limited, with few brands, such as POND'S, Sari Ayu, and Layak Indonesia, leading the way.

[2] Found a new perspective on people with disabilities that can be leveraged as an opportunity to benefit both individuals with disabilities and the market. However, this opportunity can lead to naive representations and reinforce negative perspectives on people with disabilities [12]. When examining this issue, it is essential to acknowledge that research on advertising featuring models with disabilities is predominantly qualitative in

nature (e.g., [25], [41]), which limits its generalizability. Moreover, those studies do not specifically measure the ability of such advertisements to influence individuals' behaviors. An advertisement is considered effective if it successfully persuades consumers to perform certain behaviors, such as deciding to purchase a product, as explained by the Advertising Value Model (AVM hereafter). While AVM has been applied in various general advertising studies (e.g., [27], [32]), it has not explicitly examined the effectiveness of disability models.

Individuals' perceptions of and attitudes toward advertising or brands that use models with disabilities may depend on how they acknowledge diversity. The individual value of universalism, which reflects a concern for equality and the acceptance of diversity, is relevant to explore, as it may influence consumer responses to inclusive advertising. Despite its potential, this aspect has not yet been addressed in advertising with the model of disabilities, making it a novel contribution in this study. Thus, this study extends AVM by considering universalism as a value moderator in the conceptual framework. This research has two objectives: (1) to examine the effectiveness of advertising with models of people with disabilities in driving purchase intention, which should be evaluated by applying the advertising value model and (2) to examine the moderating role of universalism in the relationship between advertising value, attitudes toward the ads, and attitudes toward the brand.

LITERATURE REVIEW

Advertising Value Model

The AVM states that the perceived value of an advertisement is determined by three elements: informativeness, entertainment, and irritation, which will ultimately determine consumers' attitude toward the advertisement [9],[10]. Advertising value is a subjective assessment of the usefulness or value of an advertisement, as perceived by consumers, and can vary depending on the media and advertising objects used [9]. Informativeness has a strong relationship with advertising value [10]. The positive effect of informativeness on advertising value has also been found in various other studies [27], but none have focused on advertisements featuring models with disabilities. Ads featuring models with disabilities can provide information that educates and builds awareness about the importance of equality, broadening the horizons of disability issues, highlighting the challenges faced, and introducing solutions or products that can improve the daily lives of people with disabilities [25]. This is expressed through the following hypothesis:

H1: Informativeness in advertising has a positive effect on Advertising Value.

Ads with entertainment elements are more effective at attracting and maintaining consumer attention [23] because people tend to feel happy while watching entertaining ads [20]. Therefore, entertainment can enhance the advertising value of an advertisement, which in turn affects consumer attitudes or behavior towards the advertisement [44]. In the context of advertisements featuring models with disabilities, these advertisements can increase their advertising value. Companies prefer the representation of models with disabilities because it will provide an interesting, inspiring, and heartfelt narrative [12]. Entertainment in these ads can also broaden one's view of people with disabilities. By adding entertainment aspects in advertisements with models of people with disabilities, advertisements will be more accepted and appreciated by the public and reduce the possibility of negative perceptions of people with disabilities, which is expressed through the following hypothesis:

H2: Entertainment in advertisements has a positive effect on Advertising Value.

Irritation is the only factor that can reduce the advertising value [9], as it causes viewers to avoid the ad and negatively impacts consumer attitudes and purchase intentions [38]. The negative impact of irritation on advertising value has been proven in several previous studies [27]. It may also occur in advertisements with models of people with disabilities if not appropriately managed, for example, by exaggerating or exploiting the weaknesses of people with disabilities in their advertisements [8]. While getting consumers' attention is very important, providing ads with excessive content can distract consumers' attention that reducing the effectiveness of the advertising value, which is expressed through the following hypothesis:

H3: Irritation in advertising negatively affects Advertising Value.

An individual's attitude toward an advertisement is their response to the advertisement [28], which is formed when consumers evaluate the visual and verbal content of the advertisement [35]. The attitude toward the advertisement is relatively long-lasting [32], which is influenced by advertising credibility, visual appeal, and message relevance [28]. The positive effect of advertising value on attitude toward advertisement has been proven by [32]. Advertisements with models with disabilities that contain relevant and educational information and are presented attractively are perceived to have high advertising value. This will help brands establish a positive, socially responsible image and commitment to equality worldwide [11], thereby enhancing their attitude toward advertising. The relationship is shown through the following hypothesis:

H4: Advertising Value has a positive effect on Attitude toward the Advertisement.

In addition to attitude toward the advertisement, attitude toward the brand is essential for a brand to know the true consumer intention [14]. Attitude towards the brand refers to the attitude and perception that consumers have towards a brand [15], which is influenced by product quality, brand image, personal experience, and the perceived value of the product [1]. When consumers find brand advertisements valuable and relevant, they tend to provide and develop positive responses [38]. An attractive and professionally presented advertisement will be perceived as credible, leading to a positive attitude towards the advertised brand. In the end, advertising value positively affects attitude toward the brand [22], [32]. Ads with models of people with disabilities have a high value demonstrated through their commitment to diversity [24], which is reflected in the following hypothesis:

H5: Advertising Value has a positive effect on Attitude toward the Brand.

The content of the message conveyed in advertisements can influence the linkage between consumers' attitudes toward the advertisement and their attitudes toward the brand [30], where an attitude toward the advertisement will affect an attitude toward the brand [32]. The positive relationship between attitude toward the advertisement and attitude toward the brand has been proven by [30]. A person's positive attitude towards advertisements featuring models with disabilities will lead them to associate the brand that produces the advertisement with a commitment to diversity in the world [24]. This will encourage him to have a positive consumer attitude towards the brand, which is shown through the following hypothesis:

H6: Attitude toward the Advertisement positively affects Attitude toward the Brand.

The Moderating Role of Universalism in Advertising Value Model

From Schwartz's basic values, universalism refers to individual values that emphasize universal interests, such as peace, justice, equality, and a clean environment [37]. Universalism value can develop and change significantly based on environmental influences [6]. A person who prioritizes universalism values is more concerned with the welfare of society than personal interests. Ads that use the disability model aim to present universalism values such as equality and respect for diversity. The values shown in the advertisement are expected to create positive perceptions, which can increase attitudes toward the advertisement, as consumers appreciate the moral message conveyed. It is the same with attitude towards the brand. Universalism values may increase positive attitudes towards brands by building positive perceptions between universalism values and the brand itself. Consumers who hold universalism values tend to be more responsive to advertisements featuring disability models, which can have an impact on both the perception of the advertisement and the advertised brand.

H4a: Universalism strengthens the positive influence relationship between Advertising Value and Attitude toward the Advertisement

H5a: Universalism strengthens the positive influence relationship between Advertising Value and Attitude toward the Brand

Relationship Between Attitude and Purchase Intention

The emotional response, as reflected in the attitude toward the advertisement, helps consumers decide to buy the product offered without the need to process all the information from the brand [46]. [32] found that consumers tend to have a higher intention to buy a product if they like the advertisement. Likewise, consumers with a positive view of the brand tend to have a high purchase intention, even willing to spend more if they respond positively to the brand [1]. Several studies have proven that attitude toward advertisements positively affects purchase intention [32]. On the other hand, ads with inclusiveness can also increase consumers' trust in the brands that advertise them [11]. As a result, they will be interested in buying the product advertised, and this will be proven through the following hypothesis:

H7: Attitude toward the Advertisement has a positive effect on Purchase Intention.

Attitude toward the brand measures the effectiveness of the advertisement, which can motivate consumer purchase intentions [21]. [31] Prove that attitude toward the brand positively influences purchase intention. Representation of disability models can reflect the value of equality but will increase brand credibility through emotional appeal and trust in the message conveyed in the advertisement. When consumers perceive an advertisement as credible and meaningful, it tends to foster a positive attitude toward the brand, which can encourage them to be more interested in purchasing the product offered.

H8: Attitude toward the Brand has a positive effect on Purchase Intention.

The relationships are presented in Figure 1.

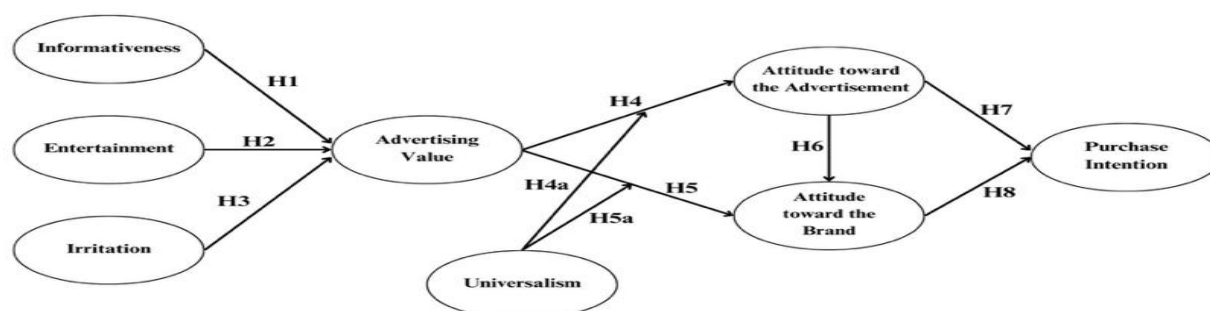


Fig.1 Theoretical Framework

RESEARCH METHODOLOGY

Research Design

The survey method was employed to assess the effectiveness of the AVM and the moderating role of universalism value in the context of advertising featuring models with disabilities. The survey was conducted by distributing questionnaires with assistance from several enumerators who could recruit suitable respondents and accurately explain the study. Since few advertisements featured models with disabilities, at the beginning of the survey, respondents were asked to watch the advertisements first to ensure they had a clear understanding of the context under study. After that, respondents were asked to fill out the survey directly using the link provided by the enumerator. This study focused on Generation Z due to its important role in supporting the success of the SDGs [42], who have a deep concern for the welfare of the world that may influence many people to make decisions that prioritize sustainability (World Economic Forum, 2022).

This research targets Generation Z in Jakarta, West Java, and Banten, because these three provinces represent the most dynamic and diverse population in Indonesia. Jakarta as the capital city, has the highest Human Development Index (HDI) in the country, at 82.46, reflecting better access to education, health, and technology, which strongly influence the lifestyle and consumer behaviour of Generation Z. West Java, with

nearly 12 million Generation Z residents (the largest in Indonesia) offers a broad and representative sample that reflects the perspectives of young people from various socio-economic and cultural backgrounds. Meanwhile Banten, which geographically and economically connect Jakarta and West Java serves as a strategic region with rapid urbanization, growing digital adoption, and strong exposure to metropolitan influences. These three provinces provide a comprehensive overview of Generation Z in an urbanized and highly connected environment, making then an ideal target sample for this study. The sample was selected using convenience sampling with a minimum sample size of 150 (5 x 30 indicators) based on the sample-to-item ratio.

Measures

The questionnaire consisted of two sections: one on the respondents' profiles and another containing indicators of the variables measured in this study. Before entering the section containing the assessment of the research variables, respondents were asked to watch an advertisement using models with disabilities to ensure they understood the context under study. To ensure that respondents watched the ad until the end, one question related to the ad was asked. Only respondents who answered the question correctly could proceed to fill out the questionnaire.

Indicators of elements of advertising value, namely informativeness, are adapted from [13], entertainment from [5] and [29], and irritation from [29], while advertising value was adapted from [26]. The measurement of attitude toward the advertisement is adapted from [13] and [19], while attitude toward the brand is adapted from [40]. Purchase intention is measured by indicators adapted from [36]. Finally, the universalism measurement indicator is adapted from [38]. The questionnaire was delivered in the Indonesian language to facilitate respondents' understanding of the advertisement's meaning. In preparing the statement indicators for each variable, a double-back translation was conducted to ensure that the meaning was consistent with the original statement. All indicators are measured using a 5-point Likert scale.

Data Analysis

Although the AVM has often been tested in the context of advertising in general, the theory has never been applied in the context of advertising featuring models with disabilities. To enrich the theory in this context, the value of universalism is added as a moderator because the effectiveness of advertisements featuring models with disabilities is expected to differ depending on the level of concern among viewers. Therefore, this study used the partial least squares structural equation modelling (PLS-SEM) method to maximize the predictive ability of the research model [16]. PLS-SEM focuses on the predictive power of managing constructs that can assist researchers in analysing the relationship between variables.

RESULTS

The survey between April and August 2024 was able to collect 267 responses, of which 216 were valid after data cleaning. As shown in Table 1, there was a balanced composition of those with a high school degree and a tertiary degree or above. Most respondents used the Internet for at least 3 hours daily, reflecting relatively high digital habits in this population.

TABLE 1 RESPONDENT'S PROFILES

Characteristic	Amount	Frequency
Latest Educational Level		
High school	107	49.54%
Diploma degree	9	4.17%
Undergraduate degree	96	44.44%
Master's and Graduate degree	4	1.85%

Employment Status		
University students	142	65.74%
Private enterprise employee	25	11.57%
Civil servant	5	2.31%
State-owned enterprise employee	6	2.78%
Entrepreneur	8	3.70%
Housewife	2	0.93%
Professional	2	0.93%
Others	26	12.04%
Internet Usage Duration / Day		
1 – 2 hours	13	6.02%
3 – 4 hours	87	40.28%
More than 4 hours	116	53.70%

This research shows that the convergent validity requirements were met, where all indicators had factor loadings above 0.7 and AVE above 0.5 [17]. Likewise, the construct reliability requirements were met with Cronbach's alpha and composite reliability values above 0.7 [17]. The discriminant validity tested using the HTMT ratio was below 0.9, indicating that each variable in this study differs from the others [17].

Hypothesis testing was conducted using bootstrapping techniques with a subsample of 5,000. The analysis was conducted based on the provisions of the one-tail hypothesis, by the proposed hypothesis statement, with the results shown in Table 2.

TABLE 2 HYPOTHESIS TESTING

Path	β	S.E.	t-value	p-value	f²	Remark
H1: IN $\rightarrow$ AV	0.393	0.070	5.600	0.000	0.248	Supported
H2: E $\rightarrow$ AV	0.458	0.065	7.050	0.000	0.324	Supported
H3: IR $\rightarrow$ AV	-0.062	0.052	1.193	0.233	0.009	Not Supported
H4: AV $\rightarrow$ ATA	0.586	0.067	8.695	0.000	0.598	Supported
H4a: U x AV $\rightarrow$ ATA	0.084	0.033	2.568	0.010	0.024	Supported
H5: AV $\rightarrow$ ATB	0.264	0.080	3.295	0.001	0.094	Supported
H5a: U x AV $\rightarrow$ ATB	-0.002	0.034	0.073	0.942	0.000	Not Supported
H6: ATA $\rightarrow$ ATB	0.527	0.064	8.267	0.000	0.343	Supported
H7: ATA $\rightarrow$ PI	0.014	0.085	0.164	0.870	0.000	Not Supported
H8: ATB $\rightarrow$ PI	0.669	0.077	8.727	0.000	0.360	Supported

The three advertising elements explained 61.5% of the overall advertising value. In advertisements featuring models with disabilities, only informativeness ($\beta = 0.393$, $p < 0.001$) and entertainment ($\beta = 0.458$, $p < 0.001$) showed significant positive effects, both at a moderate strength. Irritation was insignificant ($\beta = -0.062$, $p =$

0.233), supporting H1 and H2, but not H3. This study demonstrated that advertising value had a significant influence on attitude toward the advertisement ($\beta = 0.586$, $p < 0.001$) and attitude toward the brand ($\beta = 0.264$, $p = 0.001$), supporting H4 and H5. Advertising value had a stronger influence on attitude toward the advertisement. The universalism element strengthened the influence of advertising value on attitude toward the brand ($\beta = 0.084$, $p = 0.010$), supporting hypothesis H4a, but was insignificant for the effect of advertising value on attitude toward the brand ($\beta = -0.002$, $p = 0.942$). The study also found a significant relationship between the attitude toward the advertisement and the attitude toward the brand ($\beta = 0.527$, $p < 0.001$), supporting H6.

Finally, this study examined the influence on purchase intention as the outcome. It was found that attitude toward the advertisement did not directly affect purchase intention ($\beta = 0.014$, $p = 0.870$), which did not support H7; however, it must be mediated through attitude toward the brand. Meanwhile, attitude toward the brand was found to have a significant positive effect on purchase intention ($\beta = 0.669$, $p < 0.001$), which supports H8.

DISCUSSION

This study theoretically contributes to understanding the effectiveness of using disabled models in advertising, utilizing the AVM and extending it with Schwartz's universalism value. Advertisements featuring disabled models that provide relevant and entertaining information to attract consumers' attention may increase the value of an advertisement, which aligns with [23] and [27] in the context of ordinary commercial advertisements.

Delivering informative messages while remaining entertaining is crucial for capturing consumers' attention amidst intense media competition [27]. In terms of inclusive advertising, such as that using models with disability, Gen Z audience perceives it as non-irritating if it fulfils the ethical aspects. Generation Z will judge ads based on how much they reflect honesty, inclusivity, and relevance to their real-life experiences. It also explains why irritation did not significantly affect advertising value, as the inclusive and socially responsible nature of such advertisement tends to reduce perceptions of annoyance. Rather than focusing on repetition or intrusiveness, Generation Z places greater emphasis on authenticity and ethical alignment [33], which neutralizes the potential negative impact of irritation [39].

Positive advertising value can significantly enhance attitudes toward advertising and the brand, supporting the findings of [32]. Advertisements featuring disabled models can enhance consumers' perceptions of the advertisement and the brand. Through inclusive advertising, brands demonstrate their concern for social issues [34]. The advertisement featuring models with disabilities conveys positive values, such as acceptance and diversity, which elicit a positive response from Generation Z [39]. When advertisements depict diversity and inclusivity, this can increase empathy and recognition for individuals with disabilities [43]. This process occurs because positive perceptions of advertising influence how consumers assess the brand's values, personality, and social commitment. Ultimately, consumers who feel emotionally connected to the advertising message tend to have a more positive attitude toward the advertisement.

The primary objective of advertising is to influence consumers' purchase intention [45]. This study demonstrates that a positive attitude toward the brand significantly drives purchase intention, echoing earlier findings [32]. Conversely, attitude toward the advertisement itself does not directly influence purchase intention; rather, it indirectly shapes purchase intention by bolstering brand attitude and reinforcing consumers' favourable perceptions of the brand. This suggests that a positive response to the advertisement alone is insufficient to encourage actual buying behaviour, as consumers may appreciate the inclusive advertising message but still base their purchase decisions primarily on how they perceive the brand and its offerings.

In this context, universalism has strengthened the relationship between the perceived advertising value and the attitude toward the advertisement. This confirms that consumers value diversity and advertisements with equality values [7]. When advertising reflects these messages, consumers feel connected to their values. Universalism value strengthens the relationship between advertising value and attitude toward advertising,

especially in Gen Z. However, universalism values do not strengthen the relationship between advertising value and attitude towards the brand, which suggests that inclusivity and diversity values primarily enhance appreciation of the advertisement itself but do not automatically shape brand evaluations. Consumers may still rely on more tangible factors such as brand reputation, consistency, and product quality when forming their attitude toward the brand.

CONCLUSION

This study aimed to evaluate the effectiveness of advertising featuring models with disabilities in influencing purchase intention, using the Advertising Value Model (AVM), and to assess the moderating role of universalism values. The findings confirm that informativeness and entertainment significantly enhance advertising value, which subsequently improves both attitudes toward the advertisement and the brand. However, only the attitude toward the brand directly influences purchase intention, indicating that a positive perception of the brand is the main driver of consumer purchasing decisions in the context of inclusive advertising.

As this study selects inclusive advertising shown through advertising using models with disabilities, AVM is extended by incorporating Schwartz's universalism value into the model. While universalism values strengthen the relationship between advertising value and attitude toward the advertisement—especially among Generation Z, who appreciate equality and social messages—it does not moderate the link between advertising value and brand attitude. These results highlight that although consumers may resonate emotionally with inclusive messages, this emotional connection must translate into a positive brand perception before it can influence their purchasing intention. In conclusion, advertising that includes models with disabilities can be effective when it delivers relevant, entertaining content and aligns with consumers' values of diversity and inclusion. Brands aiming to engage socially conscious consumers—particularly Generation Z—should not only focus on representation but also ensure the message enhances the brand's perceived authenticity and values.

Directions For Further Research

This study acknowledges certain limitations that can be considered by future researchers. This study only involved Generation Z in the Banten, Jakarta, and West Java regions, which may mean the results do not fully capture the broader sociocultural diversity of Indonesia. Perceptions of disability and universalism values are likely to vary significantly across regions, given Indonesia's rich tapestry of cultural, religious, and social norms. Moreover, due to Indonesia's vast geographical area and population distribution, it is challenging to obtain a sample that adequately represents all regions, especially when employing stratified random sampling. This limitation should be addressed in future studies by expanding the research scope to cover more diverse regions, enabling a more comprehensive understanding of societal attitudes. Academically, this study offers a novel contribution by examining the moderating role of universalism values in responses to advertisements featuring models with disabilities—an area that has been rarely explored in the Indonesian context. It also investigates the underexplored issue of inspiration porn, where disability representation may evoke sympathy rather than convey dignity. Future studies are encouraged to examine the ethical implications of such portrayals, particularly in relation to advertising puffery, and to employ experimental designs that manipulate advertising elements (e.g., type of model, message framing, or ethical cues) in order to test their causal effects on emotional involvement, memory, and purchase intention [18]. This research helps fill a gap in the literature and provides a foundation for more ethical and inclusive marketing strategies in Indonesia and beyond.

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Data Availability Statement

The data are available at:

https://drive.google.com/drive/folders/1io41HaHSpNj2Of73y72vVp_QrcpfikJ?usp=sharing and access can be requested to the corresponding author.

Author Contributions

Hasna Shafa Kamila Rossano – Conceptualization, literature review, data analysis, writing – original draft.

Ericka Verena Sarboni - Literature review, data collection, data analysis, writing – original draft.

Evelyn Hendriana – Conceptualization, supervision, validation, writing – review and editing.

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