



Perception of Inclusive Marketing in Building Consumer Trust and Perceived Credibility

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ABSTRACT

In today's diverse marketplace, inclusive marketing has emerged as an essential strategy for building strong consumer relationships. Inclusive Marketing is a strategic approach that embeds diversity, equity and representation into marketing practices to foster authentic engagement with diverse consumer groups. The present study examines the impact of inclusive marketing on consumer trust and perceived credibility with special reference to Amul products in Coimbatore. Primary data were collected from 141 consumers through a structured questionnaire. Factor analysis was conducted to identify the key factors influencing perceptions of inclusive products and multiple regression analysis was applied to determine the impact of inclusive marketing on consumer trust and perceived credibility. The findings of the study reveal that reduced skepticism, fairness perception, reliability, confidence in communication were the most influencing factor. The inclusive marketing significantly influences the consumer trust and perceived credibility. Further the consumer trust and perceived credibility recorded 33.7 percent variance in perceptions of inclusive marketing with $R^2 = 0.337$ and statistically significant with a P-Value less than 0.05.

Keywords: Inclusive Marketing, Consumer Trust, Perceived Credibility, Brand Perception

Introduction

The increasing diversity of contemporary markets has compelled organizations to move beyond standardized marketing approaches towards more inclusive strategies. Inclusive marketing encompasses the deliberate use of marketing strategies, tactics and technologies designed to foster a sense of inclusion and belonging, particularly among demographic and societal groups that have historically been underserved, marginalized, or legally protected. Such practices enable consumers to feel recognized and valued, thereby strengthening their social identity and emotional connection with brands. Perceptions of inclusive marketing may differ across demographic segments. Brands like Amul have consistently adopted inclusive marketing in their advertising campaigns, portraying cultural diversity, family values, gender

inclusivity, and social unity. These approaches not only enhance emotional appeal but also influence consumer perceptions regarding trustworthiness and credibility. Inclusive Marketing is widely practiced; its measurable impact on Consumer trust and perceived credibility requires empirical examination. Therefore, this study aims to analyze how inclusive marketing influences consumer trust and perceived credibility with reference to Amul products in Coimbatore.

Review of Literature

Lee and Wu (2025) examined inclusive marketing and anthropomorphism in luxury and non-luxury branding, with the objective of analyzing how inclusive marketing influences social judgments, brand anthropomorphism and brand attitudes using experimental design and Structured Equation Model (SEM). The findings of the study show that inclusive marketing significantly improves anthropomorphism, competence, warmth, and positive brand attitudes. Zoreslava Liuluhak et al. (2025) examine the impact of brand inclusivity perception on corporate financial performance using correlation, regression and trend analysis tools. The study found that inclusivity dimensions such as Lesbian, Gay, Bisexual, Transgender support, brand authenticity, and racial diversity significantly improve market capitalization, revenue, earnings, and investor confidence, highlighting inclusive marketing as a driver of financial performance. Juhi Srivastava and Nishtha Malik et al. (2024) conducted a study on Impact of inclusive marketing communication on brand love and brand attitude to find the stigmatization moderates the relationship between inclusive marketing communication and brand love and attitude, while social identity plays a mediating role. Real inclusive communication enhanced consumer's identity, emotional attachment and positive brand perception, Anna verbytska et al. (2023) examined study on Inclusive Social Marketing: Representation and Diversity in Brand Campaigns. The study found that inclusive marketing enhanced brand reputation, customer engagement and market presence by promoting diversity and emotional connection. Yasmin salsabila et al (2022), conducted a study on The Effect of Inclusive Marketing efforts by BLP Beauty toward Brand Image, Brand Trust, Brand Love and Brand Loyalty to examine the impact of inclusive marketing on brand image, trust, love and loyalty The findings of the study show that inclusive marketing- driven brand experience positively influences brand image, trust and love. Brand love significantly affecting loyalty while brand trust does not affect the loyalty.

Objectives

- To identify the key factors influencing perceptions of inclusive products.
- To analyze the impact of inclusive marketing in building consumer trust and perceived credibility.

Hypothesis

H₀₁: Inclusive marketing has a significant impact on consumer trust and perceived credibility.

Research Methodology

The study is based on primary data. The required data was collected from Amul product users through questionnaire by using Convenience Sampling method. A total of 141 were surveyed. Coimbatore, a growing industrial hub known as the "Manchester of South India" was selected for this study. The city represents diverse demographic segments with varying incomes levels, mobility needs, and environmental consciousness. The study focused on impact of inclusive marketing on consumer trust and perceived creditability. Responses were collected and analyzed to identify the impact of inclusive marketing on consumer trust and perceived

credibility. The study adopted Factor analysis and Regression method for identifying impact of inclusive marketing on consumer trust and perceived credibility.

Analysis and Interpretation

The results of the study were presented under the following heads.

- Demographic profile of the consumers.
- Factors influencing perceptions of inclusive products.
- Impact of inclusive marketing on consumer trust and perceived credibility.

Demographic profile of the consumers

Table 1: Socio-Economic Profile of the Respondents

Socio Economic Profile		No of respondents (N= 141)	Percentage (in %)
Age	21-30	85	60
	31-40	56	40
Gender	Male	90	64
	Female	51	36
Educational Qualification	School	30	21
	Under graduate	53	38
	Diploma	58	41
Income	Below 10000	37	26
	10001—20000	60	43
	20001-40000	25	18
	Above 40000	19	13
Marital status	Married	75	53
	Unmarried	66	47
Family type	Nuclear family	95	67
	Join family	46	33
How familiar are you with the concept of inclusive marketing?	Highly knowledgeable	24	17
	Moderately knowledgeable	45	32
	Basic awareness	34	25
	Limited awareness	28	20
	No awareness	10	0.7

Source: Primary Data

Age and Gender: Majority of consumers 60% were aged between 21 to 30 years, with a fairly even distribution across other age groups. Gender distribution was balanced, with males 64% slightly outnumbering females 36%.

Educational Qualification and Income: Majority of consumers 41% had Diploma education. Monthly income was modest, with the majority earning between Rs. 10001—20000.

Marital Status and Family Type: Over 53% were married, and 67 % lived in nuclear families.

Level of familiarity with Inclusive Marketing: Majority of the consumers possess a satisfactory level of familiarity with the concept of inclusive marketing, with 32% shows moderate knowledge and 17% indicating a high level of knowledge. The extremely low proportion of respondents with no awareness 0.7%, shows that inclusive marketing is broadly recognized among the consumers.

Factors Influencing Perceptions of Inclusive Products

The prime factors influencing perceptions of inclusive products that foster consumer trust were fairness, accessibility, and representation in brand communication and engagement.

Table 2: Rotated Component Matrix^a

	Component 1	2	3	4	5
Q4	.768				
Q7	.734				
Q6	.719				
Q2		.821			
Q8	.528	.695			
Q5					
Q3			.874		
Q9					
Q10				.904	
Q1					.925

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization. a. Rotation converged in 11 iterations.

Source: Computed data

The table represents the Rotated Component Matrix extracts 5 distinct components shows the impact of inclusive marketing on consumer trust and perceived credibility. Consumers trust towards organizations that consistently practices towards inclusive marketing shows 0.768, marketing messages emphasizing inclusion are more convincing to the consumer's shows factor loading of 0.734, Consumer consider that inclusive marketing communication is trustworthy in nature. These factors represent strongly on component, represents a common underlying construct.

Marketing that emphasizes inclusivity strengthens the consumers sense of reliability toward the organization with 0.821 shows a high loading on component 2, indicating that it distinctly measures a separate dimension. Inclusive marketing encourages believing that consumers are treated fairly with 0.874 loadings prominently on component 3, reflecting a well-defined factor. Inclusive marketing messages make the consumer confident that the brand keeps its promises with 0.904 is strongly associated with component 4, while Inclusive marketing reduces skepticism toward marketing claims exhibits a very high loading on component 5, demonstrating clear factor separation. Inclusive marketing conveys respect toward diverse consumer groups shows cross-loadings on components 1(0.528) and component 2 (0.695), but it loads more strongly on Component 2. The high loading values above 0.70 indicate good construct representation and internal consistency within respective components. Overall, the rotated component matrix confirms that the variables are grouped into five meaningful dimensions, supporting the multidimensional structure of the factors.

Impact of inclusive marketing in building consumer trust and perceived credibility

The impact of inclusive marketing lies in its ability to enhance consumer trust and perceived credibility by demonstrating fairness, representation and engagement in brand practices.

Table 3 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.506 ^a	.256	.251	.6723	
2	.580 ^b	.337	.327	.6371	2.245
a. Predictors: (Constant), CT					
b. Predictors: (Constant), CT, PC					
c. Dependent Variable: IM					

Source: Computed data

The table represents the Model summary results, indicates that consumer Trust shows 25.6% of the variance Inclusive Marketing R^2 value 0.256. Both Consumer Trust and Perceived Credibility are included, the explanatory power increases to 33.7% with R^2 value 0.337. The Adjusted R^2 value of 0.327 confirms that stability and reliability. The Durbin- Watson value of 2.245 indicates the absence of autocorrelation, confirming that the regression is satisfied.

Table 4: ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	21.473	1	21.473	47.505	.000 ^b
	Residual	62.377	138	.452		
	Total	83.850	139			
2	Regression	28.247	2	14.123	34.798	.000 ^c
	Residual	55.603	137	.406		
	Total	83.850	139			
a. Dependent Variable: IM						
b. Predictors: (Constant), CT						
c. Predictors: (Constant), CT, PC						

Source: Computed data

The ANOVA result shows that Consumer trust is statistically significant with F value 47.505, p value is less than 0.05. Perceived credibility is also statistically significant with F value 34.798, p value is less than 0.05, indicating that Consumer Trust and Perceived Credibility jointly predict Inclusive Marketing significantly.

Table 5: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Co linearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.831	.341		5.364	.000		
	CT	.524	.076	.506	6.892	.000	1.000	1.000
2	(Constant)	.770	.415		1.856	.046		
	CT	.370	.081	.358	4.563	.000	.787	1.271
	PC	.400	.098	.320	4.085	.000	.787	1.271

Source: Computed data

Table 5 represents the results of regression coefficients to identify the impact of perceived inclusive marketing on Consumer Trust and perceived Credibility. In Consumer Trust, the unstandardized coefficient (B) was 0.524 with a t-value of 6.892 and statistically highly significant with a p-value of 0.000. Consumer Trust coefficient (B) value was 0.370, Beta (β) value 0.358, t-value 4.563, p-value of 0.000 and Perceived Credibility coefficient (B) value was 0.400, Beta (β) value 0.320, t-value 4.085, p-value of 0.000 were both significant predictors. The VIF values of all the variables were above 0.750 indicates, there is no multicollinearity. Overall, the results suggest that an increase in Consumer Trust and Perceived Credibility leads to increase in perceptions of Inclusive Marketing. Overall the regression results indicate that Consumer Trust and Perceived Credibility together have a positive and significant impact on the perception of Inclusive Marketing.

Conclusion

Inclusive marketing is a strategic approach that fosters equitable representation and engagement, enhancing long-term consumer trust and organizational credibility. The study identified that the prime factor influencing the inclusive marketing were reduced skepticism, fairness perception, reliability and confidence in marketing communication. The regression results demonstrated that both consumer trust and perceived credibility have positive and statistically significant effects on inclusive marketing perceptions. The absence of multicollinearity further validates the reliability of the findings. The results suggest that inclusive marketing enhances brand authenticity and strengthens emotional connections with consumers.

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