

NEW FORM OF COMMUNICATION: INCLUSIVE ADVERTISING AND ITS ROLE IN SOCIAL ACCEPTANCE IN ROMANIA

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Abstract: The diverse society of Romania and its history of challenges related to minority rights provide an important setting for studying the impact of advertising on social cohesion and identity. This study uses a mixed-methods approach to examine how inclusive advertising influences self-perception among both minority and majority groups in a post-communist society. The research combines a survey to gather quantitative data and focus groups to explore audience responses in depth. The findings indicate that inclusive advertising can promote civic awareness and help reduce societal divisions rooted in historical and cultural tensions, but in time. This study contributes to the broader discussion on the role of advertising in driving social change, particularly in societies experiencing transition and division.

Keywords: Inclusive advertising; Minority groups; Cultural identities; Individual identities; Social change; Inclusion; Diversity

1. Introduction

The evolution of advertising as a socio-cultural construct reflects broader societal dynamics, including the challenges and opportunities of *diversity* and *inclusion*. In the context of Romania, a nation with a rich tapestry of *cultural identities* shaped by historical, political, and economic transitions, exploring the influence of *inclusive advertising* holds unique relevance. Advertising does not merely mirror society but also shapes it by constructing and disseminating narratives that can reinforce or challenge existing norms and stereotypes (Eisend et al., 2023; Bernstein et al., 2019).

Inclusive advertising has emerged as a pivotal tool for addressing the systemic underrepresentation and misrepresentation of minority groups, encompassing attributes such as gender, ethnicity, age, sexual orientation, and physical abilities. Research highlights that diversity in advertising refers to the portrayal of individuals with distinct attributes, while inclusion emphasizes the engagement and valuation of their presence within media representations (Eisend et al., 2023; Bernstein et al., 2019). This dual focus can foster greater equity by challenging exclusionary norms, promoting generative interactions, and enhancing societal perceptions of marginalized communities (Bernstein et al., 2019).

The impact of *inclusive advertising* transcends the boundaries of minority representation. It engages the majority by confronting ingrained biases and facilitating self-reflection on cultural norms. For instance, research on consumer responses to homosexual imagery in advertising reveals that majority groups' acceptance of diverse representations correlates with evolving societal attitudes and cultural values (Eisend & Hermann, 2019). Such findings underline the dual impact of inclusive advertising: empowering minority groups while fostering empathy and inclusivity among majority audiences.

Romania's cultural and socio-economic landscape presents a unique case study for examining these dynamics. As a society navigating its post-communist identity and integration into broader European structures, this country exhibits both progress and resistance in adopting inclusive practices. (Figueiredo Filho et al., 2012) argue that

democratization in post-communist countries has been characterized by increasing inclusiveness without equivalent progress in public contestation.

This trend highlights a tension between structural inclusivity and cultural resistance, providing fertile ground for analysing the role of advertising in shifting public perceptions. Advertising in Romania has historically reflected traditional values, often perpetuating stereotypes and excluding minority voices. However, as global and regional campaigns prioritize diversity, the local advertising industry faces increasing pressure to adapt and innovate (Protopapa & Plangger, 2023; Bernstein et al., 2019).

This research examines how inclusive advertising reshapes self-perceptions among minority and majority groups in Romania, emphasizing its potential as a tool for civic education. By integrating the concepts of intersectionality and identity theories, it explores how advertising narratives influence societal attitudes and *individual identities*. Furthermore, this research utilizes identity theory to explore how roles and group identities intersect, influencing individuals' self-perception and social behaviors. Stets and Burke (2000) propose that identity activation occurs within specific social contexts and is mediated by cultural and structural expectations. Inclusive advertising, therefore, not only promotes diversity but also reshapes the collective consciousness by fostering positive group associations for both minority and majority audiences.

This paper makes three key contributions to the existing literature on inclusivity in advertising and its role in shaping social cohesion. First, by examining the impact of inclusive advertising in a country with a complex historical relationship with minority rights and identity politics it provides empirical insights into how advertising can function as a tool for shifting societal narratives from exclusion to acceptance. Second, we integrate a mixed-methods approach, combining survey-based quantitative analysis with focus group discussions, to capture both broad statistical trends and deeper audience interpretations, thereby enriching the understanding of advertising's role in post-communist transitional societies. Third, our study advances the discussion on advertising as a vehicle for social change by demonstrating its potential to foster civic education and bridge societal divides, offering practical implications for policymakers, advertisers, and advocates of social equity.

2. Theoretical framework

Inclusive advertising has evolved as a response to the increasing demand for fair and proportional representation across various consumer groups. According to Campbell et al. (2023), diverse representation in advertising encompasses the portrayal of marginalized identities across dimensions such as race, gender, body size, age, and LGBTQIA+ communities. However, these efforts often face criticism due to perceptions of inauthenticity or tokenism, highlighting the need for advertisers to strike a balance between commercial objectives and social impact. Authentic inclusive advertising fosters consumer trust and reshapes societal attitudes, making it particularly relevant in culturally intricate contexts like Romania.

2.1 Social Identity

Central to understanding the effects of inclusive advertising is Social Identity Theory (SIT). Developed by Tajfel and Turner (1986), SIT posits that individuals derive part of their self-concept from the groups to which they belong. This identification fosters in-group favouritism and out-group bias, shaping intergroup dynamics. For minority groups, inclusive advertising can validate and amplify their identity within the larger societal framework. In contrast, for majority groups, it can prompt self-reflection and a reassessment of implicit biases (Stets & Burke, 2000).

Tajfel and Turner's (1986) social identity theory highlights that individuals derive self-concept and self-esteem from group memberships, which are shaped by societal structures. This framework suggests that inclusive advertising can challenge societal norms by redefining group dynamics and enhancing the representation of marginalized communities. This theory complements SIT by focusing on the activation of personal and social roles in specific contexts. Stets and Burke (2000) argue that identity salience influences behaviour and group dynamics. When inclusive advertisements highlight shared human experiences while celebrating diversity, they activate relational and collective identities, fostering empathy and reducing intergroup tensions.

The concept of intersectionality, as introduced by Crenshaw (1989), emphasizes the interconnected nature of social categorizations, such as race, gender, and class, which can create overlapping systems of discrimination or privilege. In advertising, addressing intersectionality involves crafting narratives that resonate with diverse experiences without oversimplification. McKinley et al. (2014) argue that affirmative media depictions, informed by intersectionality, can enhance perceptions of self and others, particularly in multicultural societies.

Noelle-Neumann's Spiral of Silence Theory offers insights into the relationship between media representation and public opinion. It suggests that individuals may refrain from expressing dissenting opinions if they perceive their views as being in the minority (Jin & Ye, 2018). Inclusive advertising can disrupt this spiral by normalizing diverse perspectives, encouraging public discourse, and empowering marginalized voices.

2.2 Cultural Context and Representation in Advertising

Romania's historical and socio-political context makes it a unique case study for understanding the role of inclusive advertising. As a post-communist society, it has struggled to reconcile traditional norms with globalized values. Protopapa and Plangger (2023) suggest that in such transitional societies, inclusive advertising can serve as a tool for civic education, helping to challenge entrenched stereotypes and promote progressive societal values. However, for these efforts to be effective, they must navigate a complex cultural landscape where national identity, religious values, and minority representation remain sensitive issues (Tajfel & Turner, 1986).

At the same time, Romania's evolving media environment presents both challenges and opportunities for inclusive advertising. McKinley et al. (2014) emphasize the importance of culturally adaptive messaging, arguing that advertisements tailored to local contexts are more likely to resonate with audiences and foster inclusivity without alienation. This is particularly relevant for advertisers from this country who must balance the promotion of diversity with respect for cultural heritage, ensuring that inclusivity efforts align with societal values rather than provoke resistance.

One of the most impactful ways advertising campaigns can drive social change is through normalization. Eisend and Hermann's (2019) meta-analysis on consumer responses to homosexual imagery in advertising highlights how positive representation can help mitigate stereotypes, fostering greater acceptance among majority audiences.

In Romania, where LGBTQ+ representation remains a contentious issue, inclusive advertising could play a transformative role in shifting societal perceptions. Similarly, Barry and Phillips (2016) investigate gendered responses to advertising, showing how men's reactions to fashion advertisements reflect tensions between traditional masculinity and evolving societal norms. These insights are crucial for crafting inclusive campaigns that challenge stereotypes while ensuring that messaging resonates with diverse consumer segments.

Beyond representation, the emotional dimension of advertising plays a crucial role in influencing consumer-brand relationships. Kohli et al. (2021) explore the dynamics of brand love and hate, demonstrating that emotionally resonant campaigns can foster loyalty and advocacy. Inclusive advertising, by appealing to universal values such as love, belonging, and acceptance, has the potential to forge deep emotional connections with audiences. This emotional appeal is particularly significant in shaping self-perceptions among both majority and minority groups, reinforcing positive identity associations and fostering greater societal cohesion.

2.3 Challenges and Ethical Considerations

Despite its potential, inclusive advertising faces significant challenges. Bartholomew (2009) critiques the commercialization of diversity, arguing that superficial or tokenistic representations can undermine the intended impact, reinforcing stereotypes rather than dismantling them. This critique highlights the need for authenticity and depth in crafting inclusive narratives—something that is particularly important in a culturally complex society like Romania.

Protopapa and Plangger (2023) advocate for training marketing professionals in inclusive design principles to ensure that diversity is portrayed meaningfully and effectively. They cite initiatives like Unilever's Dove campaign, which successfully redefined beauty standards through authentic storytelling, as models for how brands can drive social change. Advertisers from this country could benefit from similar strategies, using advertising as a platform to challenge societal biases while maintaining cultural sensitivity.

The evolving nature of diversity and inclusion also necessitates continued research into the long-term impact of inclusive advertising. Eisend et al. (2023) call for studies exploring intersectionality, advertiser perspectives, and underrepresented diversity attributes, such as disabilities and neurodivergence. In Romania, future research could examine the longitudinal effects of inclusive advertising on public attitudes, using metrics such as prejudice reduction, social cohesion, and shifts in societal norms.

Inclusive advertising holds significant transformative potential, particularly in culturally complex environments like Romania. By integrating theories of social identity, intersectionality, and emotional resonance, advertisers can craft campaigns that empower marginalized groups, challenge stereotypes, and foster empathy. However, authenticity and cultural sensitivity remain critical to ensuring that these efforts lead to meaningful societal progress. Hence, we asked the following research questions and hypotheses:

- RQ1: How does inclusive advertising affect self-perceptions among minority and majority groups in a post-communist country?
- H1: Inclusive advertising is widely perceived as a) having the power to influence societal values and norms and b) as a driver of societal change
- H2: Minority group members will report more positive attitudes toward inclusive advertising compared to non-minority group members
- H3: Support for minority rights will be a strong positive predictor of favourable attitudes toward inclusive advertising

3. Methodological Framework

This study employs a mixed-methods approach to explore the impact of inclusive advertising on self-perceptions of minority and majority groups in Romania, by combining quantitative and qualitative research methods. The objective of the study is to investigate how inclusive advertising affects self-perceptions among minority and majority groups in Romania and to identify key themes and narratives emerging from qualitative discussions on the role of inclusive advertising.

A survey was conducted with N = 228 participants, ages between 18-50 years old, 9.7% located in rural areas, 90.3% located in urban areas, representing both minority and majority

populations in Romania. The sample was stratified to ensure diversity in age, gender, socioeconomic background, and geographic distribution. The survey included multiple scales designed to assess participants' perspectives on inclusive advertising, focusing on self-perception. Emotional responses were adapted after Escalas and Stern (2003), consumer attitudes toward advertisements incorporating a broad range of social topics and representations were measured with an adapted scale from Cheah et al. (2020), behavioural intention after exposure to LGBTQ+ representation in ads was measured with an adapted scale (Pham Thi Be et al., 2024). Furthermore, the Modified Cultural Awareness Scale (mCAS) (Kumlien et al., 2020) framework was adapted to evaluate cultural awareness dimensions, particularly how individuals recognize and interact with diverse cultural representations in advertising, reinforcing the importance of inclusive and equitable practices in diverse settings. Participants first provided demographic information, including their identification with minority or majority groups and their general attitudes toward minority rights.

The participants viewed and analysed campaigns from global brands like *Diesel*, *Benetton*, *Coca-Cola*, *Airbnb*, *Absolut Vodka* and *Nike* which were selected based on their representation of ethnic and LGBTQIA+ diversity, in alignment with academic literature on inclusive advertising. Participants subsequently rated their emotional and behavioural responses to these campaigns.

To gain deeper insights into perceptions, attitudes, and emotional responses to inclusive advertising, two qualitative focus groups were conducted (N = 10, with 5 participants per group). Participants were selected through purposive sampling to ensure diverse perspectives within each demographic. The discussions aimed to examine the applicability of the spiral of silence theory in the context of inclusive advertising. Table 1 shows the structure of our sample.

Identification	Field	Role (occupation)	Experience in marketing and advertising or others	Age (years)	Gender
ID_1	Advertising	Social media specialist	9 years	34	M
ID_2	Agro-financial	E-Commerce Director	15 years	42	F
ID_3	Pharma	Marketing specialist	6 years	28	F
ID_4	Agro-financial	Client Service Manager	10 years	34	F
ID_5	Human resources	Trainee, Student	1 year	23	F
ID_6	Fashion industry	Marketing specialist	11 years	36	F
ID_7	Fashion industry	Marketing Director	10 years	35	M
ID_8	Pharma	Advertising graphic designer	5 years	28	M
ID_9	Financial	Team Manager	6 years	30	F
ID_10	Automotive	Distribution specialist	3 years	23	F

Table 1: Focus-groups sample structure

4. Findings

4.1 Survey results

The survey results provide important insights into participants' sense of belonging to various groups, particularly minority communities, and their views on the role of inclusive advertising in affirming identities and fostering representation.

A considerable proportion of respondents (22%) identified as belonging to minority groups, such as LGBTQIA+, ethnic communities, or specific age categories. Additionally, most participants (81.5%) expressed strong support for minority rights, highlighting a broad societal alignment with the values of equity and inclusivity. The descriptive analysis provides insight into how respondents perceive inclusive advertising and its broader societal effects.

Participants reported moderately positive attitudes toward inclusive advertising ($M=2.52$, $SD=1.31$), with strong support for minority rights ($M=2.59$, $SD=0.91$). Social media was considered somewhat influential in shaping attitudes toward inclusivity ($M=2.48$, $SD=1.43$). However, inclusive advertising's direct impact on purchasing decisions was relatively low ($M=0.92$, $SD=1.37$), and its influence on individual self-perceptions was also limited ($M=1.99$, $SD=1.75$). These results suggest that while inclusive advertising is generally viewed positively, its ability to drive behavioural or personal identity changes appears to be less pronounced.

When looking at advertising's broader cultural influence, the findings present a more nuanced picture. While responses regarding advertising's role in shaping cultural norms varied ($M=10.35$, $SD=2.40$), a strong majority of respondents (81.33%) agreed that inclusive advertising has the power to influence societal values and norms. However, this influence does not necessarily translate into immediate shifts in personal attitudes, as only 43.98% of respondents reported that their attitudes toward minority groups had positively changed due to exposure to inclusive advertising, whereas 44.81% reported no change. This indicates that while advertising is perceived as contributing to a broader societal shift, it may not be a direct driver of individual attitudinal change for all audiences.

Regarding the importance of minority representation in advertising, respondents expressed strong support for inclusivity in marketing, with 38.77% considering it important and 36.56% considering it extremely important for advertising to feature minority groups. Additionally, 79.74% of respondents believed that inclusive advertising contributes positively to shaping societal perceptions of diversity, while 11.01% perceived no impact, and 9.25% viewed it negatively.

These results suggest that while inclusive advertising is widely perceived as a cultural influence, its effectiveness in fostering actual social change depends on existing individual beliefs and broader contextual factors.

A series of independent samples t-tests and a multiple linear regression analysis were conducted to examine the factors influencing attitudes toward inclusive advertising. The t-tests compared minority and non-minority respondents, as well as supporters and non-supporters of minority rights, to determine whether these groups differed significantly in their perceptions.

The analysis revealed that minority group membership and support for minority rights were the most significant predictors of positive attitudes toward inclusive advertising. On average, minority respondents rated their feelings about inclusive advertising as significantly more positive ($M=3.22$, $SD=1.20$) compared to non-minority respondents ($M=2.31$, $SD=1.28$), $t(213) = 4.63$, $p < .001$. Similarly, respondents who expressed support for minority rights reported significantly more favourable attitudes toward inclusive advertising ($M=3.45$, $SD=1.12$) than those who did not ($M=2.57$, $SD=1.24$), $t(213) = 4.96$, $p < .001$.

These findings suggest that personal identification with minority status and ideological support for inclusivity strongly influence how advertising that represents diverse identities is perceived.

The multiple linear regression analysis confirmed these results, showing that support for minority rights ($\beta = 0.448$, $p < .001$) and minority group membership ($\beta = 0.307$, $p = .001$) were the strongest predictors of positive attitudes toward inclusive advertising. Additionally, social media influence ($\beta = 0.166$, $p = .010$) and the belief that advertising shapes cultural

norms ($\beta = 0.110$, $p = .017$) were also significant factors, though to a lesser extent. Other variables, such as purchasing decisions and broader societal perceptions, did not significantly impact attitudes.

These findings suggest that inclusive advertising is most positively received by individuals who are already supportive of minority representation, while its broader effects on consumer behaviour and societal attitudes remain limited.

4.2 Focus-Groups Results

The focus groups revealed valuable insights regarding the representation of minorities in Romania advertising. Participants reviewed three types of campaigns: one showcasing same-sex couples targeting the LGBTQIA+ community, another featuring empowering messages for people with disabilities, and a third addressing an underrepresented ethnic community in Romania. Participants consistently emphasized the need for authentic and natural representation in local advertising campaigns, rather than portraying minorities as stereotypes or "different."

Participants highlighted that natural, normalized representations could effectively educate audiences with traditional views. By showing that minorities share similar habits and lifestyles, brands can bridge gaps and foster empathy. This approach aligns with Elisabeth Noelle-Neumann's Spiral of Silence theory, which suggests that media representation plays a critical role in shaping public attitudes. According to the theory, dominant societal opinions influence the willingness of individuals to express their beliefs, often silencing minority voices to avoid social isolation (Noelle-Neumann, 1974).

To further test this theory, the order of responses in the focus group was intentionally established, with the least experienced participant being the last to respond. This design aimed to observe whether participants would align their views with previously expressed dominant opinions to avoid isolation. Findings suggested that earlier responses shaped subsequent contributions, supporting the Spiral of Silence framework.

The discussions further highlighted that increasing diverse representations in Romania advertising could contribute to breaking stereotypes, promoting understanding, and fostering inclusivity. However, participants noted that the effectiveness of such efforts depends on the frequency and authenticity of portrayals and the broader socio-political context. While these campaigns have the potential to spark social change, immediate acceptance among traditionally minded audiences is less likely, given the prevailing majority views.

Despite these challenges, participants saw advertising as a catalyst for initiating conversations and amplifying underrepresented voices. They acknowledged that brands have the power to influence societal perceptions, raise awareness, and challenge the status quo. As a result, inclusive advertising holds promise as a tool for promoting empathy, breaking down stereotypes, and fostering social cohesion in this society (Viglia et al., 2023).

5. Conclusions

The findings of the survey provide mixed support for the proposed hypotheses. H1a was supported, as a strong majority of respondents perceived inclusive advertising as having the power to influence societal values and norms.

However, H1b was not supported, as its role as a driver of societal change did not translate into consistent shifts in individual attitudes toward minority groups. H2 was supported, with minority group members reporting significantly more positive attitudes toward inclusive advertising than non-minority respondents. This finding highlights the importance of personal identity and representation in shaping attitudes toward inclusive marketing efforts.

Similarly, H3 was supported, as support for minority rights emerged as a strong positive predictor of favorable attitudes toward inclusive advertising. This suggests that ideological alignment with diversity and inclusion plays a crucial role in shaping consumer perceptions of inclusive branding.

These findings are particularly relevant in the context of Romania, where democratization has fostered structural inclusivity, yet cultural resistance remains present.

The fact that inclusive advertising is widely perceived as influential in shaping societal norms, yet struggles to drive immediate shifts in individual attitudes, aligns with broader trends in post-communist societies, where progress toward inclusivity coexists with enduring traditional values. As advertising in Romania navigates this tension, the industry's ability to bridge global inclusivity trends with local cultural realities will be crucial in shaping long-term societal attitudes.

This qualitative study explored the impact of inclusive advertising on self-perceptions among minority and majority groups in a post-communist country (RQ).

The findings from both the survey and focus groups highlight the dual nature of inclusive advertising—its potential to empower underrepresented groups while also posing challenges in terms of representation and societal reception. The focus-group found that inclusive advertising plays a significant role in shaping self-perceptions, particularly among minority groups.

Participants from marginalized communities, including LGBTQIA+ and ethnic minorities, reported feeling validated and empowered by campaigns that featured diverse representation. These advertisements were seen as transformative, helping to normalize diversity and reinforce a sense of belonging. However, among majority group participants, responses were more varied, with some expressing neutrality or scepticism about the direct impact of inclusive advertising on their own self-perception.

This generational and attitudinal divide suggests that while inclusive advertising fosters identity affirmation for minorities, its broader societal impact depends on audience receptivity.

The qualitative discussions revealed key themes related to authenticity, representation depth, and societal influence. While participants acknowledged the positive role of inclusive advertising in promoting visibility and challenging stereotypes, concerns were raised about the potential for tokenism.

Some campaigns, despite their diversity messaging, were perceived as reinforcing clichés rather than authentically representing communities. This underscores the importance of nuanced storytelling and deeper engagement with minority voices to avoid superficial portrayals. Furthermore, the study aligns with the Spiral of Silence and self-categorization theories (Noelle-Neumann, 1974; Campbell et al., 2023), demonstrating that media representations influence social norms and individual identity formation.

The study had two focus groups of 5 participants each, and the order for the respondents was intentionally to verify also the Spiral of Silence Theory, from the most experienced participant to the least experienced participant. All ten participants defined inclusive advertising as the representation of minorities in brand communication and campaigns, emphasizing that it is a form of advertising meant for everyone and unanimously agreed that the advertising industry has evolved over the years, making inclusivity an almost mandatory aspect of brand communication. The key conclusions of the study were that inclusive advertising in Romania is still underdeveloped, as indicated by the absence of local campaign references and the need for the brands to understand that they are playing a role in shaping public perception of diversity, particularly in countries where minorities are underrepresented.

The participants with the age between 30 and 42 years old mentioned that the landscape of advertising evolved, mentioning that now the brands are more aware regarding the representation of minorities in comparison with ten years ago, when their representation of them was missing completely.

The participants believe that authenticity is crucial, and brands should depict diverse groups in everyday situations rather than framing them solely around activism or controversy because advertising can serve as a catalyst for social change, but its success depends on frequency, authenticity, and the broader socio-political context.

Another important finding is that the participants mentioned that in their hometowns, the inclusive advertising campaigns is missing from the social media landscape. They mentioned that they heard about the brands Diesel or Benetton after settled in Bucharest. The conclusion of this finding is that the brands are targeting with their campaigns only the big economic centres and this lack of a broader communication can have a negative impact on the small or rural communities in means of social education.

Some participants from the focus groups are part of the LGBTQIA+ community and from their answers we can conclude that they fear tokenism and lack of authenticity of the brands advertising campaigns, saying that the main purpose are the financial benefits and not a social one. Also mentioned that their parents could have a problem with these campaigns because of their beliefs regarding the same sex relationships. This shows as mentioned before, even that advertising could play as an education element, that the lack of these kind of campaigns in small communities, have a negative impact.

Regarding the Spiral of Silence Theory verification, we could see that the first participant influenced the opinion of the next ones, them saying that they agree with him and for some advertising campaigns that they saw, now they have another opinion because they understand better the message of the advertisers.

In conclusion, inclusive advertising has the potential to serve as a powerful catalyst for social change in this post-communist country. By authentically reflecting diversity and avoiding surface-level representation, brands can contribute to reshaping cultural narratives, reducing stereotypes, and fostering greater social cohesion. These findings highlight the need for advertisers to move beyond symbolic inclusion and towards meaningful, research-driven engagement with diverse communities to maximize both impact and authenticity.

6. Limitations and Future Research

This study has some limitations. First, while the survey and focus-groups provide valuable insights into audience perceptions of inclusive advertising, they capture self-reported attitudes rather than behavioural changes. Future studies could use experimental or longitudinal designs to assess whether such advertising drives lasting shifts in consumer attitudes.

Second, the study focuses on a single post-communist society, limiting generalizability. Comparative research across diverse cultural contexts could provide a broader understanding of how inclusivity in advertising interacts with societal norms. Third, while the findings highlight ideological alignment and minority representation as key factors in shaping attitudes toward inclusive advertising, other potential influences, such as media literacy, brand credibility, and prior exposure to inclusive campaigns, remain unexplored. Future research could examine these factors to gain a more nuanced understanding of audience responses.

Given the evolving nature of diversity and inclusion, Eisend et al. (2023) call for studies on intersectionality, advertiser perspectives, and underrepresented diversity attributes, such as disabilities and neurodivergence. In Romania, future research could assess the long-term effects of inclusive advertising on prejudice reduction, social cohesion,

and societal norms, while also exploring how advertisers can balance global inclusivity trends with local cultural sensitivities.

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