



## Review article

### Theoretical-conceptual approach to inclusive marketing: a perspective from sensory disabilities

#### Aproximación teórico-conceptual del marketing inclusivo: una perspectiva desde las discapacidades sensoriales

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#### ABSTRACT

Individuals with sensory disabilities encounter barriers to communication and accessibility within the market due to the lack of inclusive marketing strategies. This oversight infringes on this demographic's rights by failing to provide the necessary means to satisfy their needs, partly due to the limited access to information and knowledge about more inclusive marketing. Researchers chose a theoretical-conceptual approach to understand inclusive marketing, discussing the role that people with sensory disabilities have had within. This study employs statistical techniques and qualitative judgments based on bibliographic findings from a systematic search in the Scopus and Web of Science databases, utilizing the Core of Science tool. The study successfully identified a very narrow line of understanding between social marketing and inclusive marketing, establishing discussions and conclusions about the perception of inclusion in marketing and the vulnerable segments towards which the strategies and concepts developed so far have been directed.

**Keywords:** Marketing; Inclusive Marketing; Sensory Disabilities; Inclusion; Accessibility.

#### RESUMEN

Las personas con discapacidades sensoriales enfrentan barreras de comunicación y accesibilidad en el mercado debido a la falta de estrategias de marketing inclusivas, generando una vulneración de los derechos de esta población al no brindarles lo necesario para poder satisfacer sus necesidades. Lo anterior, puede deberse en parte a limitaciones en el acceso a información y conocimiento de un marketing más inclusivo, así, en el presente estudio se opta por realizar una aproximación teórica-conceptual sobre cómo se ha entendido el marketing inclusivo y poder concluir y discutir sobre el papel que ha tenido en este el segmento de población con discapacidades sensoriales. Para el desarrollo del estudio se utilizan técnicas estadísticas y juicios cualitativos basados hallazgos bibliográficos tras una búsqueda sistematizada en la base de datos Scopus y Web of Science, por medio de la herramienta Core of Science. A través de este estudio se logró identificar una línea de entendimiento muy estrecha entre el marketing social y el marketing inclusivo; además del establecimiento de conclusiones y discusión sobre cómo se percibe la inclusión en el marketing y hacia qué segmentos vulnerables se han dirigido principalmente las estrategias y conceptos desarrollados hasta el momento.

**Palabras clave:** marketing; marketing inclusivo; discapacidades sensoriales; inclusión; accesibilidad.

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## INTRODUCTION

Kotler & Armstrong (2013a) define marketing as "a social and managerial process by which individuals and organizations obtain what they need and want through value creation and exchange." (p. 5). From this, it is understood that within the discipline, suppliers must comprehend the market in a social context and adapt to the consumers' needs to provide satisfaction without neglecting the objectives of generating value exchanges.

Thus, the marketing approach in companies is based on formulating strategies grounded in understanding the customers to meet their expectations, which involves directing the company's resources more efficiently by recognizing what drives a purchasing process, enhancing positioning, and generating profitability. According to the World Health Organization – WHO (2021), about 15 % of the world's population has some disability (roughly over a billion people have some physical or mental restriction in performing their activities), constituting the largest minority in the world despite their significant number (United Nations - UNESCO, 2022).

Among these disabilities are sensory types, which generally restrict access to communication channels used in marketing for those suffering from them because of the poor level of design and application of effective and permanent strategies addressing and eliminating these barriers.

The limited implementation of marketing strategies focused on generating inclusion for people with sensory disabilities hinders their access to various services or purchasing processes, resulting in heightened difficulty thresholds related to the rest of the population (Casado & Arrese, 2022), leading to this segment to refrain from acquiring certain products and goes against the principles set forth by the Convention on the Rights of Persons with Disabilities and its Optional Protocol (2008), which recognizes the importance of autonomy and individual independence for this population group, including autonomy concerning decision-making. Thus, the shortcomings in marketing strategies that result in the exclusion of people with disabilities not only contradict the basic principles of marketing, where everything should revolve around the customer's well-being and represent social issues.

Inside the business sector, and generally, when commercializing goods and services, inclusion is conceived as an added value. Hence, a dispute arises about the profitability of catering to this demographic and its alleged considerable benefits in economic and social value (Escuela Superior de Administración y Dirección de Empresas – ESADE, 2015). In light of this issue, Casado & Arrese (2022) argue that "people with disabilities are not just another segment but an essential part of society, and of any segment or market that marketing might consider." (p. 24).

Some possible causes of the low implementation of inclusive marketing strategies are the scarcity of education on creating appropriate marketing processes for people with sensory disabilities and the inattention from companies to this segment, which leads to discriminatory practices, both academically and corporately, and inclusion should be a fundamental focus in marketing, not a differential factor that generates extra value for companies.

Aligned with this, companies have focused their inclusion processes mainly on advertising through social marketing campaigns seeking to disseminate and support ideas, causes, or social issues of specific groups by designing and implementing strategies (Kotler & Roberto, 1991). Inclusive marketing integrates every individual into all marketing processes, considering their physical, sensory, or mental limitations. In line with this, researchers promote the approach proposed by Casado & Arrese (2022), which stipulates that "inclusive marketing thinks of everyone, not just the majority. The majority is not the same as everyone." (p. 26).

Furthermore, a review of Colombian undergraduate marketing programs registered in the National Higher

Education Information System (SNIES) identified that curricula lacked courses focused on inclusive processes for people with disabilities, steering researchers to conclude a knowledge gap is contributing to the issue.

Given the above, this article aims to establish a theoretical-conceptual approach to the term "inclusive marketing," primarily focusing on sensory disabilities, based on a scientometric review. The first step is a geo-temporal analysis, which outlines the evolution of research related to the topic in terms of time and countries. Subsequently, researchers identify the primary authors who contributed to developing this research field and conclude with a schematic representation based on the Tree of Science (ToS) methodology of the analyzed documents, arranging them by their level of influence into classic studies, structural studies, and trends.

Thus, given that this article's objective is to provide a theoretical-conceptual approach to inclusive marketing, the fundamental conceptualizations researchers used to conduct the bibliometric analysis must be emphasized. Below are the key concepts of marketing, inclusion, and inclusive marketing.

### **Marketing**

The American Marketing Association – AMA (2017) posits that marketing is "the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, partners, and society at large" (para. 2), establishing that this discipline focuses on a holistic relationship with the market, aiming to benefit all its participants. Additionally, Kotler & Armstrong (2013b) define marketing as a "social and managerial process by which individuals and organizations obtain what they need and want through creating and exchanging value with others" (p. 5). Thanks to Stanton et al. (2007), marketing is recognized as functioning based on strategies that focus on product creation, price allocation, promotion processes, and efficient distribution, stemming from customer needs and organizational goals (Stanton et al., 2007). The previously outlined concepts prioritize the value of customers and business generation for marketing strategy developers.

### **Inclusion**

The United Nations Educational, Scientific and Cultural Organization – UNESCO (2008) defines inclusion as "An approach that responds positively to people's diversity and individual differences, understanding that diversity is not a problem but an opportunity for the enrichment of society," achieved through active participation in family life, education, employment, and generally in all social, and cultural processes and communities (p. 3).

### **Inclusive Marketing**

Casado & Arrese (2022) define inclusive marketing as one that "considers all people, regarding their diverse physical, cognitive, sensory, organic, and emotional capabilities and their needs." (p. 26). It acknowledges diversity and accounts for it when designing processes and strategies, thus integrating all individuals without discriminating against any condition (Elizalde, 2021).

## **METHODOLOGY**

For the development of this article, a qualitative research approach was chosen, accompanied by a scientometric analysis, given that the foundation of the study consists of a bibliographic review using the Tree of Science (ToS) tool from the Core of Science corporation. The research type was determined based on four variables: objective, depth level, inference, and period. The objective was a theoretical-conceptual analysis to establish the state of the art of inclusive marketing; the depth level is descriptive, which according to Fidiás Arias (2012) "involves the characterization of an event, phenomenon, individual, or group, to establish its structure or behavior." (p. 24), which aligns with the research, as it aims to understand and define the current state of the concept of "inclusive marketing," including everything from its perception to its application.

This study employs a straightforward cross-sectional design, a method distinguished by its data examination and collection, situations, communities, contexts, phenomena, or information at a single time point throughout the research endeavor (Hernández-Sampieri & Mendoza, 2018). It is imperative to note articles procured through the search equation are included only once.

For the retrieval of relevant articles during research, a search equation was generated in the Scopus and WOS databases, excluding those unrelated to the specified research focus, thereby ensuring greater precision in information collection.

Relevant information for the article's elaboration consisted of documents found under the following search equation in Scopus, conducted in March 2023: "TITLE-ABS-KEY ( inclusive AND marketing AND NOT environment AND NOT sustainability AND NOT banking AND services AND NOT agriculture AND NOT sports ) AND NOT all-inclusive AND ( LIMIT-TO ( SUBJAREA , "BUSI" ) OR LIMIT-TO ( SUBJAREA , "SOCI" ) OR LIMIT-TO ( SUBJAREA , "ECON" ) OR LIMIT-TO ( SUBJAREA , "ARTS" ) ) AND ( LIMIT-TO ( DOCTYPE , "ar" ) OR LIMIT-TO ( DOCTYPE , "re" ) )" using the keyword "inclusive marketing." The equation yielded 305 results in Scopus and 99 in WOS.

Initially, only article-type documents related to "business, management, and accounting," "social sciences, economics, econometrics, and humanities," were included since they fall within the research's area of interest, providing information in the economic and social realms.

Subsequently, some search equation terms are excluded after identifying that they were related to topics irrelevant to the article's development, as they did not focus on marketing aspects or links between inclusion and the social sphere. These excluded terms were: Environment, sustainability, banking services, agriculture, all-inclusive, and sports. The studied population is the same as the sample, so a census is conducted with all the articles derived from the search equation. Additionally, a manual selection of articles was made at the researchers' discretion, including studies related to accessibility since this term was considered crucial; however, this led to results unaligned with the research. Furthermore, some studies were excluded due to their focus on tourism, social classes, and marketing strategies unrelated to inclusion or disability.

Finally, the researchers uploaded results to the ToS platform (Robledo et al. 2014; Zuluaga et al., 2016), which is based on graph theory. This platform allows exploring and understanding of a specific topic by selecting prominent documents and authors. This method categorizes the articles as "nodes" and connections between these as "edges." The classification of nodes within the network was carried out using three criteria: firstly, the most highly cited documents were placed at the root of the tree as hegemonic documents; secondly, documents that cite those at the root and have a high degree of intermediation in the network are classified as structural and placed in the trunk; finally, the articles that cite the others in the network (root and trunk) and shape the future perspectives of the topic were placed at the leaves. In this way, scientific production can be visualized more explicitly through the analogy of a tree, a methodology addressed in various research areas such as Marketing (Duque et al., 2020) and entrepreneurship (Robledo et al., 2023).

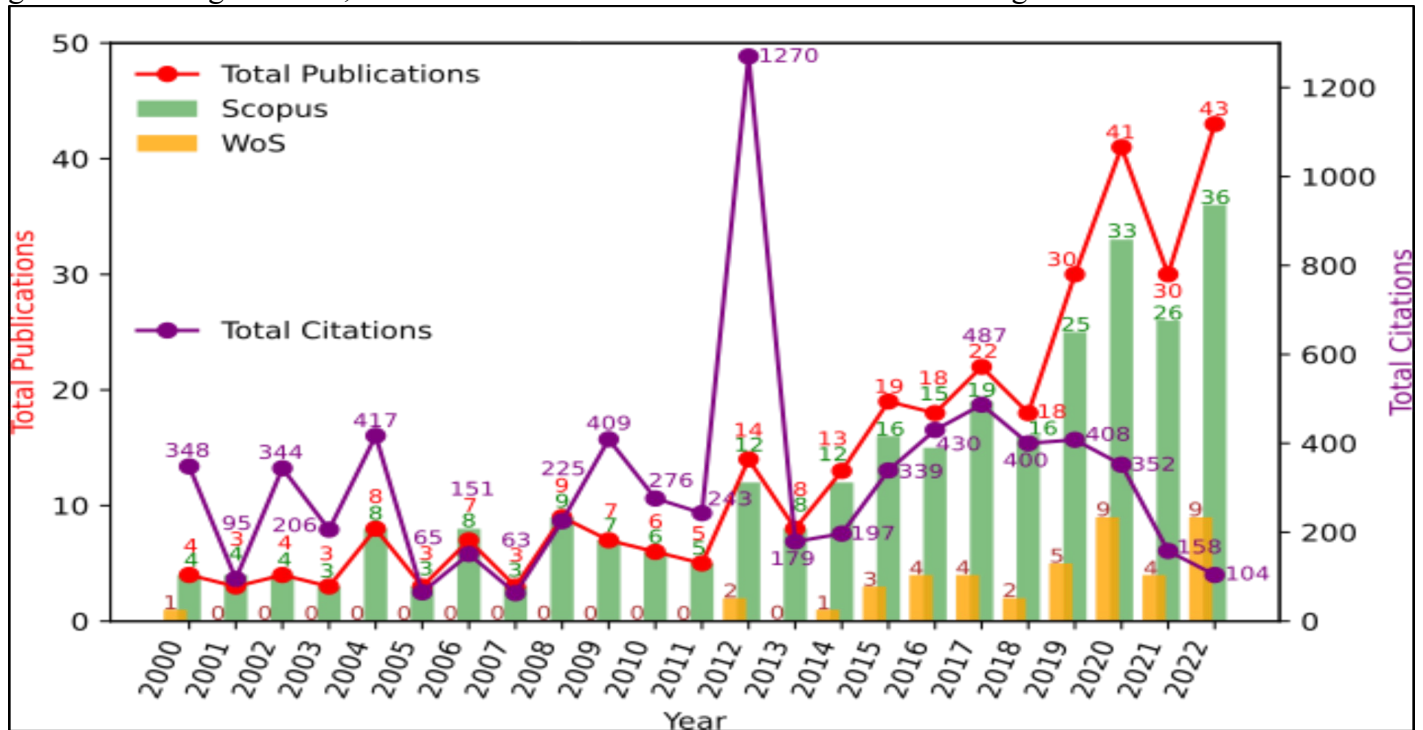
## RESULTS

Organizational strategic orientation is increasingly approaching the analysis and understanding of a new form of marketing, which helps generate new business models focused on the client and service. Nonetheless, for long-term sustainability, communicative concepts like advertising must consider the social diversity of current markets.

## Bibliometric Analysis

### Annual Scientific Production

Figure 1 displays the annual production of scientific articles, both in Scopus (green bars) and in WOS (yellow bars), in comparison to the total number of citations (purple line) and annual publications (red line) for the 2000 - 2022 period. While there were productions between 1976 and 1999, these were not represented in the graph to keep trends unaffected, as their findings were considered outliers. After reviewing the documents generated during this time, researchers identified no direct links with marketing and inclusion.



**Figure 1.** Annual scientific production.

**Source:** Own elaboration.

The graph reveals a significant increase in the total number of publications over the years, with noticeable peaks in 2017, 2019, 2020, and 2022, with the latter registering the highest number of publications at 43. The production of these articles mainly belongs to the Scopus database, which has a substantial representation in terms of publications in all the years considered and WOS production became more relevant starting in 2015.

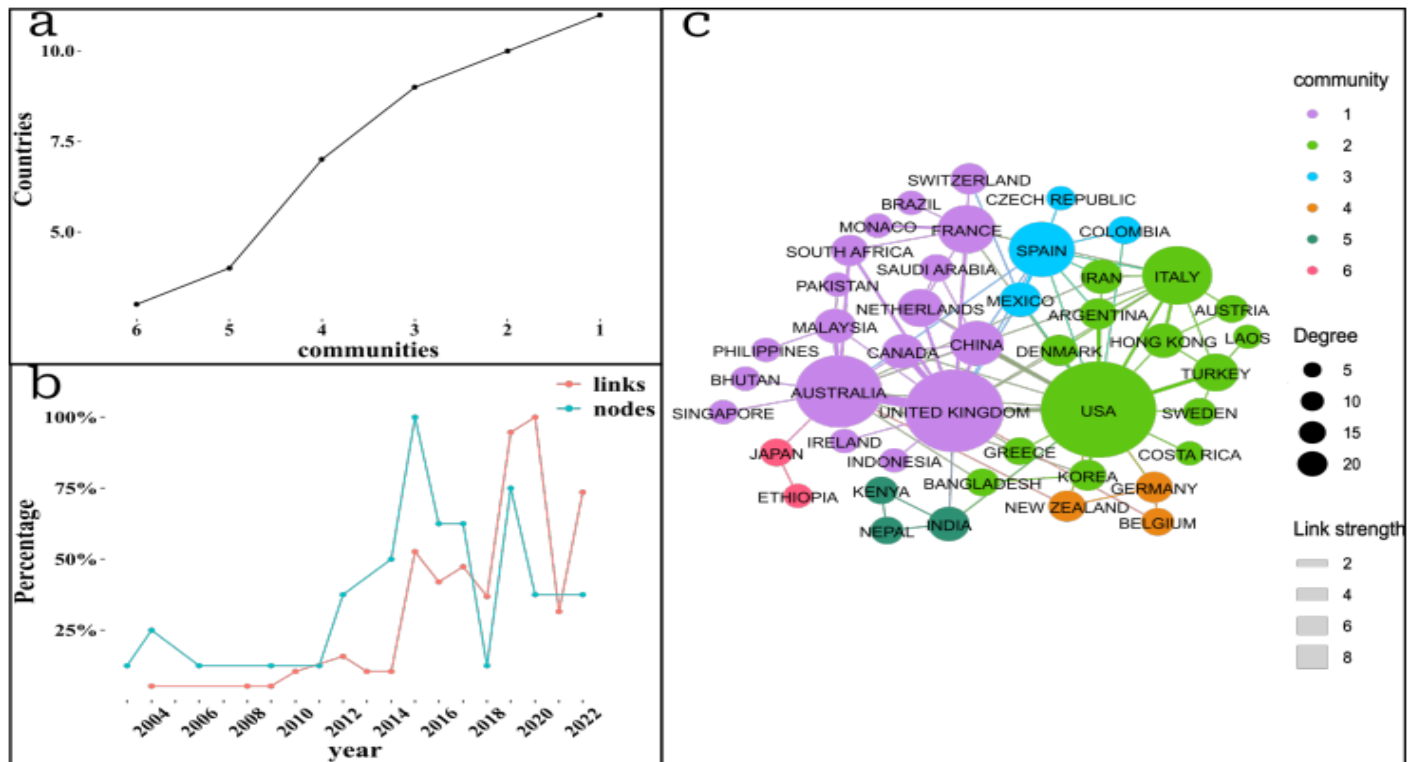
Concerning citations, the graph does not show a specific trend. When analyzing citations versus the number of publications, researchers identified that between the years 2000–2013, citations outnumbered the number of publications, suggesting there was a greater interest in searching for these articles compared to their production, indicating a phase of knowledge consolidation and the emergence of marketing and inclusion during this period. Conversely, from 2013 to 2022, the number of publications surpassed citations.

Additionally, in 2012, there was a peak with a total of 1270 citations, primarily derived from the multidisciplinary journal "Journal Of Management Studies" and specifically associated with the article titled "Innovation for Inclusive Growth: Towards a Theoretical Framework and a Research Agenda" by George et al., (2012). This article posits that inclusive innovation is a process that benefits the disadvantaged and addresses inequalities that can arise in innovation creation, marketing, and value distribution, triggering the need to investigate the topic in the fields of entrepreneurship, strategy, and marketing.

Furthermore, the graph illustrates the evolution of research in topics related to marketing and inclusion. In the initial years, efforts were directed towards consolidation and laying the foundation for the phenomenon, eventually transitioning from merely citing to publishing and developing new perspectives and conclusions.

### Analysis by Countries

Figure 2 depicts the countries with the highest index of publications and research concerning inclusive marketing. Firstly, the graph categorizes the territories based on their relevance in terms of academic production on the topic, with a classification scale ranging from 5 to 20 degrees. Additionally, it uses lines to illustrate the strength of collaboration between these nations.



**Figure 2.** Production and Impact by Countries. 2a. Total Number of Communities by Size. 2b. Nodes and Links Over Time. 2c. Scientific Collaboration Network of Countries.

**Source:** Own elaboration.

Following the evidence presented in Figure 2, the countries with a higher degree of production and impact in research on inclusive marketing are the United States, the United Kingdom, and Australia. Additionally, China, Italy, Spain, and France, while not reaching the same level as the first three, still exhibit significant interest in the field of study.

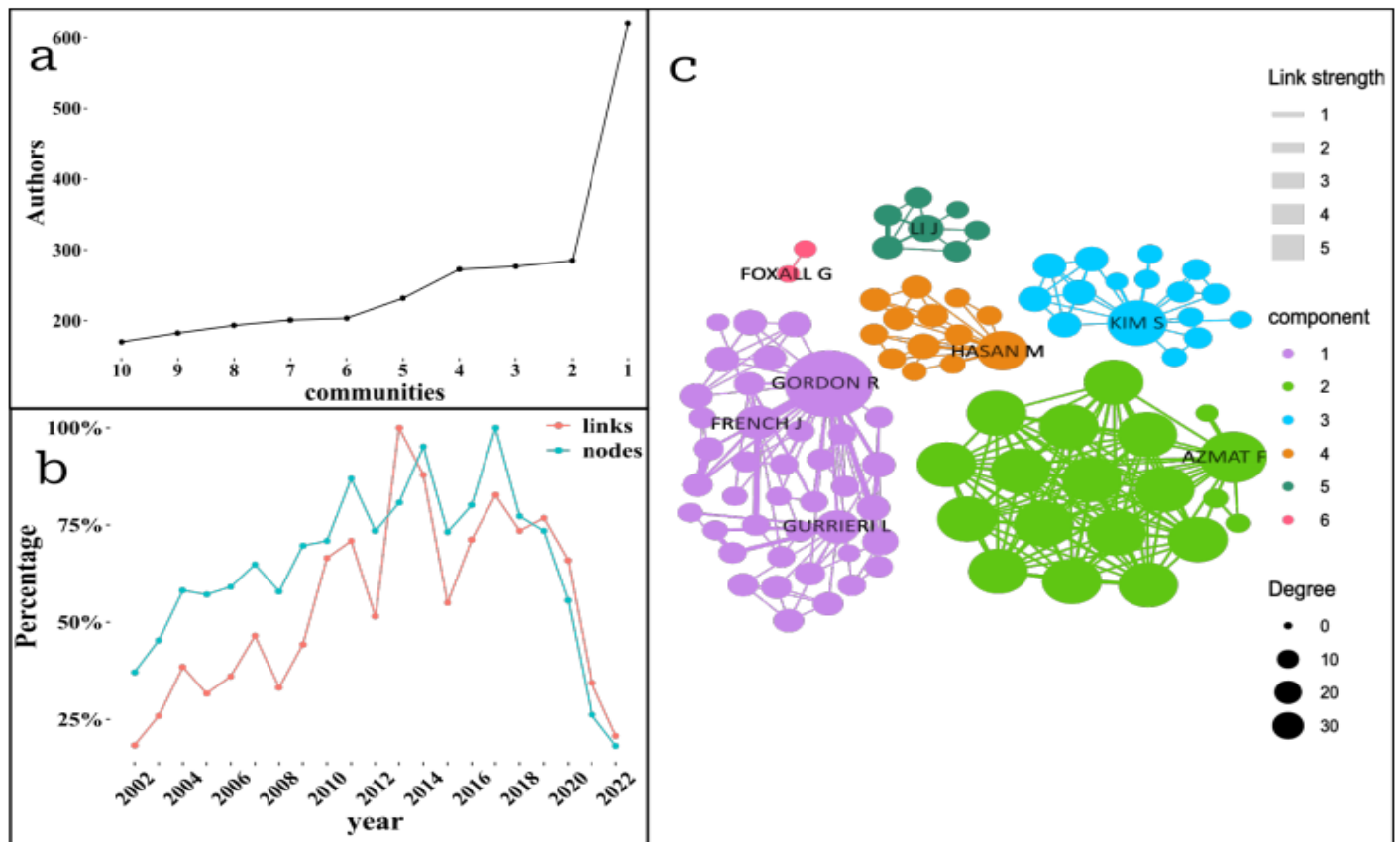
Consequently, it can be inferred that countries with a greater degree of production and impact possess the capacity to fulfill their basic needs and maintain societal stability (World Intellectual Property Organization et al., 2022), allowing them to have a significant openness to research in areas such as inclusive marketing, as they can allocate a portion of their resources to knowledge generation and solution development. It is also possible to infer that these countries have evolved with strategies that are part of the so-called marketing 3.0 (Kotler et al., 2010), which primarily emphasizes the ethical and social aspects of marketing, focusing on creating value and emotional connections with consumers.

Figure 2 also reveals that countries with emerging economies have less research in inclusive marketing, possibly due to their focus on addressing more pressing national issues, such as the economy or social conflicts. However, noteworthy countries like Colombia, Indonesia, Mexico, and Argentina participate in the scientific production of the analyzed topic, indicating their interest in enhancing social well-being through advancing inclusive strategies.

Lastly, researchers identified that the most significant collaborative forces are between the United Kingdom and Australia, the United States and China, the United Kingdom and Canada, Australia and Malaysia, and the United States and Turkey. From this, it can be inferred that inclusive marketing has been an interesting topic globally and it also fosters collaboration among various countries, primarily powerful nations. Consequently, research development in this area presents a possibility for knowledge expansion and globalization.

### Analysis of Authors

Based on the analysis of Figure 3, it was possible to identify authors who have contributed to knowledge in the area of interest. Initially, Ross Gordon was recognized as an author with a significant impact on the bibliometric results. He has produced representative articles such as "Consumer-Dominant Social Marketing: A Definition and Explication" (Anker et al., 2022), where he introduces the concept of "consumer-dominant social marketing," referring to the phenomenon in which consumers take action and influence others in addressing social issues without third-party intervention, driven by the pursuit of a greater good. Additionally, in the article "Social Marketing and Social Movements: Creating Inclusive Social Change Coalitions" (Gurrieri et al., 2018), the authors highlight the importance of language and messaging as essential factors in communication between sender and receiver groups in addressing social issues.



**Figure 3.** Authors' Production and Impact. 3a. Total Number of Communities by Size. 3b. Nodes and Connections Over Time. 3c. Scientific Collaboration Network by Authors.

**Source:** Own elaboration.

The studies conducted by Gordon are of great importance when considering inclusive marketing because they emphasize the essential role of communication strategies that use language that is structured and collectively understood by the segments involved in the issue being addressed to promote inclusion.

Another author worth highlighting is Hasan, who sheds light on inclusion from the "P" of place, emphasizing the need to create inclusive processes related to accessibility. In articles like "Promoting China's Inclusive Finance Through Digital Financial Services" (Hasan et al., 2020) and "Rural Consumers' Financial Literacy and Access to FinTech Services" (Hasan et al., 2023), the author establishes that inclusion has socioeconomic impacts, as its absence limits the development of certain population groups. Therefore, he believes it is necessary to invest more resources in integration and the creation of accessible processes for all segments.

Additionally, Azmat promotes and studies inclusion in her article "Exploring Cultural Inclusion: Perspectives From a Community Arts Organization" (Azmat et al., 2014), where she introduces two concepts: "Cultural inclusion," referring to the representation of minority groups and their access to opportunities, and "inclusive organization," which considers individual differences as part of a workforce's strength. In her article "Understanding the Dynamics between Social Entrepreneurship and Inclusive Growth in Subsistence Marketplaces" (Azmat et al., 2015), she demonstrates that fostering value exchange and inclusive growth drives socioeconomic progress and the participation of various population groups, emphasizing that individuals' intangible resources (physical, social, and cultural) are crucial in creating an environment where people have autonomy regardless of their conditions.

On another note, French, in studies like "Some Reasonable but Uncomfortable Questions about Social Marketing" (Spotswood et al., 2012) and "Why Nudging is Not Enough" (French, 2011), establishes parameters for the development of social marketing, emphasizing ethics, population integration, and above all, a focus on value exchange with the consumer as the central aspect in the strategies developed.

Lastly, Gurrieri, in her article "Gender Transformative Advertising Pedagogy: Promoting Gender Justice through Marketing Education" (Gurrieri & Finn, 2023), discusses the inclusion of a pedagogical approach to gender inclusion.

## **Core Structure of Science**

### **Classical Documents - Origins**

Analyzing classical documents for the development of inclusive marketing reveals the relevance of the terms "service marketing" and "value co-creation." Articles such as "Evolving to a New Dominant Logic for Marketing" (Vargo & Lusch, 2004), "Co-Creation Experiences: The Next Practice in Value Creation" (Prahalad & Ramaswamy, 2004), and "Transformative Service Research: An Agenda for the Future" (Anderson et al., 2013) emphasize the need to transform marketing processes and adapt them in such a way that the consumer is the focus not only when delivering value but throughout the entire value creation process, including them in the design of communication and the overall experience.

These articles mark the point at which inclusion begins to be an objective within marketing, aiming to provide the consumer with the role and connection they are seeking. However, it wasn't until the article "The Era of Authentically Inclusive Marketing" (Casado & Arrese, 2022) that a more appropriate approach to inclusive marketing became evident. In this article, accessibility is presented as a crucial factor for equality, emphasizing that people with disabilities are not just another segment but an essential part of society. Furthermore, the authors argue that achieving genuinely inclusive marketing requires conviction and creativity.



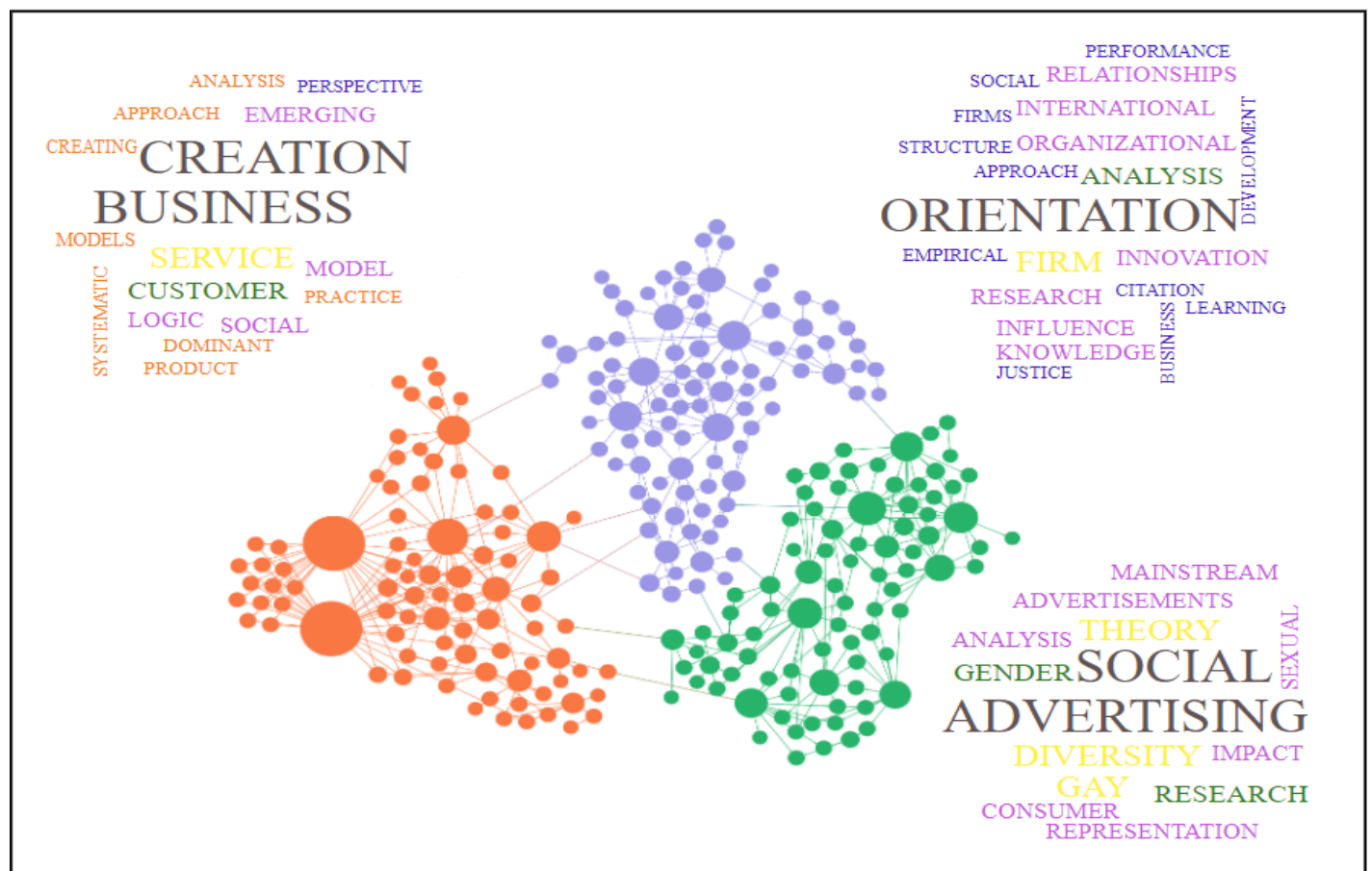
## Structural Documents - Trunk

In the structural documents, we identified the article titled "Innovation for Inclusive Growth: Towards a Theoretical Framework and a Research Agenda" (George et al, 2012), which introduces the concept of inclusive innovation, referring to innovation benefiting the disadvantaged and acknowledging that inequalities can arise during development, marketing, and value creation processes. Additionally, Ireland (2008) asserts that well-structured and appropriate marketing strategies are crucial for inclusion. This highlights an opportunity in marketing concerning how value is being generated and the innovation processes that can be implemented to reduce this inequality gap, along with a growing interest in inclusion.

Moreover, it was found that a methodology based on the analysis of existing literature and case studies is efficient when conducting a conceptual review, as it provides a broad and structured perspective on the target topic (Ireland, 2008).

## Trends - Leaves

Next, we delve into the three identified perspectives, highlighting the key elements that compose them through the most relevant authors within each perspective, as evident in Figure 4.



**Figure 4.** Trends Diagram.

**Source:** Own elaboration.

The first trend is based on concepts like new business model creation, where customer and service prevalence is key. In this perspective, inclusion is a topic that involves innovation processes for which alternative development options are being generated to provide better service and valuable customer connections. Licsandru & Cui (2018) introduce a new subjective construct of social inclusion encompassing acceptance, belonging, training, equality, and respect, aspects joinable into the value creation process.

The second perspective focuses on concepts related to an organizational orientation toward the analysis and understanding of a new form of marketing. This perspective establishes a viewpoint focused on learning about marketing and inclusion to develop effective strategies from a business perspective. Tidd & Bessant (2015) emphasize the importance of viewing innovation as a process rather than a sudden inspiration, which addresses key topics for effective management of innovation processes, spanning from business strategies to policy, and they highlight how this concept plays a fundamental role in the continuous development of organizations and society. On the other hand, Prahalad et al. (2012) approaches innovation from the base of the pyramid (BoP), emphasizing the need to focus on aspects like awareness, access, and affordability to drive innovation.

Finally, the third branch is based on communication concepts such as advertising, accounting for the social diversity of current markets. In this perspective, authors like Gong (2020) and Campbell (2005) emphasize the importance of including this population, especially the LGBTQ+ community, through calls for social acceptance and the development of integration and participation strategies in all aspects of society, including marketing. However, this has primarily been focused on advertising, with other aspects of inclusion taking a secondary role.

## DISCUSSION

Our analysis has focused on providing a theoretical-conceptual approach to inclusive marketing; Therefore, it is crucial to delve deeper into the theoretical discussions generated around this new trend in the marketing discipline. It was identified that there is a very close understanding between social marketing and inclusive marketing (Azmat, 2014, 2015; French, 2011; 2012). Therefore, this study is considered relevant to clarify the differences between the two concepts. Social marketing is based on behavior modification and the acceptance of an idea (Kotler & Roberto, 1992), whereas, inclusive marketing focuses on generating strategies that consider accessibility from all marketing variables, integrating the social, cultural, physical, mental, and ideological differences and needs of consumers. From this understanding, social marketing can serve as a tool for raising awareness about inclusion but does not create the necessary tools for it to become an integral part of marketing.

Relating the integration of inclusive marketing into the four Ps of the marketing mix —product, price, place, and promotion—, it was observed that the most developed variable is "Promotion." There is a significant application of communication strategies targeting different ethnicities, communities, cultures, and population groups such as the LGBTQ+ community. Additionally, there has been inclusive-focused advertising that integrates individuals with sensory disabilities to raise awareness and consciousness in commercials, campaigns, launches, etc. However, these individuals are not the target audience, so communication is not based on this population group's needs and barriers. This is supported by the article "Inclusive Design: Communication for People with Visual Disabilities Applied to the Point of Sale" from the Latin American Journal of Advertising (Mejía-Bohórquez et al., 2014), where it is stipulated that publicists should be aware of the needs of people with disabilities, such as their reading ability and preferences, to create targeted campaigns.

Additionally, for "Place," strategies of inclusion and accessibility have been implemented for individuals with mobility disabilities. However, there is a deficiency regarding sensory disabilities, as most physical and digital stores are not adapted to provide an experience of the same quality and ease as for the non-disabled population (Mejía-Bohórquez et al., 2014).

There is also less development in the "Product." Products and services are not based on the specific needs derived from a disability, hindering the proper communication of the physical and functional attributes of the product and limiting accessibility (Casado & Arrese, 2022).

Furthermore, the "People" aspect is considered essential, as having trained personnel to assist consumers with special communication or mobility needs is a fundamental factor that directly impacts the customer's

experience, perceived value, and dignity.

On the other hand, it was observed that marketing programs do not include subjects or study plans focused on inclusion (Asociación de Programas de Mercadeo – ASPROMER, 2022). Researchers propose developing a social circulation strategy of knowledge that allows the dissemination of the conceptual and structural foundations of inclusive marketing, making it part of the academic training of future marketers in undergraduate and postgraduate programs, facilitating its application in the business sector.

Regarding the business sector, based on the finding that inclusion was being perceived as an added value and not as an inherent need when developing marketing strategies, researchers seek to instill the importance of integrating inclusive processes throughout the value chain and customer experience through awareness, with the focus not on the economic benefits generated but on the human factor.

### **CONCLUSION**

In conclusion, based on all the research results and the identified knowledge gap in the study topic, it is proposed as the state of the art that inclusive marketing integrates accessibility, visibility, and language applied in all processes of the marketing mix, making them a fundamental part of value creation, by considering the physical, mental, ideological, or cultural conditions of the end consumer.

Even so, within this line of marketing, it was identified that the "P" of promotion is the most developed, mainly within communication strategies and the integration of people with sensory disabilities in advertising. Also, in the "P" of place, inclusion has focused on mobility disabilities by facilitating accessibility to different spaces. However, the "P" for the product is the variable with the least inclusive integration since the development and innovation of goods and services contemplate the needs of people with disabilities have not been guaranteed. As a last variable, the "P" of people is considered essential to ensure inclusive processes, since by having trained personnel to identify and adapt to the different needs of the population, the consumption experience will be adequate for all types of consumers.

Finally, researchers propose future research and applications to incorporate inclusive marketing in academic education in undergraduate and graduate marketing programs, to ensure a theoretical basis for implementation in the business sector and they seek to raise awareness regarding the importance of inclusion and accessibility throughout the value chain and customer experience, prioritizing the needs of the consumer. On the other hand, for extending this line of research, researchers consider it relevant to establish the conceptual foundations of inclusive marketing, approaching its application from the marketing mix and exploring the different variants that may arise. This type of research can be addressed in future work from a collaborative approach between disciplines, such as psychology, industrial design, pedagogy, and architecture, which contribute to making strategies linked to increasingly inclusive marketing available to everyone regardless of their conditions.

### **Conflict of Interest Statement**

The authors of this article state that the information in the document does not affect any of the companies that collaborated with the information. Each explanation was given as a result of hermeneutic synthesis, therefore each assertion is the responsibility of the researchers.

### **Authors' Contribution**

The author of this document reports that he/she was solely responsible for conducting the research, from its design to the writing and structuring of the current article.

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