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# A Crippled Marketing Manifesto: in conversation with Carol Kaufman-Scarborough and Stacey Menzel Baker

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## ABSTRACT

This state-of-the-art review puts forward a 'Crippled Marketing Manifesto'. In doing so, it reviews previous marketing research focusing on disability and engages in conversation with two seminal scholars within this area, Carol Kaufman-Scarborough and Stacey Menzel Baker. This allows us to extrapolate key insights into the lineage of disability-focussed marketing research. We suggest that scholars should adopt 'crip theory' as a means of rethinking, re-evaluating, researching and crucially better including consumers with disabilities in both disability-focussed and all marketing research and practice. Resultantly, this article is both a state-of-the-art compilation of the growing body of work on disability-focussed marketing research, and a 'Crippled Marketing Manifesto' calling on all marketing scholars, to reduce the perpetuity of inaccessibility and ableism inherent in our research and marketplaces.

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## Introduction

The World Health Organisation calculates that 1.3 billion people (16% of our world) experience significant disability (WHO, 2023). This indicates that one in six people have a disability making disabled persons the biggest minority group in the world. Within the UK alone, 16.1 million people are estimated to have a disability, which represents a quarter of the population (House of Commons Library, 2024). These figures are expected to rise significantly, due to an ageing demographic. The significance of this is seismic. Globally and collectively, the disabled population hold a disposable annual income of \$30 trillion and within the UK this figure is estimated at £276 billion per year Pound (2024). Thus, how the marketplace can accommodate, cater to, and ultimately profit from, those with disabilities, is an important if not a pre-eminent and pressing concern for marketers and consumer researchers alike. Fortunately, marketing has historically and contemporarily addressed this concern, with a growing canon of research on disabilities (i.e. Baker, 2006; Baker et al., 2001, 2002; Beudaert et al., 2016; Beudaert et al., 2017; Beudaert et al., 2024; Beudaert, 2020; Echeverri & Salomonson, 2019;

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Husemann et al., 2023; Higgins et al., 2024; Kearney et al., 2019; Mason & Pavia, 2006; Navarro et al., 2014; Pavia & Mason, 2012; Pavia & Mason, 2014; Salomonson & Echeverri, 2024).

Theoretically and epistemologically, marketing has espoused a great variety of disabled needs and insights, calling for improved business practices and numerous expositions on how to glean a more inclusive marketplace for those with disabilities (see Beudaert et al. 2024). And yet despite this wealth of research, there remains a somewhat perpetual inaccessibility within our marketplaces for those with disabilities. Evidence of this abounds, with our publications recurrently sharing storied histories, life narratives and experiences of persistent exclusionary and ableist marketplace practices (see Higgins et al. 2024). Equally, mainstream media remains awash with discriminatory practices against those with disabilities. One elderly wheelchair user recently shared how she was made to remain on the deck of a ferry as there was no working accessible lift.<sup>1</sup> Many others share instances of streets, footpaths, disabled toilets and shop entrances being blocked by obstacles, websites not accommodating accessible needs or guide dogs being refused entry on public transport or to retail outlets. A recent Channel 4 documentary, led by Sophie Morgan, detailed shocking discrimination and mistreatment towards those with disabilities on flights, with one man forced to crawl to the toilet as there was no accessible wheelchair available, his own put into the cargo hold.<sup>2</sup> Despite these examples, it would be reductive to say that the marketplace has not moved on to cater to those with disabilities. For example, the introduction of quieter times in shops for those with neurodivergent conditions, or indeed the broader representation of more disabled people on TV, are good examples of progressive and more inclusive marketplace practices. Nonetheless, these examples and marketing research illustrate that the marketplace has not moved on far enough. The continued presence of inaccessibility permeating our marketplaces promotes important questions on the part of researchers: is our research having an effect on business practices? And if not, what do we want our legacy of disability and marketing research to be?

When we were asked to provide this state-of-the-art review piece, we reflected heavily on these questions. We reviewed research investigating disabled people's experiences in markets and commercial settings. Our review process began first with examining a broad canon of disability-focussed marketing research. To do so, we conducted a keyword search, using the terms 'marketing' and/or 'consumer research' + 'disability' in popular marketing journals: *Journal of Marketing Management*, *Marketing Theory*, *European Journal of Marketing*, *Journal of Consumer Research* and *Journal of Marketing*. In doing so, we recognised that the consumer vulnerability, transformative consumer and services research and marketplace accessibility movements were rich areas where disability was investigated and thus, we added these disciplinary terms in further searches. To uncover any papers that may have gone unrecognised, we conducted, using a variation of the keywords noted above, a Google Scholar search. This resulted in further papers being added to our review set from various other academic outlets. The criteria for our review were papers focussing on i) the lived accounts/experiences of disabilities in marketplace settings and/or ii) research that made/promoted recommendations for better accessible consumer and marketplace experiences. The appendix offers an in-depth overview of our categorisation and the papers we reviewed. This is not an exhaustive listing of all disability-focussed marketing research, however, it encompasses the development of disability-focussed epistemology in marketing research and should, we hope, provide an important resource/review point for scholars. In the appendix, we delineate the focus, emphasis, findings and core contributions of each paper. It demonstrates how disability-

focussed marketing research began in the mid-1990s and has continued to expand since then, examining a range of disabilities, marketplace practices and inclusionary/exclusionary experiences. It is particularly noteworthy that more than 50 of the reviewed papers have been published in the last 10 years, highlighting the clear growth of research(ers) interested in disability and marketing.

In conducting this review of disability-focussed marketing research, two scholars' work caught our attention, Carol Kaufman-Scarborough and Stacey Menzel Baker. There were several reasons for this. First, Carol and Stacey were amongst the first scholars to channel marketing research into the areas of consumer vulnerabilities and disabilities. Second, many of their works in these areas remain seminal today. Third and perhaps most significantly, their findings, insights and key recommendations are replicated continually throughout disability-focussed marketing research. Take the following as an exemplar, over 20 years ago both Carol and Stacey called for the following changes as a means of ensuring markets and commercial spaces would allow consumers with disabilities to feel 'welcome and expected':

To make businesses truly accessible to people with disabilities, marketers must proactively:

- (1) Ensure that people with disabilities recognise that they are welcome and expected.
- (2) Become informed on the rights of people with disabilities and engage in marketing research that includes people with various types of disabilities in the sample, to understand how to prepare to meet their needs.
- (3) Train frontline employees to expect people with disabilities to be among their customers.
- (4) Provide effective communication in alternative forms.
- (5) Recognise that each customer has his or her own set of needs (i.e. all people with disabilities are not the same)'.

Baker and Kaufman-Scarborough (2001, pp. 302–303).

From an onto-epistemological perspective marketing research has addressed points 2 and 5 from Baker and Kaufman-Scarborough's (2001) seminal treatise on accessibility. We have indeed become far better informed about the rights of those with disabilities, not least from Carol and Stacey's own work on the Americans with Disabilities Act (ADA) but equally from the work of others in relation to highlighting disability issues across marketing (see Appendix). And yet while there is now a well-established and indeed growing body of research on disability and marketing, it remains that Baker and Kaufman-Scarborough's (2001) calls continue to echo across consumer research, their recommendations replicated or reproduced in various forms. For example, Salomonson and Echeverri (2024) outline the service experiences of their disabled informants to be unwelcoming to the point their informants feel as though they are invisible in market settings. Various others recurrently concretise the exclusionary effects of marketplace settings and how consumers with disabilities feel devalued, invisible and unwelcome (Downey and Catterall 2006; Mason and Pavia, 2006; Goodrich and Ramsey 2012; Elms and Tinson 2012; Edwards et al. 2018). In light of this, many studies such as Baker (2006), Navarro et al. (2014), Higgins (2020); Beudaert et al. (2016, 2024) and Cross and Ekpo (2024) have called for service providers to undertake appropriate accessibility training, embed more inclusivity into service designs and to more generally treat disability as a serious and profitable mandate for contemporary business practice. Thus, research into

disability and marketing has ultimately reached a point of saturation in terms of accessibility; wherein it recurrently calls for the self-same accessibility changes, policies and transformations that were outlined by Baker and Kaufman-Scarborough in 2001.

Although disability and marketing literatures demonstrate epistemological diversity and theoretical progress, which is much needed and required given the broad spectrum of disabilities, our recommendations have become prosaic and more worryingly the effects of our research in truly instantiating change are questionable. We lack what Hutton and Heath (2020) term as 'emancipatory praxis', the capacity to make our research epistemologically transferable to impact true change in society. The Transformative Consumer Research (TCR) and Transformative Services Research (TSR) movements might counter this claim, as might many scholars in the disability-focussed marketing research, indicating or denoting how specific changes from their research have been impactful. However, the point is, if we have for over 20 years being beating the same drum, how do we now kick the door in? How do we action more prominent and impactful social change towards disability rights and inclusion? How do we make the marketplace aware of our research, and more crucially how can we get marketplace actors to action it? Equally how do we as scholars consider how we take disability and marketing research forward? The merry-go-round of producing the same self-recommendations for different contexts of disability will ultimately see us stagnate rather than produce a more radical innovation that is needed to affect marketplace practices.

On this basis, and given the extensive contributions of Baker and Kaufman-Scarborough (2001) to the field of disability-focussed marketing research, we decided that it would be pertinent to interview Carol and Stacey as part of this state-of-the-art review to get their thoughts on this. We interviewed Carol and Stacey in October 2024, posing open-ended questions to each about their research journeys, experiences, reflections on disability-focussed marketing research and their hopes for future research. On analysing their interview, however, we recognised a core theme across the interview was how disability and inaccessibility are both impacted and reinforced via epistemology. This aligns with what we knew to be termed *cripistemology* Johnson and McRuer (2024), the epistemological value disabled (and all) lived experience can bring to research, and likewise how such a perspective can critique ableist assumptions in both research and wider environments. Cripistemology is grounded in the movement (some may argue ideology) of 'crip theory' (i.e. McRuer 2006). Emerging from gender, queer and disability studies, crip theory is 'a diverse assembly of critical perspectives on dis/ability and outlines how it can be used to analyse social relations and intersectionality in contemporary societies' (Karlsson and Rydström 2023, 395). In essence, it critiques societal and humanist norms of 'compulsory able-bodiedness' McRuer (2006) and advocates that disability can be a proud and affirming identity. Thus, we used crip theory, and in particular, cripistemology to analyse Carol and Stacey's interview, but also as organising foci for the development of a 'Crippled Marketing Manifesto', where we examine the role that *methods, theory, practice and policy*, and *pedagogy* play in perpetuating ableist norms in the marketplace and across research. Resultantly, this article is both a state-of-the-art compilation of the growing body of work, conversations and ideations on disability-focussed marketing research, and a manifesto calling on all marketing scholars to reduce the perpetuity of inaccessibility and ableism inherent in both our research and marketplaces. In similarity to Pirani and Daskalopoulou (2022) and their queer manifesto we believe that

'this manifesto is not here to [solely] satisfy a theoretical flare, but to invite the exploration of how we live and consume'. We believe that crip theory and crippling marketing research can offer marketing research new ways to rethink, re-evaluate and research consumers.

The paper is structured as follows. We begin with a historical overview of the evolution of disability-focussed marketing research. This is followed by an in-depth discussion of crip theory and *cripistemology* and their value in helping advance marketing theory and practice. Drawing on the interview with Carol and Stacey, we subsequently offer to marketing our '*Crippled Marketing Manifesto*' calling on readers of this review to consider how crip theory can advance our research methods, theories, engagement with policy and practice, as well as our pedagogical styles and syllabi. We appreciate that some of you reading this may be wishing us off our soapbox, and asking yourself why is this important, why should established marketing epistemology be 'crippled'? Disability affects 1.3 billion people in the world, affecting 1 in every 6 people – this is why it is important. We *will all* be affected by disability at some point in our lives, be that through loved ones, through personal experience, through colleagues, or indeed through our students' experiences. For many reading this, the following will not be a nice realisation, but it is the reality - *we are all 'temporarily able-bodied'* Goodley (2017). And we as scholars, with agency to influence students, staff, organisations, governments, and public audiences through our research, must yield such agency to the benefit of all, not merely the benefit of some.

## **Disability-focussed marketing research**

### ***The evolution of disability-focussed marketing research***

The origins of disability-focussed marketing research can be dated to the mid-1990s, stimulated by policy and legal changes through acts such as the Americans with Disabilities Act (ADA) and the UK's Disability Discrimination Act (DDA). Both of which were instantiated to protect those living with impairment in societal, and particularly commercial settings (see Kaufman-Scarborough, 1998, 1999 and Baker & Kaufman-Scarborough, 2001 for more on the ADA; and Husemann et al., 2023 for more on the DDA). Until the mid-2000s, research on disability and marketing was scant, with research published as standalone papers within the wider discipline of marketing. Legitimation of this research became more prevalent, however, with the 2005 publication and establishment of consumer vulnerability research (Baker et al., 2005), and the Transformative Consumer Research (TCR) and Transformative Service Research (TSR) movements. Each of which champion researchers to conduct research that will promulgate customer well-being and inclusion. For example, consumer vulnerability research calls for scholars to understand the states of 'powerlessness that arise from an imbalance in the marketplace interactions' (Baker et al., 2005, p. 134) and thus, to unpack the ways by which market systems and actors can create and/or alleviate vulnerability in consumers. Whilst the TCR movement champions consumer researchers to be 'more determined in adopting and sustaining a mission of constructive and consequential influences on quality-of-life among consumers, executives, businesses, policy makers, the environment, and all other sentient beings' (Mende & Mick, 2024, p. 2), the TCR movement has in time given rise to the TSR canon, which 'lies at the intersection of service research and transformative consumer research and focuses on well-being outcomes related to service and services'

(Anderson et al., 2013, p. 1203). Hill and Martin (2014) outline that until these movements, scholarly interest was focussed on 15% of the population – predominantly, those who are male, white, highly educated, financially empowered and able-bodied. Collectively, these sub-areas in marketing research campaigned for dialogue with the other 85% and have in turn provided scholars (like us) with a theoretical space upon which to hang our disability and marketing focussed insights.

As a result of these efforts, over the past decade disability-focussed marketing research has gained positionality of its own accord in marketing, with bodies of work on marketplace accessibility (Balabanis et al., 2012; Husemann et al., 2023) and the disabling marketplace (Higgins et al., 2024) providing legitimate and well-needed conceptual and empirical base camps for scholars to ground, home and build their approaches to studying disability and marketing. Equally, initiatives such as the bi-annual *Interdisciplinary Conference on Disability and Consumption* (ICDC) spearheaded by Anthony Beudaert and Jean-Phillipe Nau, and publications such as *Disability and Digital Marketing* edited by Jonatan Södergren and Niklas Vallström, indicate just how far disabilities and marketing research have come. There is now a well-established and growing body of research representing disabilities in various ways. However, as mentioned, much of our implications for practice remain similar and recurrent. To understand why this may have occurred, we now turn our attention to how the broader study of disability and in particular models of disability have impacted our approaches, perspectives and insights.

### ***Models of disability and ableism in disability-focussed marketing research***

To date, disability studies have mapped how societal perceptions and treatment of disabilities have followed different models of disability. In this section, we will outline i) the core models of disability and ii) how disability-focussed marketing research has and continues to align with these models. There are three popularly discussed models of disability, the *moral*, *medical* and *social* (i.e. Goodley, 2014). The most antiquated of these is the *moral* model (Oliver, 1990), whereby impairment was/is seen as a symbol of sin, a grievance from God playing out on you or a loved one's personhood. Historically, this would see people with impairment, and at times their loved ones by association, ostracised and/or segregated from society. This model, in many societies, has lost power, with new models thankfully overtaking its moral cruelty. However, sadly in some cultures and countries this model still prevails and witnesses the open ostracisation of people with impairment (Goodley, 2017). The *medical* model adopts a condition-focussed perspective, perceiving the medical impairment and condition of a person as the primary issue in causing inaccessibility, and as such the root of disability. This model sees impairment as something in need of curation or fixing and as such is imbued with humanist and ableist ideals. That is, humanity is equated with able-bodiedness, independence and domineering ideologies surrounding gender, sexuality and social class (Braidotti, 2013; Campbell, 2012). Taken together, both the moral and medical models adopt accusatory mentalities to disability, perceiving the impaired person as the issue, not wider society. As such, in the 1980's a well-needed and welcome shift was found via the *social* model of disability.

The *social* model perceives society as disabling not one's impairment(s), and as such it differentiates between impairment and disability. Here, people are not in themselves 'disabled' but rather are rendered disabled by society not meeting their impairment

needs. This model was and is revolutionary, as it shifts responsibility onto society to better accommodate those with disabilities. This shifting perspective gave rise to the abovementioned policy and legal changes instantiated by the ADA and the DDA in the 1990's and has continued to be the core perspective applied to policy and legal processes today. Nonetheless, the social model although a good step forward, is not without its criticisms. A core criticism is that despite its social focus, the model remains rooted to a 'fixation or curation' belief reminiscent of the moral and medical models, wherein it tends to assume that disabled persons wish to be able-bodied and cannot live full and satisfying lives (Swain & French, 2000). Additionally, the social model is often critiqued for its introduction of the term *disability*, as the term inadvertently spreads connotations of inability upon persons living with impairment, often witnessing their ability(s) 'dis'-appear from societal view and understanding (Goodley, 2017). Thus, the term 'disability' is innately flawed (Campbell, 2012), and resultantly, the social model's socio-political use of disability has led to a dis/ability dichotomy, wherein the 'dis' of disability is prioritised and perceived over 'ability'. Further, the notion and indeed branding of 'disability' created by the social model has inadvertently eroded the variegated vastness of impairment. There are too many impairments to accurately calculate, yet the wheelchair symbol is the over-arching signifier for disability. This has witnessed mobility and physical impairments essentialised as core disabling characteristics at socio-cultural and global levels (Guffey, 2017).

The prioritisation of the social model within disability-focussed marketing research has likewise fostered a sense of essentialism, with numerous papers prioritising physical access, such as a lack of ramps, lifts, etc. over sensorial, cognitive, learning and emotional impairments. Resultantly, the embodied experience of disability (Beudaert, 2020; Beudaert et al., 2016, 2017; Echeverri & Salomonson, 2019; Salomonson & Echeverri, 2024) has become secondary to material, social and environmental debates over accessibility (see Beudaert, 2024; Beudaert et al., 2024). This said, disability-focussed marketplace research has often adopted an impairment-centric epistemology, researching disability through interpretivist and qualitative methods (i.e. Baker, 2006; Baker et al., 2001, 2002; Kaufman-Scarborough, 1999, 2001; Pavia & Mason, 2012, 2014; Mason and Pavia, 2006; Navarro et al., 2014; Beudaert et al., 2016, 2017; Beudaert, 2020; Echeverri & Salomonson, 2019; Kearney et al., 2019; Higgins, 2020; Higgins & O'Leary, 2023). This is epistemologically positive, as it has provided our wider marketing canon with a better understanding of the real and lived realities of disability in the marketplace. Core findings of this body of work have unpacked how consumers feel unwelcome (Baker & Kaufman-Scarborough, 2001), dehumanised (Echeverri & Salomonson, 2019) and responsabilised to fit into marketplace systems (Mason and Pavia, 2006 (Higgins & O'Leary, 2023; Pavia & Mason, 2012, 2014). This body of work has also unearthed how these consumers often have internalised notions of disablement. For example, Mason and Pavia (2006) and Pavia and Mason (2012, 2014), in their work have shown how consumers living with impairment feel the need to adapt, cope and manage their own, or their loved ones', presence in market systems to avoid 'being the sort of consumer that thinks it is acceptable to bring congestion, bulk, delays' to the marketplace (2012, p. 105). Their informants thus develop exit strategies in market settings or exclude themselves or their loved ones from celebratory occasions, all to conform with marketplace norms). Similarly, Echeverri and Salomonson (2019) outline how their consumers employ a range of 'proactive and reactive' strategies and 'explicit/implicit articulations' as a means of managing feelings and experiences of dehumanisation imbued upon them during service encounters. This body of work has been

useful in exposing the internalisation of disenfranchising marketplace systems on disabled consumers, and in turn shifted disability-focussed marketing research to critique the macro-structuring influence and ideology of *ableism* permeating our research, marketplaces and world. Embedded in notions of humanism (Braidotti, 2013), ableism is a structural force of ability, whereby socio-cultural and global interaction, integration and socialisation is governed by able-bodiedness (Campbell, 2012; Chouinard, 1997). In sum, to be included in society, culture, our world, we must assume and perform a position of ability. A growing body of disability-focussed marketing research is emerging that seeks to challenge this structural force (i.e. Downey & Catterall, 2006; Higgins & O'Leary, 2023; Higgins et al., 2024; Kearney et al., 2019). Drawing attention to how ableist forces are stimulated by market actors such as advertising (Kearney et al., 2019; Södergren et al., 2023), service providers (Downey & Catterall, 2006; Higgins, 2020) and neo-liberal capitalism (Higgins & O'Leary, 2023), this research is working to lessen the force and influence of ableism upon our markets, our research and our societies. This movement exemplifies how work on disability and marketing is moving towards the newest model of disability – the *affirmative* model (Swain & French, 2000).

This *affirmative* model seeks to rupture the dichotomy of ability-disability and privileges disability identity(s). This model perceives disability not as a problem in need of fixing, but rather as a normative part of human experience and along with it a source of unique identities and social groups. Thus, contrary to the social model, and exemplified by impaired groups such as The Deaf, Neurodiverse and Autistic Communities co-opting the labels of Deaf, Neurodiverse and Autistic, the affirmative model recognises and seeks to stimulate across society and our world the fact that disability is a proud and at times primary identity marker, and that those living with disability can and do live fulfilling lives. Nonetheless, the ableism endemic in our world often overrides such affirmation, further silencing and disempowering disabled groups and individuals. To challenge this, McRuer (2006) insists that we need to stop looking at disability as diverse and different and start perceiving it as normal. In sum, we need to reconfigure, re-analyse our systems, our societies, *our markets* from the perspective of disability if we are to truly transform them. Crip theory is a pathway towards such renewed thinking and transformation. Just as the 'epistemological potential of queer theory resides in the problematisation of the norms that inform heteronormativity' (Pirani & Daskalopoulou, 2022, 294), crip theory offers marketing researchers a basis to rethink and re-evaluate our inclusion and representation of disability in marketing research.

### **Crip theory**

... A concerted effort among several marginalized groups to take back the power of auto-designation. The crude and insulting word [cripple] was originally used to wring the weapon of hateful speech from the hands of [ableist] bullies ... it signals a shift in the power of definition from external authorities (medical or legal) to the group members' right to choose and invent their own words and concepts

Paraphrased from Karlsson and Rydström (2023, p. 398).

Crip, short for cripple, stems from old English *creopere* meaning 'to creep'. As such, cripple/crip has connotations of deviance, with the term often invoking negative

reactions, be those feelings of pity or indeed suspicion (Goodley, 2017). Inspired, however, by queer and feminist studies, crip theory is an affirmative movement that has witnessed the reclaiming of what is often a derogatory term cripple, by disabled academics, activists and communities. As a means of challenging the dis/ability dichotomy inferred by disability, and as outlined in the above quote, this theoretical movement aims to shift power from socio-political forces when naming and defining impairment and disability (Karlsson & Rydström, 2023). With roots in feminist disability studies (Garland-Thomson, 1997, 2013; Wendell, 1989, 2013), crip theory seeks to 'spin mainstream representations or practices to reveal able-bodied assumptions and exclusionary effects' (Sandahl, 2003, p. 28). It thus reimagines a world in which disability is perceived as valuable, desirable and equal. In sum, it is a movement that challenges the inherent expectation of 'compulsory able-bodiedness' (McRuer, 2006, p. 6) and provides 'a clear and powerful framework for undertaking a comprehensive critique of ableist inequalities in society and for developing activist strategies aiming to influence those who have the legislative power to address those inequalities' (Karlsson & Rydström, 2023, p. 406–407). Karlsson and Rydström (2023) further outline that a core tenet of crip theory is to debunk society's *discursive climate of tolerance* whereby disability is merely tolerated, not genuinely included in society. Such tolerance is exemplified in legislative and regulatory practices, where policies such as the ADA and DDA, although catapulting dialogue on accessibility and change, remain distinctly and purposively vague and as such have never transformed markets and societies to be fully welcoming of disability (Kaufman-Scarborough & Menzel Baker, 2005). This is due to the dominance of ableism relegating disability to a position of deviance, wherein 'tolerance' of disability is only 'granted on condition that the subordination of the deviant [the disabled] is kept intact, and that norm-breaking functionality remains something to be overcome' (Karlsson & Rydström, 2023, p. 402). In debunking this climate of tolerance, crip theory works to see disability not merely integrated but genuinely valued, and accepted, not for surpassing, coping with or adapting to socio-cultural ableism, but as is.

This said, it must be noted that crip theory, having roots in feminist and queer theory is intellectually driven and thus often critiqued as inclusionary only of the able-disabled or the 'supercrip' (Apelmo, 2012; Karlsson & Rydström, 2023; Kulick & Rydström, 2015). Able-disabled and supercrips are examples of what Wendell (1989, p. 116) terms 'disabled heroes', referring to people with visible or notable disabilities who gain mainstream recognition due to surpassing ableist logics. They are often perceived as comforting and heartwarming to able-bodied society, as they reinforce a fallacy that the body can be controlled. However, such heroic labelling can be dangerous, sharing a 'false impression that anyone can "overcome" a disability' when indeed, 'disabled heroes usually have extraordinary social, economic and physical resources that are not available to most people with those disabilities' (Wendell, 1989, p. 116). From a marketing perspective, Kearney et al. (2019) share this critique of the disabled hero in their work on Paralympians, outlining how supercrip analogies foster what they term 'exoticised idealization'. In this idealisation, those with disabilities are seen as overcoming bodily constraints and indeed normalcy logics of bodily functioning. However, such logic emplaces responsibility on the individual to overcome disability, rather than critiquing overarching ableist structures. Further, the intellectual roots of crip theory can undermine 'person first' identifications within disabled communities, whereby

persons with disabilities wish to be identified as a person first, and their disability (s) an accompanying consideration(s) (Goodley, 2017). As such, identifying as 'crip' is not synonymous with all persons living with disability nor, as argued by Apelmo (2012) does it include social class hierarchies. For Apelmo (2012), McRuer's development of crip theory has been garnered from disabled persons all possessing university degrees and thus it fails to recognise 'when and for whom' specific strategies of crip resistance are accessible (Karlsson and Rydström, 2023, 402). Beyond being intellectually and class driven, crip theory is also a Western ideology, with limited understanding to date provided on how this ideology could work in non-Western cultures.

Nonetheless, given the intellectual impetus of this review, the intellectual roots of crip theory offer promise to marketing research, particularly at the epistemological and methodological levels through what is termed as *cripistemology*. Coined by Johnson and McRuer (2024) cripistemology seeks to unearth 'what significance can the lived experience of different kinds of functionality have for an understanding of compulsory able-bodiedness?' (Karlsson & Rydström, 2023, p. 403). Critical of positivist and objectivist researcher positionalities, cripistemology recognises the epistemological value disabled (and all) lived experience can bring to research, and likewise how such a perspective can critique ableist assumptions in both research and wider environments. Consequently, cripistemology seeks to i) further 'destabiliz[e]' the dis/abled dichotomy, ii) unpack how disabled perceptions, categories and identities are 'created, erased, or expunged', and iii) methodologically critique neoliberal logics that enforce and perpetuate systems of disadvantage on disabled people (Johnson & McRuer, 2024, p. 122). Disability-focussed marketing literature has, to varying degrees, attempted all these. For example, the body of research challenging ableism seeks to 'destabilize the dis/ability dichotomy' and in turn critique neoliberal logics that enforce exclusion (i.e. Beudaert et al., 2024; Downey & Catterall, 2006; Higgins & O'Leary, 2023; Higgins et al., 2024; Kearney et al., 2019). Further, the breadth of work across disability and marketing has exposed the barriers and exclusion experienced by disabled consumers in market systems. Nonetheless, whilst helpful in unpacking the wider barriers that create exclusion and perpetuate ableism, this body of work has naturally adopted a marketing perspective, and thus focus has been on normative market-inspired barriers, rather than relooking at or re-analysing marketing through a disability lens. Beudaert and Nau (Beudaert & Nau, 2021, p. 5) draw upon crip theory in their work on visual impairment. However, they prioritise the idea of 'crip time', calling upon marketers to recognise the need for more time to be permitted or indeed the need for 'disability time' to be 'understood as an alternative to the dominant ableist temporality'. Although a good movement forward, this work recognises only one element of disability or crip culture – temporality. Yet, to radically move marketing research and practice forward, and actively resist the ableism in our markets, more holistic *cripistemology* is needed, leading to our introduction of a *Crippled Marketing Manifesto*.

## A 'Crippled Marketing Manifesto'

Inspired by the focus of our dialogue with Carol Kaufman-Scarborough and Stacey Menzel Baker, we believe crippistemology a useful lens to reconsider the methods, theories, policy and practices, and pedagogy in not only disability-focussed marketing research, but the wider marketing discipline. Thus, drawing on our interview dialogue with Carol and Stacey and disability-focussed marketing research to date, we adopt crippistemology as a heuristic, and consider how our own marketing discipline can be crippled across *methods, theory, policy & practice*, and *pedagogy*. In doing so, we offer to marketing a Crippled Marketing Manifesto, and outline tangible but also simple ways through which marketing epistemology, marketing research and indeed ourselves as marketing scholars can become 'crippled'.

### 'Crippling' marketing methods

To begin, we discuss how our methods and methodological approaches as marketing scholars need to become crippled. As academics who study disability, we are both trained in a post-consumer vulnerability and TCR era whereby the representation of diverse communities and their voices is of utmost importance. However, this was not always the case and in our conversation with Carol and Stacey we found that the stigma of disability rendered them both othered, typecast as non-serious scholars, compared to those who contributed to the imperative efficiencies of neo-liberal logics.

When I was a young scholar, I didn't dare go near disabilities then. You know I had to become tenured and then OK, it was fine. But you know, it wasn't fashionable, and it was viewed negatively by some. I used to feel like it [disability and marketing research] was a sideshow. You remember at the old circuses where they would have the people come out like the two-headed lady and all. I used to feel like that. I'd be kind of like stuck in the corner. And, you know, it wasn't the popular methodology at the time either [qualitative methods]. I'd get asked [at conferences] why would you want to study that? I would argue back that we'll learn, but you just get worn out arguing.

Carol

Carol's metaphor of the 'circus freak', parallels ableist experiences, wherein she felt ostracised, othered, 'side-showed' in much the same way disabled people can be (i.e. Campbell, 2012; Reeve, 2012). Noteworthy, is the fact she had to secure her career before she could turn her hand to disability-focussed marketing research. Situating this in its time and space of the 1980s/1990s, the message was clear, for Carol to succeed disability was not a suitable context to investigate. Likewise, despite the consumer behaviour odyssey of the 1980's, interpretivism and qualitative methods were still under-recognised in marketing scholarship. Thus, emplacing not only her context of disability but her methodologies under scrutiny. Stacey shared similar experiences although for her the issue was more precarious as she was going for tenure with research investigating visual impairment:

I'd been working on it a couple of years and I had some of the senior faculty members say, 'you know, you're just a 'do-gooder', you aren't in social work.

Stacey

The caricature of a 'do-gooder' coupled with the derision that such work should be left to 'social work', sees Stacey perceived as 'supererogatory' – doing more than is necessary or deemed as essential – with her research seen more as charity due to disability being viewed as 'unproductive' to society (Wendell, 1989, p. 109). Carol and Stacey's experiences both highlight how the marketing canon at this time was encased in a *climate of intolerance* towards disability, exemplified by the language, derision and censure shown to them over their research decisions. Thankfully, both continued with their work and as discussed previously the establishment by Stacey of the consumer vulnerability concept and movement in marketing (Baker et al., 2005), coupled with the TCR and subsequent TSR agendas witnessed a *climate of tolerance* (Karlsson & Rydström, 2023) enter the marketing discipline. Furthermore, although Carol may have felt 'worn out arguing' at conferences, both she and Stacey stood by their methods, recognising the capability of qualitative insights to understand disabled lived experience. In holding fast with their qualitative work, they paved the way for *cripistemologies*, liberating and making acceptable the in-depth qualitative and ethnographic studies of many disability-focussed marketing works today (i.e. Mason and Pavia, 2006; Pavia & Mason, 2012, 2014; Elms & Tinson, 2012; Falchetti et al., 2018; Beudaert et al., 2016, 2018; Echeverri & Salomonson, 2019; Higgins, 2020; Husemann et al., 2023; Salomonson & Echeverri, 2024; Beudaert & Nau, 2021; Beudaert et al., 2024). This said, further 'cripping' is needed to ensure our methodologies and methods truly transform to better include disability in marketing research and practice. For example, much of the earlier cited research has adopted qualitative methods that are traditional, well established and accepted in marketing. Like the 'queer reflexivity' that Pirani and Daskalopoulou (2022) call for, we need crip reflexivity where our methods are designed with an ethos of resistance and disruption in mind (Apelmo & Nordgren, 2022). This disruptive call is somewhat evident already. Exemplified in the growing advocacy for methodological emancipation and the use of alternative methods in consumer culture theory (i.e. Bettany, 2022; Coffin & Hill, 2022; Seregina, 2020) and in Hutton and Heath's (2020, p. 2703) call for 'emancipatory praxis' whereby researchers are called to reconsider how we can 'expand the disciplinary space of marketing'. But more can still be done.

Crippled methodologies, therefore, should be developed and designed to i) be flexible, adaptable and inclusive of the diverse range of abilities that encompass our research of diverse consumers, and ii) should not only prioritise but centralise disability more fully within marketing, through the adoption of methodologies that prioritise collaboration, co-creation and relational engagement (i.e. Piacentini et al., 2019) over a 'hegemony of elite voices' (Hutton & Heath, 2020, p. 2702). Such 'cripped' methodologies are becoming evident, exemplified by in-process projects, such as:

- (1) The Marketplace and I, a collaborative art-based project, co-led by Leighanne Higgins and Killian O'Leary which has asked disabled persons across the UK to create artworks representing their commercial experiences. The artworks have been used for public art exhibitions and art-based accessibility training with companies.
- (2) Layers of Vision, a visual impairment-focussed exhibition led by Katharina Husemann, Anica Zeyen and Leighanne Higgins that showcases art works made by VI artists as a means to rethink museum and gallery inclusion.

- (3) '#my digital life' – a photography-focussed exhibition that explores the digital experiences of consumers with learning disabilities, led by Andrea Tonner.

Each of these projects collaborates and works in unison with disabled individuals and communities to ensure the ability often masked behind a disability is unmasked, and, moreover, that the beauty, creativity and value of disability is acculturated into our canon. This is movement in the right direction, however, all the projects shared here are disabled focussed marketing research projects. To be truly crippled, our wider marketing canon must pivot from a position of 'supererogatory', wherein the inclusion of disability in methodology design is perceived as going beyond the necessary, to a position where disability inclusion in research is standard:

I would like to see in marketing research that when [we] collect [a] sample, [we] identify whether people have a disability or not, whether [we're] recruiting people to participate. As otherwise our theories are ableist.

Carol

As Carol exposes, we regularly note an informant's age, race, gender, and occupation, yet disability is unrecorded or not recognised. A crippled methodology, therefore, also needs to ensure that disabled informants and perspectives are included in a research sample *as standard*, and the methods employed by all studies are flexible, adaptable and accessible to all ability types. For example, that the deaf community are provided with sign language translation, visually impaired consumers with audio description and alt text, neurodivergent persons with spaces and settings that suit their needs, those who are non-vocal can participate using their communication strategies, wheelchair users are given accessible access and transport to data collection sites, etc. Doing so, it will help marketing research to progress from the current 'climate of tolerance' to a 'climate of transformation' where disabled lived experience, and all abilities are included as standard in our samples (Karlsson & Rydström, 2023). This will naturally inform, enrich and transform marketing methodologies and in turn promote research to be more inclusive and accessible to not only disabled, but all citizens.

Hutton and Cappellini (2022) caution that as researchers we have an obligation to ensure that our modes of knowledge production do not perpetuate or reinforce epistemic injustices. Thus, we need to be proactive in our methodological design, making it accessible from the start, and this proactive spirit needs to traverse beyond the subfield of disability and marketing and become embedded in *all* marketing research if we are to break the current 'hegemony of elite voices' (Hutton & Heath, 2020, p. 2702) occupying marketing research. We appreciate that this might seem daunting to some researchers, that they might fear inadvertently doing something wrong whilst trying to make their methods accessible. But this is where relational, co-creative and collaborative techniques can be helpful. By this, we do not mean that all research must be relational, collaborative or co-created, although more of this would be helpful for our canon. Rather, what we call for is for all researchers to work on their methodological design in relational ways. For example, if you are a survey scholar, we call on you to learn from different disabled groups on what makes surveys accessible, palatable, workable for variegated abilities. Such questioning, and indeed learning, on what can make our methods accessible, may in

time see us adapting all our methods, from surveys to ethnographies, to include sign language, to include alt text and/or captioning, to allow for artistic expression, and/or embracing silence to allow people time to collect their thoughts, or to speak their truth especially if they are unable, or struggle to speak vocally. In sum, we all need to design and adopt methods that are all at once inclusive, flexible and adaptable to the variegated abilities of society. Doing so will help ensure not only our methods, but our theories are likewise accessible, inclusive and crippled.

### **'Crippling' marketing theory**

Besides facing criticism as 'do-gooders' for their research into disability and the methods employed, Carol and Stacey shared the challenges they faced and continue to face when trying to publish their findings:

Stacey and I's experience was that mainstream journals were not necessarily the ones who seemed to get our research. You know, I got published in *Disability in Society* and I got all kinds of contacts from the *Journal of Consumer Ethnography* . . . So I'm very impressed to see the special issue in *Journal of Marketing Management* [referring to the Disabling Marketplace SI]. I could never imagine seeing a full issue [on disability and marketing] in some of our mainstream journals like that.

Carol

Given the aversion to Carol and Stacey's methods and research in conferences, it is no surprise that this extended to publishing their research. As such, a movement forward they felt was seeing distinct special issues and papers on disability and marketing in mainstream marketing journals. Once again, we see how our field has evolved from a climate of intolerance to one of tolerance, where disability contexts and issues are given a platform. Nonetheless, this platform remains controlled, and often at the mercy of editors and reviewers:

They [editors and reviewers] had a theoretical story that they were trying to push on the data, where they wanted us to say that these people were stigmatized and to use the stigma literature. And I wrote in the reviewer's comments, 'I love the stigma literature but that's not the right lens for this', you know?

Stacey

Throughout our dialogue, Stacey reflected on what inspired her theorisation of consumer vulnerability. She explained that her initial reading of theory on vulnerability was dominated by a focus on 'who was vulnerable'. With the vulnerable described 'by demographic and physical ability classifications' such as poverty and disability. However, Stacey observed something quite different in her data collection with informants living with visual impairments: 'I was like, wait a minute. That's not what I'm seeing, I didn't see that [they were] vulnerable all the time'. This realisation paved the way for the construction of perceived versus actual vulnerability that was conceptualised by Stacey and her colleagues in their seminal paper (Baker et al., 2005), whereby they acknowledge that protected groups such as children, *disabled*, the elderly may be socially perceived as vulnerable but are not living their lives in a constant state of actual vulnerability. Stacey's quote above relates to a recent review experience, where editors and reviewers on reading the

research to be about disabled consumers assumed a status of stigma upon them. Given Stacey's insights of vulnerability as a state versus vulnerability as a status, it is understandable that the suggestion and desire of reviewers and editors to emplace a status of stigma upon her informants would stimulate her rebuttal 'I love the stigma literature but that's not the right lens for this'. This is a perfect example of cripistemology in practice, as Stacey is unwilling to allow the categories and identities of her informants to be '[re] created, erased or expunged' by theory (Johnson & McRuer, 2024, p. 122).

Stacey's review experience is one many of us can relate to: where review and editorial teams (at times) try to enforce a theory or lens to fit a journal's remit or dialogue, at the expense of profound lived experiences. Such an approach is 'procrustean science' whereby researchers like the ancient Greek god Procrustes, will have the 'unpleasant habit' of stretching or shortening research as a means of fitting it 'perfectly' into theoretical constructs (Gummesson, 1991, p. 54). Of course, all research is subject to this. The mandates of publishing are well established and in a lot of cases some procrusteanism is needed to advance our contributions. However, as espoused by Brown (2021), too often this advancement centres on nuanced theoretical obsession. He maintains that marketing research does not always need theoretical justification, and he aligns with Billig's (2019) call for 'more examples, less theory' (Brown, 2021, p. 289). Therefore, to crip marketing theory, yes, we need to consider theory, but the tail should not wag the dog so to speak. Emic to etic analysis should draw from the lived experience of disability, wherein disability is perceived as a cultural and analytical lens from which we can advance marketing theory, not merely a context used to help further discuss and build upon current marketing theory and models.

To crip marketing theory, therefore, we call for change in three ways. First, we need our theories to be crippled. We need to use theories, such as we are here, that come from disability studies and that have been employed because they represent disabled lived experiences and logics. Presently, disability-focussed marketing research has adopted disability theories but as discussed, this research relies far too heavily on the social model of disability, reaffirming marketing and environmental insights rather than trying to more radically activate change or normalise disabled perspectives through novel theoretical perspectives. Further, crippling marketing theory should not only pertain to forthcoming, future theories, we must reconsider how we can crip the established and foundational marketing theories we build upon:

[With disability] you're making consumer choices based upon your knowledge of the illness and your knowledge of what your capability is and what the accessibility is, etc., and it's tricky. It's [referring to the consumer choice model] a bigger model than what we had in the past, because when choosing what to buy you've got multiple inputs – 'the doctor says this, your wife or hubby says this', it's a lot more complicated ... but our models do not represent this.

Carol

Carol beautifully highlights how interdependence is and always has been central to consumer decision making, yet as she explains, beyond suggesting that we look to others in the information processing stage, the consumer decision-making model and many other established marketing models remain highly individualistic and as such ableist, as they fail to acknowledge the multiple people, contexts and criteria at play for disabled consumers in marketing interactions. Thus, to crip theory it is not sufficient to only crip

our analysis of current data, we also must consider how established theories may be ableist and thus how they unwittingly may 'create, erase, or expunge' disability identity (Johnson & McRuer, 2024, p. 122). We must re-analyse and rethink the foundational, accepted marketing theories from the perspective of disability if we are to truly transform both marketing research and practice.

Second, when faced with a procrustean review, we as scholars need to have the bravery and moral compass to dialogue with reviewers, especially when we know the theorisation(s) they seek to assert on our data, to be inaccurate or unwittingly ableist. This can be a tall challenge, with tenure and promotion all dependent on publishing. Advocating then for disabled lived experience and culture to be prioritised and accurately theorised can seem insurmountable. Leading to our third point, editors/associate editors and reviewers need to be 'crippled' in their reviews, to acknowledge the positionality of disability and recognise that it is not mere context, but an (crip)epistemological position of its own accord:

As a reviewer and an AE I'll fight for papers. It doesn't matter if there are the negative votes, so many people that are saying reject or whatever. If there's a kernel of a good idea in there or something you know is important, I'll fight for it, and I think that's what we need, to have people who will fight for important work.

Stacey

As Stacey says, we 'need to have people who will fight' for our crippled positionalities and insights. We need people who are willing to take a chance on the 'unpopular' not 'in vogue', novel and 'out there' ideas, positions and theories as a means of ensuring transparent, accurate research is presented, and to ensure that disability is not merely tolerated but genuinely included in and normalised in marketing research and practice. Indeed, emerging perspectives on marketing theory mandate that there is a pressing need to flatten hierarchies of knowledge (Kravets & Varman, 2022) and decolonialise our studies (Jafari, 2022; Yalkin & Özbilgin, 2022). Hutton and Cappellini (2022, p. 156) contend that we need to 'contest modes of meaning-making'. However, to date such discussions have not readily considered how we can, or should, 'crip' marketing theory. This review situates an introduction to that consideration.

We call for marketing scholars to consider more fervently what theories and concepts we can employ from disability studies, not in the name of tokenistic inclusion or indeed mere tolerance, but instead in the belief of disabled culture's potential to proffer new knowledge that can adapt, rebuke, rework and remake a priori conceptions of market-places and consumers. Beyond the well renowned and established models of disability, we call on scholars to consider what the theoretical insights of disabled culturalists such as Nancy Mairs, Catherine Kudlick, David Mitchell, Michelle Friedner, Mark Sherry amongst venerable others can bring to marketing research? That is not to say that we should become obsessed with theoretical advancement either, however, disability studies and crippled theories offer perhaps 'more examples' (Brown & Kerrigan, 2020) that can enlighten and advance our past and current research undertakings. Take for example Belk's extended selves' concepts (Belk, 1988, 2013) which are foundational to much of consumer research – how might they be adapted towards those with disabilities? What does the role of 'dematerialisation' and 're-embodiment' in online settings offer to those

who have mobility issues or those who are neurodivergent? What practices of 'contamination' does an autistic person employ on a regular basis to regulate their cognitive functioning? How might 'creation' be foundational to the communication practices of those who are non-vocal and in what alternative formats do they create and communicate? These are but some ideas of how we can question pre-existing knowledge bases in light of more overt consideration of disability culture. As scholars, we must adopt a courage of commitment to this cause. Disability remains a social justice issue, and it is imperative that we seek to broaden our onto-epistemological perspectives to afford more inclusionary research. We need to have the confidence to defend against possible 'methodologically incongruent' peer reviews (Clarke et al., 2024) and editors need to be more proactive in ensuring that procrustean science does not inhibit progressive inclusionary research efforts.

### ***'Crippling' marketing policy and practice***

Why would you want to study disabled consumers? They don't go shopping. They don't represent a big part of the economic outlay to retailers. Carol

Both Carol and Stacey shared this as being a frequent question they faced in reference to their disability research. Sadly, 20+ years on this question is still posed to us frequently by fellow scholars, but more so by organisations. Rooted in the economic model of productivity and ableism, this assumption witnesses all disabled people categorised as unprofitable and fails to recognise the growing valuation of the purple pound.<sup>3</sup> As academics, we have a duty to shatter such falsehoods and expose to wider public, business and governmental stakeholders the value of disabilities. Therefore, it is not enough for us as academics to research and theorise in 'crippled' ways, we need to use the insights we garner to 'crip' marketing policy and practice. Doing so will help marketing practitioners and public policy bodies to unearth the roles that they play in perpetuating ableism, and recognise, understand and appreciate the value of disabled (and all) lived experience, and begin to work towards more active roles that they *can* play in destabilising ableism (Johnson & McRuer, 2024). In dialoguing with Carol and Stacey, we recognise two core means of 'cripping' marketing policy and practice: i) the active implementation of the 'policy and managerial implications' offered in journal articles, and ii) improving our engagement with marketing practitioners and policymakers. Each of which we now discuss.

First, most journals and reviews recommend that as scholars we offer policy and/or managerial implications from our research. However, these implications often become lost in the academic ether following publication (Coffin & Hill, 2022). Nowhere is this more apparent than in disability-focused marketing research. As previously mentioned, accessible calls made in the 1990's and early 2000's, remain largely unattended to today. Why then is accessible research not transferring to practice? An ironic reason is that the siloed system of academia renders our research and our policy- and practitioner-focused suggestions, *inaccessible* to practitioners and policymakers. Thus, to make our research accessible, not only in terms of disability access but in all contexts, we must consider how we can better share, promote and implement, our managerial and policy suggestions.

Carol and Stacey both shared the importance of attempting to publish research outside of 'mainstream marketing journals':

In my experience it was not necessarily the mainstream marketing journals that were the ones who seem to get it. You know I got published in *Disability and Society* and that is one I get all kind of contacts from

Carol

I had people call me who were entrepreneurs, who were trying to do things to help create access for people in wheelchairs that had read the *Journal of Public Policy and Marketing* paper, and because of the paper's public policy section, it ended up being better, more applicable, and having more impact.

Stacey

Both Carol's and Stacey's career experiences concretise the need for interdisciplinary dissemination of disability-focussed marketing research. Similarly, they allude to the need to engage business and marketing practice with our findings. As we are pushed to show the impact and transformative outputs of research, we are witnessing many academics writing and publishing in outlets such as *The Conversation*, offering commentaries on digital and social media platforms, publishing podcasts and writing short stories (Brown & Kerrigan, 2020). Equally, it is now becoming more common for scholars to use their research to submit evidence to parliamentary and government enquiries. The effects that such submissions have are questionable, but such practices are necessary to form part of our 'politics of engagement' (Hutton & Heath, 2020). Nonetheless, currently, journal rankings and various spurious business school metrics dictate that academic articles are valuable and everything else is subordinate. Thus, if we attempt to publish more broadly, to make our findings more accessible, more transferable and hopefully more impactful, it should also be said that the onus should not lie solely with academics. Journals need to consider the crippled role they can play. For example, some journals now ask for 'plain text'/'press release' versions of papers to be submitted upon acceptance. Instead of asking for press release-styled writings, perhaps journals should be asking for short practitioner- and policy-focussed reports that can be shared directly with wider industry collectives and networks. The *European Journal of Marketing* has introduced impact articles, pieces of written work that concentrate exclusively on how marketing research has evidenced change in marketplace settings (Cox, 2022; Montecchi et al., 2022; Scott & Mende, 2022). Such articles help to transition us out of theoretical obsession, making our insights more digestible for industry practitioners. More of this work would, therefore, not only better inform practice and policy but would help us as academics to widen our networks and see our research instantiate genuine transformative change.

Second, to cripp marketing policy and practice we need to help, inspire and guide key stakeholders such as businesses and government bodies to value the expertise of disabled communities, groups and individuals, and create structures and processes that allow disabled persons to become better included. In sum, further work on 'relational engagement' is needed in marketing and disability research and indeed in wider marketing research (Piacentini et al., 2019). This, we appreciate can be a tall order, especially when marketing as a discipline is often assumed as contradictory to social justice issues, and indeed a cripistemology may not be perceived as mutually beneficial for marketing

policymakers/practitioners and disabled communities. Nonetheless, we have a duty to try to affect change. Namely, we need to action organisations, government and regulatory bodies to take our research more seriously. How we do that is difficult, tricky and time-consuming. Piacentini et al. (2019) outline how differing perspectives, goal misalignment and general misconceptions hinder the applicability of marketing research when engaging with industry partners. They equally make recommendations on how to overcome these barriers, the crux of which coalesces around collaboration and co-operation between academic and business stakeholders. For the most part, we know all of this. We know what has to be done, but we do not necessarily know how to do it. Cripistemology and our 'crippled marketing manifesto' does not offer an exhaustive roadmap, but it does outline key considerations at all levels (disabled citizen, researcher, reviewer, editor, marketing practitioner), on how we can, through better relational engagement, recognise and more crucially value disabled culture. Taking each of these in turn, we as researchers need to better engage, and act as a bridge between disabled citizens and organisational/policy gatekeepers. Reviewers and editors need to rethink how they can engage industry and policy stakeholders with managerial implications called for in their journals. Whilst marketing practitioners need to learn from and lean into the crippled lessons of our research and recognise the neo-liberal value of disability culture. Further, as scholars we also have a (somewhat) captive and active audience of future marketing practitioners in our grasp every year, and as such another route to crip marketing practice is through 'cripping' pedagogy itself.

### ***'Crippling' marketing pedagogy***

The catalysts stimulating both Carol and Stacey to research disability occurred at a pedagogical level. Carol shared that upon her life transitioning to a place where she was personally living with and caring for loved ones with disabilities, she quickly realised how many of the marketplace and service offerings were inaccessible. She shared this prospect to be 'really daunting' as she realised and asked herself 'why have we been teaching and not including all these experiences?' This inspired her to research disability, and crucially to bring disability into her classroom as a way of getting the future practitioners of marketing to consider accessibility from an early stage. Stacey's experience, although less close to home, was still highly personal:

I was teaching as a doctoral student. At the end of a class session one day, one of the students said, 'Stacey, would you please come here?' And I walked up to her and she said, 'I don't know if you can tell, but I'm blind'. And I said, 'oh, no, I didn't know. I didn't notice'. And she said, 'well, I'm in your class this semester and the only accommodation that I need is that I take my exams in the Disabilities Office and otherwise, you shouldn't have to do anything special for me'. But I thought all of my overheads are visuals. They were these two-by-two matrixes. Then I went to the grocery store that night and I thought, look, the prices on the can of peas and the way the grocery store is laid out, it's all around the assumption that people can see. And I thought I have to articulate this in some way, you know?

Carol

Both Carol and Stacey's experiences caused them to see things with renewed perception, one that better appreciated the disadvantages, barriers and lack of focus afforded to

disabled audiences both at a pedagogical and a marketplace level. This to no end inspired their research, but more than this it inspired their pedagogical practice. As can be seen from the appendix, disability-focussed marketing research to date rarely focusses on pedagogical concerns. One exception is De Vos et al. (2024) who looks at disabled experiences of consuming higher education. We believe more work like this is needed. Investigations into the consumptionscapes of higher education, how they are experienced by, and marketed towards, students with disabilities are much needed. As is far more representation of crippled marketing pedagogy in marketing journals. Notwithstanding this, we also need to consider how as educators in our daily practices we can cripp our pedagogical approaches. Two key considerations in this domain are i) a 'cripped' syllabus, and ii) a 'cripped' pedagogical style, each of which we now discuss further.

To develop and disseminate a 'cripped' syllabus, our degree programmes must have a course, a lecture, or even one session that specifically teaches about disabled customer experiences. Drawing inspiration from Carol's realisation above, that the lessons she taught did not represent her life living with and caring for disability, alongside her previous reflection that our established models need to be amended to include, and be informed by, disability. We call on scholars to teach not only 'critically' but 'cripply' if we are to help inspire the next generation of marketing practitioners to challenge and 'critique [the] ableist inequalities in society and [develop] activist strategies' that can truly shatter ableism and promote the genuine and transformative inclusion of disability (Karlsson & Rydström, 2023, pp. 406–407). A 'cripped' syllabus will see marketing tutors, teachers and scholars rethink from a 'cripped' perspective the theories, models and ideas we teach. This can help our students – our future marketing practitioners – to think critically, but more crucially to recognise, to see and to somewhat understand about disability and accessibility experiences in the market. Notwithstanding embedding marketplace accessibilities, consumer vulnerabilities and transformative consumer or services research into our syllabi, various resources can be used by scholars to elicit such understanding and crippled thinking. For example, Higgins and O'Leary (2024) use a 'factual' short story to concretise the experiences of parent carers and stimulate debate on exclusionary marketplace practices and broader structures and subjugations of ableism. The use of documentaries and TV shows in class, can also elicit new conversations around disability. Documentaries such as *Fight to Fly*, *Crip Camp*, *The Remarkable Life of Ibelin*, and BBC series such as *Dinosaur* and *We Might Regret This*, are just some examples of media that can be used to 'crip' our students. Further, adopting immersive and engaged activities such as temporarily removing senses through gamification, i.e. blind-folding or using ear defenders, and asking students to navigate marketplace settings can also 'crip' our means of engagement. This leads us to the second element of crippled pedagogy, as teaching 'cripply' does not rely on syllabus alone, our pedagogical style must also be crippled:

One day I came in and I had a student slamming down on my desk saying I cannot do the project you gave me, I cannot do the project. And I was like, 'okay let's talk about this'. And he says, 'well, I'm colour blind and I can only see grey, white and black, and you've asked me to do a project that looks at colours. I can't see them' ... But it was things like that that were totally unexpected that really energised me ... You realise there is this gigantic gap, millions and billions, of disabled people, and maybe we need to think about how we're teaching.

Carol

When sharing this reflection, Carol explained that, with the student's permission, she opened the assessment issue they faced out to the wider class and asked them collectively to help rework the assessment. In doing so, the initially upset and excluded student became empowered to share not only his experiences, but what would work and would not work in marketing practice. He quickly became as Carol explained, 'the leading authority' in the class. With one in six people having some type of disability, we are all going to, or likely already have, experienced accessibility issues in our own classrooms. Thus, we have a duty to ensure that not only does our syllabus represent and teach about disabled market experiences, but indeed that the syllabus is accessible to all students. This duty is reinforced by De Vos et al. (2024) in their call for higher education establishments to offer better online services as a means of ensuring not only inclusion, but genuine 'respect' is provided to disabled students. Thus, just as we need to develop methods that permit access to all types of disability, likewise in 'cripping' marketing pedagogy, we must develop teaching styles that can bend and flex to different student abilities and needs. Importantly, we stress that this does not have to involve huge changes. Simple things to consider (to name a select few) are:

- Use a microphone for anyone with hearing difficulties and speak clearly and openly so students can hear and see you speak (i.e. lip read).
- Record your sessions so they can be easily accessed by all and ensure a transcript of all recordings is available/accessible.
- Consider your reading list and the amount of reading required for your course(s). High reading loads can overwhelm neurodivergent, anxious or indeed all students. Consider if you can supplement theoretically focussed texts with simpler readings/sources such as: news sources, short stories, documentaries, podcasts, all which could help reinforce the same learning objectives.
- Check if the teaching rooms used will work for any students with mobility needs or those who are wheelchair users, to ensure there are spaces that can allow them to feel included, not over exposed or indeed hidden during the teaching session.
- Reflect on your assessment styles, and ensure they include the different abilities and needs of students. For example, pre-recorded presentations are a simple amendment that can delimit the anxiety, overwhelming emotions that live presenting can stimulate within many neurodivergent, or indeed, wider student cohorts.
- Learn simple sign language phrases such as 'hello', 'thank you' and 'can I help you' for deaf students.
- Add alt text to your slides to permit visually impaired students to access any images.

These are small things that can make a huge difference for not only disabled students but for their fellow peers to likewise learn from. Through these small accessible practices, you train all who witness them to likewise, think and behave in a 'cripped' manner.

Nowhere is our power to influence marketing practitioners more apparent than in the affordances we are privileged with in our role as educators. We have each semester a captive audience of future marketing practitioners. If we can stimulate youthful exuberance around more inclusionary marketing practices, then given time our graduates can possibly stimulate marketplace change. To do this we need to overtly consider how we can include crippled perspectives in our syllabus. How many of you reading this have a

lecture or seminar on disability in marketplace settings? How many of us truly consider alternative modules and programs on disability? We need to teach 'cripply' through our resources, actions, theoretical discussions and empirical examples. Beyond the need to action marketplace change via future generations that we (perhaps delusionally) hope will not be corrupted by commercial malfeasance, crippled teaching will be necessary for the rubrics, measurements and actions of all of us going forward. Disability diagnoses are increasing, and mental health issues are no longer stigmatised as those that should be suppressed. There is an ever increasing need to afford more accommodations to our student bodies and we need to enact our teaching in ways that are 'cripped' to ensure we include the variegated vastness of (dis)abilities gracing our classrooms.

### Actioning the 'Crippled Marketing Manifesto'

The aim of any manifesto is to make something conspicuous and clear. Throughout each of the previous sections we have provided not only a critical rationale for the need of marketing cripistemology, but some direction for how cripistemology can be embedded into current and future marketing research and practice. These directives are neither extensive nor expensive changes to what we already do, and they will not impede our research practices. They are, however, small changes that can positively transform the marketing discipline. Nonetheless, we appreciate that the 'Crippled Marketing Manifesto' we offer is a lot to digest and likely many of you are wondering how and where to even begin in 'cripping' your own methods, theory, practice and policy, and pedagogy. To help with this, we have developed some guidance to support and guide you on actioning the Crippled Marketing Manifesto. In Figure 1 we offer a visual table of the 'Crippled Marketing

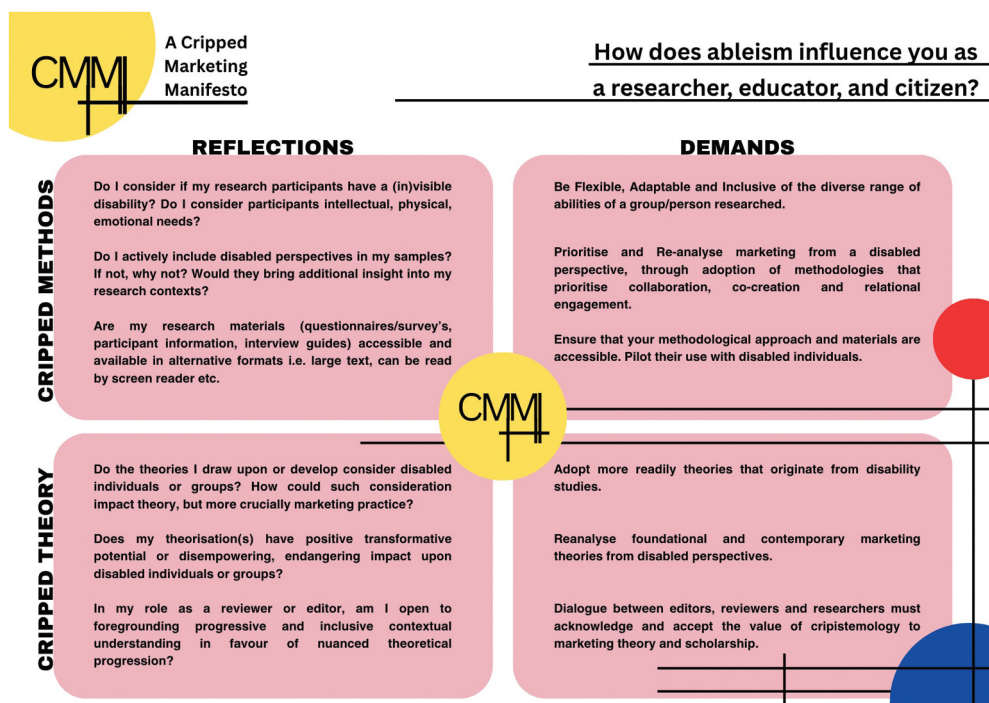


Figure 1a. Crippled Marketing Manifesto.

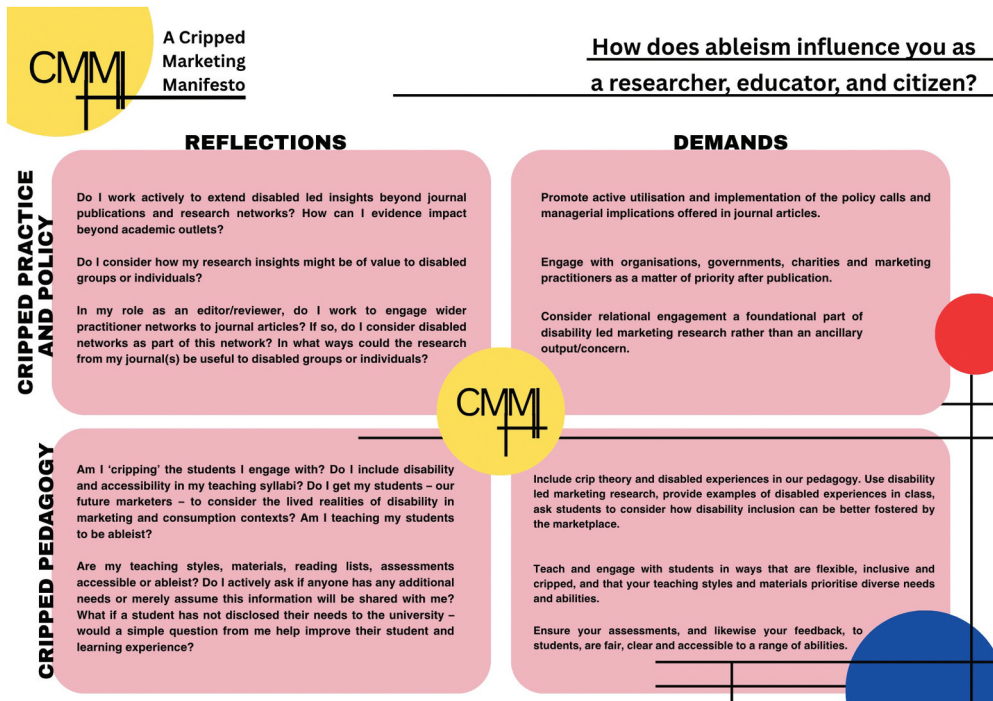


Figure 1b. Continued.

Manifesto' with key reflections and demands for criping methods, theory, practice and policy, and pedagogy. Following this, we offer four reflective stages to help you navigate your criped journeys. We appreciate, that for some, the stages of the 'Crippled Marketing Manifesto' will be an uncomfortable task to engage in. But that is the point! To transform, we need to get out of our ableist comfort zones and become criped. Will you step out of your comfort zone, take up the crip baton, and engage in the Crippled Marketing Manifesto?

### Four reflective stages to criping marketing

**Stage 1**

Reflect upon and truthfully answer this question:

*In what ways does ableism work through you as a researcher, educator, policy-influencer and as a citizen?*

Ahead of reflecting on this question, please know that we all, including disabled people, have some ableism internalised within us. In recognising this, we can do something proactive about it.

Thus, stage one of the 'Crippled Marketing Manifesto' is making clear to ourselves and our discipline that to an extent **We are all ableist!**

**Stage 2**

Taking each tenet of the 'Crippled Marketing Manifesto' in turn, use the reflective questions to reflect on your current methods, theory, practice and policy, and pedagogy styles.

**Stage 3**

Drawing on your own reflections from both stages 1 and 2, consider the list of demands offered in each tenet of the Crippled Marketing Manifesto, and how you can begin to meet these demands and in turn become 'criped' as a scholar, student, practitioner, and most crucially as a citizen.

**Stage 4**

We ask you to share and use this visual table and its stages as a resource and guide, to 'crip' the students, practitioners, policymakers and public stakeholders you encounter in the years to come.

## Post-crip

When we started this review, we never envisioned it to evolve into the 'Crippled Marketing Manifesto' offered here. However, we realised very quickly that a simple overview of disability-focussed marketing research, although useful, would not push the wider discipline of marketing, towards transformation. Throughout our interview with Carol and Stacey, they reiterated their hope that in 30 years' time the marketplace would become far more 'expecting and accepting' of disability. We believe that embracing cripistemology can provide much needed direction on how we can work towards progressing inclusionary efforts both in academia and across the marketplace. We are not naïve; we appreciate this will entail a shift (likely a longitudinal one) in epistemological, pedagogical, and ideological thinking, and one that will ask us (indeed already has asked us) to take a long, hard and uncomfortable look at our ableist preconceptions and ignorance. However, as scholars, we have a duty and power through the research we undertake to be 'supererogatory' (Wendell, 1989, p. 109), to do more than is necessary or deemed as essential to 'expand the disciplinary space of marketing' (Hutton & Heath's, 2020, p. 2703). To end, Higgins et al. (2024) outline their hope that the conceptualisation of 'the disabling marketplace' will become obsolete, because there remains no longer a marketplace that disables. In a similar vein, we hope that in 30 years, there is no need for scholars, students, practitioners or stakeholders to engage with the 'Crippled Marketing Manifesto' offered here, because cripistemology will be normalised and as such naturally embedded into marketing research and practice.

## Notes

1. <https://www.shetnews.co.uk/2023/04/21/ferry-not-fit-for-purpose-says-79-year-old-who-sat-freezing-on-deck-after-accessibility-problem/>.
2. <https://www.channel4.com/programmes/sophie-morgans-fight-to-fly>
3. The Purple Pound measures the spending power of disabled households.

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No potential conflict of interest was reported by the author(s).

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## Appendix. State of the art review of disability-led marketing literature

Author and Year	Paper Title	Focus	Findings/Contributions
Kaufman (1995)	Shop 'til you drop: Tales from a Physically Challenged Shopper.	Examines the experiences of physically disabled consumers in retail settings. Emphasises the gap between policy and practice with regards to inclusionary measures for those with disabilities. Advocates for proactive measures beyond mere compliance.	<ul style="list-style-type: none"> <li>● Offers a personal narrative of disabled shopping experiences, emphasising the real-world implications of inaccessible retail spaces.</li> <li>● It identifies systemic marketplace barriers, including inadequate physical access, poorly designed layouts, lack of assistance from staff and limited availability of adaptive shopping services.</li> <li>● Calls for more inclusive marketplace practices including universal design initiatives, better staff training and more inclusive and representative marketing strategies.</li> </ul>
Stephens et al. (1995)	The Americans with Disabilities Act: A mandate for marketers.	Examines the Americans with Disabilities Act (ADA). Emphasises that the ADA is not solely a legal requirement but an opportunity to accommodate an under-served consumer segment, consumers with disabilities.	<ul style="list-style-type: none"> <li>● Positions the ADA as a marketing imperative.</li> <li>● Highlights the market potential of consumers with disabilities.</li> <li>● Provides guidance for marketers on implementing accessible initiatives such as audits and staff training.</li> </ul>
Burnett and Paul (1996)	Assessing the media habits and needs of the mobility-disabled consumer	Examines the consumption of media of those with disabilities. Emphasises the lack of diversity and inclusion in advertising rhetoric and strategies.	<ul style="list-style-type: none"> <li>● Illustrates how persons with disabilities do not feel represented in mainstream media.</li> <li>● Calls for more representation of those with disabilities in advertising.</li> </ul>
Kaufman-Scarborough (1998)	Retailers' perceptions of the Americans with Disabilities Act: suggestions for low-cost, high-impact accommodations for disabled shoppers	Examines how retailers perceive and implement ADA requirements. Emphasises how accessible initiatives can be easily fostered by retailers and marketing managers without excessive cost to the organisation.	<ul style="list-style-type: none"> <li>● Highlights differences in ADA compliance between national and regional outlets and locally owned retailers</li> <li>● Suggests that retailers can implement low-cost, high-impact accessible accommodations, including alt format information, push buttons for doors, appropriate store layouts and staff training.</li> <li>● Calls for the co-creation of service adaptations with disabled consumers.</li> </ul>
Stum et al. (1998)	Disabled elders' out-of-pocket home care expenses: Examining financial burden	Examines the expenses of home care for disabled persons. Emphasises the need of governments to provide targeted support to disabled persons.	<ul style="list-style-type: none"> <li>● Highlights those at risk of financial burden when dealing with additional needs in the home.</li> <li>● Advocates for policy initiatives that promote social support for elderly consumers who may develop additional disabled needs in the home.</li> <li>● Calls for the insurance industry to acknowledge these additional needs.</li> </ul>

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Author and Year	Paper Title	Focus	Findings/Contributions
Gould (1999)	Towards a Reconstruction of the Meanings, Processes, and Culture of Consumer Research: Valorizing the Cultures of Visual Impairment as Salient and Informing	Examines cultural understanding towards those with visual impairment. Emphasises the need for consumer research to incorporate disability culture perspectives.	<ul style="list-style-type: none"> <li>Poses key questions to consumer researchers on integrating more visually impaired perspectives into marketing research.</li> <li>Suggests that visual impairment is a culture within a culture.</li> </ul>
Kaufman-Scarborough (1999)	Reasonable Access for Mobility-Disabled Persons is More Than Widening the Door	Examines how the regulations of the ADA were implemented by organisations in providing reasonable access to services for those with disabilities. Emphasises the need for organisations to go beyond reasonable requirements when catering to those with disabilities.	<ul style="list-style-type: none"> <li>Demonstrates that access must go beyond physical requirements and ADA compliance.</li> <li>Proposes a reasonable access framework which asks organisations to self-audit their operations and consider more readily disabled needs across the customer journey.</li> </ul>
Kaufman-Scarborough (2000)	Seeing Through the Eyes of the Colour-Deficient Shopper: Consumer Issues for Public Policy	Examines how colour-deficient consumers experience shopping. Emphasises how diverse needs are rarely considered in marketing and advertising.	<ul style="list-style-type: none"> <li>Concretises how the marketplace is designed without disability in mind. Signage, the use of colour and packaging rarely consider the needs of those who may be colourblind.</li> <li>Recommends more inclusive visual communication and labelling practices including designs that limit the mixing of colours and using technology to make information more accessible.</li> </ul>
Kaufman-Scarborough (2001)	Sharing the experience of mobility-disabled consumers: Building understanding through the use of ethnographic research methods	Examines the lived experiences of mobility-disabled consumers in navigating marketplace settings. Emphasises the struggles that those with disabilities face across marketplace settings, struggles that others are not always conscious of.	<ul style="list-style-type: none"> <li>Positions lived experience as a primary basis for understanding consumer vulnerabilities.</li> <li>Outlines how those with disabilities must adapt to marketplace settings through psychological negotiation categorisation, stereotypes, perceived expectancies of their capabilities and stigma.</li> <li>Calls for more co-creative initiatives in designing the marketplace, drawing from the lived experiences of those with disabilities.</li> </ul>
Baker and Kaufman-Scarborough (2001)	Marketing and Public Accommodation: A Retrospective on Title III of the Americans with Disabilities Act	Examines the impact of the ADA on organisations, consumers and society. Emphasises the need for more work to be done on including those with disabilities in marketing from regulatory, organisational and public awareness perspectives.	<ul style="list-style-type: none"> <li>Highlights discrepancies between legal expectations, mandates and actual practices in disability accommodations.</li> </ul>
Kolodinsky (2001)	Satisfaction of disabled rural elders and adults with the quality of community-based long-term care services	Examines the experiences of those engaged with care services and their satisfaction levels. Emphasises the need to understand the variegated spectrum of disabilities in care settings and accommodate accordingly to differing needs.	<ul style="list-style-type: none"> <li>Demonstrates that retailers focus on minimum levels of compliance rather than more inclusionary efforts.</li> <li>Outlines that there are clear gaps in care quality in addressing disabled needs and accessibility.</li> <li>Advocates for policy reform in the domain of care services to cater to those with disabilities.</li> </ul>

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Author and Year	Paper Title	Focus	Findings/Contributions
Baker et al. (2001)	Marketplace Experiences of Consumers with Visual Impairments: Beyond the Americans with Disabilities Act	Examines the experiences of consumers with visual impairments in retail settings. Emphasises the need for retailers to move beyond mere compliance to the ADA to truly foster equitable service quality and inclusion.	<ul style="list-style-type: none"> <li>Identifies intangible barriers for those who are visually impaired such as communication breakdowns, inaccessible store layouts and uninformed staff</li> <li>Introduces the notion of 'perceived welcome' to service providers and how sensory cues and staff interactions shape shopping experiences.</li> <li>Calls for multi-sensory retail design and more adequate staff training to better accommodate those with visual impairment in retail settings.</li> </ul>
Klerk and Ampousah (2002)	The physically disabled South African female consumer's problems in purchasing clothing	Examines how physically disabled consumers in South Africa navigate clothing purchasing. Emphasises the need for physical adaptations in service settings but also the need for staff to (possibly) assist those with disabilities when shopping.	<ul style="list-style-type: none"> <li>Reveals inaccessible clothing for those with physical disabilities as well as the inaccessibility of clothing stores including difficult to navigate store layouts, a lack of accessible entrances, and disabled parking as well as the prevalence of inadequately sized fitting rooms.</li> <li>Recommends more inclusive clothing designs to expand accessible fashion options for those who may be physically disabled.</li> </ul>
Baker et al. (2002)	How can retailers enhance accessibility: giving consumers with visual impairments a voice in the marketplace	Examines how retailers can improve accessibility for those with visual impairment. Emphasises the need for retailers to adapt their organisational practices to cater to those with disabilities, especially public-facing staff.	<ul style="list-style-type: none"> <li>Gives an overview of the barriers that visually impaired consumers face in retail settings i.e. inappropriate store layouts signage and instances of extreme overservice.</li> <li>Provides key guidelines for retailers to adapt their accessibility efforts including alternative format information and signage, treating disabled customers as you would others, speaking to them directly, and when needs/adjustments are requested providing suitable accommodations.</li> </ul>
Schaefer (2003)	E-space inclusion: A case for the Americans with Disabilities Act in cyberspace.	Examines the need for the ADA to be extended into online services and settings. Emphasises how accessibility is not limited to physical retail settings, and that online services need to think about how they can make their offering inclusive to those with disabilities.	<ul style="list-style-type: none"> <li>Argues for the ADA to be extended to cover commercial websites and advocates for web accessibility as a civil right.</li> <li>Details common online accessibility issues such as lack of alt text, screen reader incompatibility and a lack of captioning on videos.</li> </ul>
Kaufman-Scarborough and Menzel Baker (2005)	Do people with disabilities believe the ADA has served their consumer interests?	Examines the perceptions of those with disabilities to how the ADA has catered to their marketplace experiences. Emphasises a further need to extend the reach and scope of the ADA to influence true marketplace inclusion.	<ul style="list-style-type: none"> <li>Outlines mixed satisfaction towards the ADA.</li> <li>Indicates that improvements in physical accessibility are tempered by other barriers such as lack of communication, staff attitudes and online inaccessibility.</li> </ul>

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Author and Year	Paper Title	Focus	Findings/Contributions
Baker (2006)	Consumer Normalcy: Understanding the value of shopping through narratives of consumers with visual impairments	Examines the significance of shopping for consumers with visual impairment and how shopping allows those with disability to achieve feelings of normalcy. Emphasises how access to the marketplace facilitates sense of self, empowerment, capability and happiness for consumers with disabilities.	<ul style="list-style-type: none"> <li>● Outlines four key dimensions of consumer normalcy for those with a disability, including: participating/being in the marketplace (I am here), achieving distinction through the marketplace (I am me), demonstrating competence and control (I am in control) and being perceived as an equal in the marketplace (I belong).</li> </ul>
Downey and Catterall (2006)	Self-Care, the Body and Identity: The Non-Ableist Consumer Perspective	Examines how consumers with disabilities navigate identity and self-care in a marketplace shaped by ableist norms. Emphasises the emancipatory but also exclusionary capacities of the marketplace towards those with disabilities.	<ul style="list-style-type: none"> <li>● Outlines how products and services often assume able-bodiedness.</li> <li>● Demonstrates how disabled consumers resist, adapt to and subvert ableist norms.</li> <li>● Calls for more inclusive product design and marketing practices.</li> </ul>
Mason and Pavia (2006)	When the Family System Includes Disability: Adaptation in the Marketplace, Roles and Identity	Examines how family consumption is influenced when a child has a disability. Emphasises the adaptation strategies that families with disabilities must adopt to consume in marketplace settings. Draws attention to the broader exclusionary effects of marketplace inaccessibility.	<ul style="list-style-type: none"> <li>● Outlines that families living with a special needs child must continually adapt to ableist marketplace settings.</li> <li>● Three adaptation strategies are exposed including: i) adaptations to meet marketplace challenges, ii) adaptations in family roles and norms, iii) adaptation in rituals and family identity.</li> <li>● Highlights the emotional labour involved in navigating marketplace settings not designed for inclusivity.</li> </ul>
Baker et al. (2007)	How consumers with disabilities perceive 'welcome' in retail servicescapes: a critical incident study	Examines what constitutes a feeling of welcome for those with disabilities in retail settings. Emphasises the need for adequate physical accessibility in retail settings, but also more intangible psycho-emotional aspects that can be fostered by staff that are confident in catering to/assisting those with disabilities.	<ul style="list-style-type: none"> <li>● Identifies perceptions of welcome/inclusion to coalesce around factors such as service personnel, store environments, other consumers and product/service assortments.</li> <li>● Highlights the emotional and psychological dimensions of accessibility.</li> <li>● Provides key recommendations for retailers in designing more inclusive and welcoming service environments.</li> </ul>
Mansfield and Pinto (2008)	Consumer vulnerability and credit card knowledge among developmentally disabled citizens.	Examines the financial literacy and credit card knowledge of consumers with developmental disabilities. Emphasises the need for ethical marketing practice to those who may be classified as vulnerable consumers.	<ul style="list-style-type: none"> <li>● Highlights how consumers with developmental disabilities struggle to understand interest rates, fees and repayment obligations.</li> <li>● Raises concerns about market exploitation of these consumers and the need for protective policies and education.</li> <li>● Advocates for simplified financial information, inclusive education and ethical marketing to vulnerable consumers.</li> </ul>

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Author and Year	Paper Title	Focus	Findings/Contributions
Ross (2008)	Modernising times: UK hearing-impaired consumers at the policy crossroads.	Examines access to auditory equipment for those with hearing impairments. Emphasises the need to meet the needs of those who are disabled and the social responsibilities of government bodies to do this.	<ul style="list-style-type: none"> <li>● Highlights how governmental policy change can impact those with disabilities and those that rely on the state for access to key equipment.</li> <li>● Calls for more input from those with disabilities when changes to policy decisions are being made.</li> <li>● Outlines how consumer choice in such markets is limited and often a myth.</li> </ul>
Childers and Kaufman-Scarborough (2009)	Expanding opportunities for online shoppers with disabilities	Examines how disabled consumers shop online. Emphasises the need to make digital space and services more accessible for those with disabilities.	<ul style="list-style-type: none"> <li>● Identifies common issues and problems that those with disabilities face when they attempt to shop online. These include a lack of accessible features, information for disabled consumers and a lack of integration of websites with assistive technologies.</li> </ul>
Kaufman-Scarborough and Childers (2009)	Understanding Markets as Online Public Places: Insights from Consumers with Visual Impairments	Examines how visually impaired consumers navigate and experience online spaces. Emphasises the need for more regulatory requirements that cater to accessible needs.	<ul style="list-style-type: none"> <li>● Encourages service providers to engage with online accessibility as a value-generating innovation rather than just adhere to minimum mandated requirements.</li> <li>● Indicates how problematic it is that online websites are not mandated as stringently to adhere to ADA requirements compared to physical stores.</li> <li>● Applies consumer vulnerabilities to the technology acceptance model and outlines how consumers with disabilities adapt to inadequate or inaccessible websites.</li> <li>● Advocates for more regulatory enforcement of website accessibility mandates.</li> </ul>
Hunter-Jones (2010)	Consumer vulnerability and exclusion: A study of carers in the tourism marketplace	Examines the experiences of carers when engaging in tourism. Emphasises how exclusionary the marketplace can be for those who care for people with disabilities. Exclusion not only affects those who are immediately vulnerable but also their close network i.e. carers.	<ul style="list-style-type: none"> <li>● Finds the tourism industry to recurrently fail to cater adequately to carers.</li> <li>● Demonstrates instances of marketplace exclusion for carers and as such argues that they become vulnerable consumers.</li> <li>● Calls for more diverse recognition of how policy makers, service providers and scholars categorise vulnerable consumers.</li> </ul>

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Author and Year	Paper Title	Focus	Findings/Contributions
Pavia and Mason (2012)	Inclusion, exclusion and identity in the consumption of families living with childhood disability	Examines how families with children with disabilities experience inclusion and exclusion in the marketplace. Emphasises the emotional labour that is involved in consuming when a family member is disabled. Begins to highlight how at times families will self-exclude from service settings due to the constant barriers they face.	<ul style="list-style-type: none"> <li>● Outlines how those with disabilities can be subjected to stigma and ire in marketplace settings.</li> <li>● Highlights the extensive planning, adaptations and management that families of children with disabilities must undertake to consume from the marketplace.</li> <li>● Indicates the negative, disenfranchising and emotionally worrying consequences of engaging in marketplace settings for those with disabilities and their families.</li> </ul>
Goodrich and Ramsey (2012)	Are consumers with disabilities receiving the services they need?	Examines how consumers with disabilities perceive their needs being met by retailers. Emphasises how a sense of welcome and appropriate staff engagement and assistance is paramount to inclusive service offerings.	<ul style="list-style-type: none"> <li>● Examines service quality measures for consumers with disabilities.</li> <li>● Finds widespread discrepancies between the expectations of consumers with disabilities and what service providers offer.</li> </ul>
Elms and Tinson (2012)	Consumer vulnerability and the transformative potential of internet shopping: an exploratory case study	Examines how disabled consumers shop online. Emphasises how online shopping can both alleviate and exacerbate consumer vulnerability among disabled consumers.	<ul style="list-style-type: none"> <li>● Interestingly demonstrates that intangible service attributes such as assurance, empathy, quality responses and reliability can contribute more to service quality ratings by those with disabilities, compared to more tangible aspects such as the physical environment. Accessibility-specific tangibles also heavily influence disabled consumers' satisfaction levels.</li> <li>● Identifies how online shopping can facilitate certain conveniences for consumers with disabilities.</li> <li>● Equally outlines how a reliance on online shopping can further exclude those with disabilities from physical retail settings.</li> <li>● Reveals certain paradoxes to shopping online for consumers with disabilities including competence/incompetence and fulfilling needs/creating needs (see paper for further details). Puts forward how technology and online shopping can act both as a mechanism of empowerment but also can denude consumers with disabilities of their sense of self.</li> </ul>

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Author and Year	Paper Title	Focus	Findings/Contributions
Balabanis et al. (2012)	A Conceptual Stress-Coping Model of Factors Influencing Marketplace Engagement of Visually Impaired Consumers	Examines how visually impaired consumers navigate product information and the marketplace. Emphasises how stressful it is for visually impaired consumers to shop.	<ul style="list-style-type: none"> <li>Identifies how visually impaired consumers adopt coping strategies to consume in marketplace settings. One of their primary strategies is the use of family, friends and extended networks to help with tasks.</li> <li>Outlines how visually impaired consumers can be made to feel competent or incompetent by accessible/inaccessible service settings.</li> <li>Consistency of service offerings is demarcated as a key characteristic of inclusion for visually impaired consumers.</li> </ul>
Pavia and Mason (2014)	Vulnerability and Physical, Cognitive, and behavioural Impairment Model Extensions and Open Questions	Examines the limitations of consumer vulnerability models through their failure to fully capture and comprehend the experiences of consumers with physical, cognitive or behavioural impairments. Emphasises the need for the regular development of the epistemology of consumer vulnerabilities.	<ul style="list-style-type: none"> <li>Puts forward a renewed understanding of consumer vulnerabilities, one that offers a more nuanced understanding of how consumers with disabilities experience vulnerability.</li> <li>Raises awareness and calls for more recognition of the role of the body in consumer vulnerability models.</li> <li>Indicates that impairments do limit market choice and flexibility.</li> <li>Outlines understanding of 'secondary vulnerability' to demonstrate how consumer vulnerability can extend beyond those who are disabled i.e. to their family, friends and networks.</li> </ul>
Navarro et al. (2014)	Value co-creation among hotels and disabled customers: An exploratory study	Examines how hotels and disabled consumers can co-create service offerings. Emphasises the need for accessible offerings/initiatives to be co-created with those who have lived experience.	<ul style="list-style-type: none"> <li>Offers a framework for understanding how co-creation between disabled consumers and hotels can be fostered.</li> <li>Outlines the importance of pre-information for consumers with disabilities.</li> <li>Identifies that hoteliers are more proactive than other market practitioners in fostering accessibility.</li> </ul>
Navarro et al. (2015)	Co-creation in hotel – disable customer interactions	Examines the factors for creating successful co-creation between disabled consumers and hotels. Emphasises the need for accessible offerings/initiatives to be co-created with those who have lived experience.	<ul style="list-style-type: none"> <li>Identify booking, stay and post-stay criteria as central to examining how the experiences of disabled consumers can be improved during hotel stays.</li> <li>Outlines the centrality of pre-information, environmental factors, staff training and feedback to positive disabled consumer experiences.</li> </ul>

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Author and Year	Paper Title	Focus	Findings/Contributions
Annett-Hitchcock and Xu (2015)	Shopping and virtual communities for consumers with physical disabilities	Examines the role that virtual communities play in shopping for consumers with disabilities. Emphasises the perpetual inaccessibility of the marketplace and the coping and adaptation strategies that consumers with disabilities adopt.	<ul style="list-style-type: none"> <li>Identifies that virtual communities online facilitate assistance, emotional support and empowerment for those with disabilities.</li> <li>Highlights how peer-to-peer exchanges online are used to mitigate inaccessibility.</li> <li>Calls for more co-creation efforts on behalf of retailers with consumers with disabilities.</li> </ul>
Yu et al. (2015)	Retail design and the visually impaired: A needs assessment	Examines the experiences of visually impaired consumers in retail settings. Emphasises the need for retailers to move towards and foster better universal design.	<ul style="list-style-type: none"> <li>Highlights various instances of inaccessibility for those who are visually impaired in retail settings including: inappropriate lighting, a lack of signage, poorly designed store layouts and a lack of navigation aids.</li> <li>Calls for participatory design approaches with those who are visually impaired.</li> </ul>
Kaufman-Scarborough (2015)	Social Exclusion: A perspective of consumers with disabilities	Examines how consumers with disabilities face social exclusion in the marketplace. Emphasises the need to question foundational models of marketing that assume equal capabilities and ability for all.	<ul style="list-style-type: none"> <li>Highlights how social exclusion is framed by policy, practice and ideology. Consumers with disabilities face exclusion in policy decisions, inclusion in retail design, as well as experience stigma from other consumers in service settings.</li> </ul>
Mafatane et al. (2015)	Wheelchair users as consumers: Accessibility of supermarkets in Gaborone, Botswana.	Examines the experiences of wheelchair users in accessing supermarkets in Botswana. Emphasises how inaccessibility removes autonomy for those with disabilities.	<ul style="list-style-type: none"> <li>The impact of social exclusion has profound effects on those with disabilities, diminishing their sense of worth and their willingness to engage with marketplace settings.</li> <li>Questions how marketing models rely on ableist assumptions of equitable capabilities across consumers and society.</li> <li>Highlights widespread non-compliance with accessibility standards across supermarkets.</li> <li>Demonstrates how barriers to accessibility such as inadequate accessible parking, un navigable store layouts, inappropriate shelving and checkouts disempower consumers with disabilities.</li> <li>Recommends more stringent enforcement of accessibility mandates for supermarkets as well as mandatory staff training on accessible needs.</li> </ul>

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Author and Year	Paper Title	Focus	Findings/Contributions
Coogan and Cluley (2015)	Servicescapes, people, brands, and marketing management	Examines research and current marketplace practice/legislation on accessibility. Emphasises the need to consider more diverse, embodied needs in marketing practice.	<ul style="list-style-type: none"> <li>● Reviews marketing research on disability noting the prevalence of the social model of disability in encouraging change.</li> <li>● Argues that disability and accessibility should form a core facet of servicescape design.</li> </ul>
Nau et al. (2016)	Market offers and the construction of a stigmatised identity: Insights from the case of motor-disabled persons	Examines how stigma for consumers with disabilities is produced by the marketplace and how those with disabilities manage their engagement with stigma. Emphasises how adaptive strategies from service providers need to be carefully managed in order to ensure that accessibility initiatives don't reinforce exclusionary and stigmatising experiences.	<ul style="list-style-type: none"> <li>● Outlines how marketing and advertising often reinforce deficit views of disability.</li> <li>● Put forward understanding of how service offerings render disability more socially visible and pronounced via certain accommodations/adaptations.</li> <li>● Illustrates how consumers with disabilities become segregated into designated zones for accessibility and thus removed from integration with others.</li> </ul>
Beudaert et al. (2016)	Becoming sensory disabled: exploring self-transformation through rites of passage	Examines the sensory process of individuals transitioning into disability. Emphasises how the marketplace is a resource of abnormality and normalcy in both transitioning into disability but also being attuned to it.	<ul style="list-style-type: none"> <li>● Outlines a three-step process in the transition to disability, encompassing forced withdrawal from consumption activities, liminality and self-transformation.</li> <li>● Highlights how consumption is at the heart of each stage, drawn upon as a resource but also as a marker of perceived capability.</li> <li>● Argues that the marketplace should move beyond mere accessibility compliance to regulation and engage in more innovative accessible initiatives.</li> </ul>
Dennis et al. (2016)	Does social exclusion influence multiple channel use? The interconnections with community, happiness, and well-being.	Examines how social inclusion affects the use of multiple shopping channels and how this affects consumers happiness and well-being. Emphasises the exclusionary nature of marketplace services but also the emancipatory power for inclusion that may be fostered by technology.	<ul style="list-style-type: none"> <li>● Identifies from a survey in the US that socially excluded people spend more time shopping on multiple channels.</li> <li>● Finds that mobile devices are particularly important for those with disabilities and their shopping practices.</li> <li>● Mobile devices are found to foster marketplace inclusivity for those with disabilities.</li> </ul>

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Author and Year	Paper Title	Focus	Findings/Contributions
Falchetti et al. (2018)	Understanding the vulnerability of blind consumers: adaptation in the marketplace, personal traits and coping strategies	Examines how consumers with visual impairment experience vulnerabilities in marketplace settings. Emphasises the extensive coping strategies that consumers with visual impairment must continually enact in marketplace settings.	<ul style="list-style-type: none"> <li>• Details how external and internal factors contribute to consumer vulnerability.</li> <li>• Outlines how external factors such as social support, physical access, accessible information, accessible technology and service levels can trigger consumer vulnerability.</li> <li>• Highlights that internal factors including emotional well-being, acceptance, self-esteem, symptoms of depression and anxiety, and prejudice regarding one's own disability all contribute to consumer vulnerability. Internal factors can be heavily influenced by external factors.</li> </ul>
Edwards et al. (2018)	Designing retail spaces for inclusion.	Examines how vulnerable consumers interact with retail settings and how this has been understood in retailing research. Emphasises the need for marketing practitioners to cater more readily to vulnerable consumers.	<ul style="list-style-type: none"> <li>• Categorises vulnerable disabled consumers such as those with chronic illness, mobility-related physical disabilities, hearing loss and deafness, vision loss and blindness, mental health disorders, learning disabilities, intellectual disabilities, memory loss and autism.</li> <li>• Poses questions to marketing scholars and practitioners alike on how vulnerable consumers should be catered for and included in retail settings.</li> </ul>
Trees and Dean (2018)	Physical and emotional Nourishment: Food as the embodied component of loving care of elderly family relatives	Examines how food and caregiving practices intersect in the lives of elderly family members with impairments. Emphasises how the familial unit can be affected by ageing and/or disabilities.	<ul style="list-style-type: none"> <li>• Demonstrates the importance of family practices and rituals that centre on food.</li> <li>• Illustrates how shifts in competencies for consumers means a shift in family dynamics and responsibilities.</li> <li>• Calls for healthier food that is still easily prepared in order to cater to elderly consumers.</li> </ul>
Dias and Moreira (2019)	'Welcome to Holland!' People with Down syndrome as vulnerable consumers.	Examines the consumption experiences of consumers with Down syndrome, an understudied area. Emphasises the need for more inclusionary practices at both marketplace and policy levels.	<ul style="list-style-type: none"> <li>• Critiques ableist discourses of competency and normalisation.</li> <li>• Findings reveal how barriers to consumption prevent those with Down syndrome from achieving feelings of autonomy in marketplace settings.</li> </ul>

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Author and Year	Paper Title	Focus	Findings/Contributions
Echeverri and Salomonson (2019)	Consumer Vulnerability during mobility service interactions: causes, forms and coping.	Examines how vulnerability manifests for those engaging with mobility services. Emphasises how the lived experience of those with disabilities can be heavily impacted by accessibility, service levels, staff knowledge and competencies.	<ul style="list-style-type: none"> <li>Identifies structural and interpersonal factors that induce vulnerability for those with mobility issues.</li> <li>Demonstrates how interactional factors contribute to forms of vulnerability including physical discomfort, commodification and disorientation. These lead to disabled consumers enacting coping strategies to deal with poor service, inadequate staff training, instances of dehumanisation among other tellingly problematic experiences.</li> <li>Puts forward an important embodied, phenomenological telling of disabled experiences in service settings.</li> </ul>
Keamey et al. (2019)	'Superdisabilities' vs 'disabilities'? Theorising the role of ableism in (mis)representational mythology of disability in the marketplace.	Examines media and marketplace portrayals of disability focusing on 'supercrip' narratives. Emphasises the subtle ableism that can underlie even the most well-intended inclusionary marketing campaigns.	<ul style="list-style-type: none"> <li>Highlights how ableist tropes shape unrealistic expectations of those with disabilities. In order to be normal, they need to be 'superhuman'.</li> <li>Labels such rhetoric as 'exoticised idealisation'.</li> <li>Challenges dominant heroic representation of the supercrip and calls for more authentic and realistic portrayals of those with disabilities.</li> </ul>
Machin et al. (2019)	The marketplace, mental well-being, and me: Exploring self-efficacy, self-esteem, and self-compassion in consumer coping.	Examines how consumers with mental disorders use marketplace resources to cope with stress and psychological vulnerability. Emphasises the centrality of the marketplace to those with disabilities and its emancipatory and therapeutic potentialities.	<ul style="list-style-type: none"> <li>Consumption is found to be a key coping mechanism for those with mental disorders.</li> <li>Consumption helps with self-esteem, self-efficacy and self-comparison.</li> <li>Highlights how emotional regulation can be managed through the marketplace.</li> <li>Puts forward key recommendations for marketplace entities to consider when promoting self-concept goals and well-being outcomes.</li> </ul>
Taylor et al. (2019)	Customer service communication with customers with disability.	Examines published research on retail customer service communication with disabled consumers. Emphasises the barriers to equitable consumption for those with disabilities as well as individual positive outcomes of social inclusion.	<ul style="list-style-type: none"> <li>Identity, independence and self-orientation are key motivations and outcomes of marketplace participation for those with disabilities.</li> <li>Environmental factors such as support and relationships and service systems and policies heavily influence the experiences of disabled consumers in service settings.</li> <li>Finds that staff communication and service levels are key for making those who are disabled feel welcome within service settings.</li> </ul>

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Author and Year	Paper Title	Focus	Findings/Contributions
Eskyté (2019)	When accessibility of public space excludes: Shopping experience of people with vision impairments.	Examines how service settings exclude visually impaired consumers despite formal accessibility measures. Emphasises the gap between design measures/intent and consumers with disabilities experiences.	<ul style="list-style-type: none"> <li>● Demonstrates how formal compliance often fails to deliver functional inclusion for those with disabilities.</li> <li>● Illustrates how accessibility initiatives in certain areas/spaces, but not in others, can create exclusion and segregation for consumers with disabilities.</li> <li>● Argues for more disability-led design across the marketplace.</li> </ul>
Beudaert (2020)	Towards and embodied understanding of consumers with disabilities: Insights from the field of disability studies	Examines how disability studies have approached embodied understandings of disability. Emphasises the need for marketing theory to document more embodied accounts of disability and consumption.	<ul style="list-style-type: none"> <li>● Outlines how embodiment is central to understanding disabled consumer experiences.</li> <li>● Advocates for consumer research to unpack ordinary and extraordinary experiences through accounts of disability, invoke more representation of disabled bodily experiences i.e. examination of pain for disabled consumers, and outline how consumer desire is formed for those with disabilities.</li> </ul>
Higgins (2020)	Psycho-emotional disability in the marketplace	Examines how psycho-emotional dimensions of disability impact consumer experiences and marketplace participation. Emphasises the need to reconsider the models of disability that consumer researchers draw from.	<ul style="list-style-type: none"> <li>● Highlights how the marketplace internally oppresses and psycho-emotionally disables consumers with disabilities and their friends and family.</li> <li>● Illustrates how structural barriers, social interactions and internal oppression form constitutive elements of psycho-emotional disability.</li> <li>● Demonstrates how fear often pervades consumers with disabilities' marketplace experiences.</li> </ul>
Cohen et al. (2020)	What retailers need to understand about website inaccessibility and disabled consumers: Challenges and opportunities.	Examines web inaccessibility for disabled consumers. Emphasises how basic accessible standards, even if adhered to, can often preclude those with disabilities from service offerings.	<ul style="list-style-type: none"> <li>● Finds that inaccessible websites lead to avoidance behaviours towards a brand by consumers with disabilities.</li> <li>● Highlights how many of the retailers sampled have inaccessible aspects to their websites.</li> <li>● Argues that retailers who address their online accessibility in a more robust and inclusive manner may benefit from additional consumer patronage and advocacy.</li> </ul>

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Author and Year	Paper Title	Focus	Findings/Contributions
Beudaert and Nau (2021)	The vulnerability of consumers with disabilities: The benefits of taking time into account.	Examines how temporality and time shapes disabled consumers' experiences of vulnerability. Emphasises the ableist nature of productivity in consumer culture and how time and temporality are intrinsically linked to this.	<ul style="list-style-type: none"> <li>Identifies time-related barriers to consumption for consumers with disabilities.</li> <li>Outlines how consumers with disabilities operate on 'crip time' where they may need more time to carry out certain actions or complete tasks.</li> <li>Demonstrates how consumers with disability may resolutely operate out of sync with other consumers, society, retail offerings, etc.</li> </ul>
Hwang and Nam (2021)	Social media use and subjective well-being among middle-aged consumers in Korea: Mediation model of social capital moderated by disability	Examines the relationship between social media, social capital and well-being among consumers with disabilities. Emphasises how technology can enable those with disabilities to gain agency, social inclusion and information.	<ul style="list-style-type: none"> <li>Finds that social media can boost well-being for consumers with disabilities, especially through the development of social connections.</li> <li>Argues that access to social media should be regulated from accessibility perspectives.</li> </ul>
Celik and Yakut (2021)	Consumers with vulnerabilities: In-store satisfaction of visually impaired and legally blind.	Examines the satisfactions rates of visually impaired consumers in service settings. Emphasises how the attitudes towards accessibility in service settings and those of service personnel is central to social inclusion for those with disabilities.	<ul style="list-style-type: none"> <li>Identifies challenges for consumers with visual impairment in service settings, i.e. access to resources, information, mobility, etc.</li> <li>Findings reveal that if consumers with disabilities perceive themselves as vulnerable and these vulnerabilities are attended to in service settings, they are more likely to feel welcome, comfortable and equally engage in strong brand advocacy towards retail outlets.</li> <li>Notes that accessibility can be leveraged as a core point of differentiation for market and service offerings.</li> </ul>
Dodds and Palakshappa (2022)	Service inclusion: The role of disability identity in retail.	Examines how consumer with disabilities identify and shape their experiences of inclusion and exclusion in retail settings. Emphasises that more effort towards accessibility and inclusivity is needed across marketplace organisations.	<ul style="list-style-type: none"> <li>Identifies five disabled consumer identities: authentic unique self, integrated self, community self, expressive self and practical self.</li> <li>Reveals that despite accessible progress and initiatives across organisations, consumers with disabilities are still subject to marketplace stigma and negative interactions in service settings.</li> <li>Demonstrates that accessibility and inclusive market practice must be context-specific and culturally sensitive.</li> </ul>

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Author and Year	Paper Title	Focus	Findings/Contributions
Foster and Pettinicchio (2022)	A model who looks like me: Communicating and consuming representations of disability.	Examines how diversity and disability is showcased and represented in fashion advertising. Emphasises how attempts at inclusionary efforts at diversity representation can be still underpinned by ableist rhetoric and ideals.	<ul style="list-style-type: none"> <li>● Critiques tokenistic efforts at diversity representation. Highlights how often disability representation can be employed/used to enhance the reputation of able-bodied persons, i.e. a celebrity engaging with disabled individuals.</li> <li>● Points to the fetishization of disability and notes how mainstream media often segregates representations of disability.</li> <li>● Advocates for more empowering, realistic and integrated representations of the lived realities of consumers with disabilities.</li> </ul>
Waddington (2022)	Reading a duty to provide accessible pre-contractual information for consumers with disabilities into EU Consumer protection law	Examines EU consumer protection frameworks in relation to consumers with disabilities access to information, i.e. accessible or personalised formatted information when consumers with disabilities enter into contractual agreements.	<ul style="list-style-type: none"> <li>● Argues that accessible pre-information is a human right and should be a legal obligation on behalf of organisations.</li> <li>● Highlights gaps in accessible practice and current accessibility regulations as imposed by EU mandates.</li> <li>● Encourages stronger regulatory enforcement of renewed accessibility mandates.</li> </ul>
Makris and Kapetanaki (2022)	Practice-based social marketing to improve well-being for people with intellectual disabilities.	Emphasises the need for reasonable accommodations for persons with disabilities accessing contractual information. Examines conceptually how social practice theory can progress social marketing initiatives to improve agency, health and well-being among vulnerable populations. Emphasises the importance of physical activity for those with disabilities and puts forward suggestions on how initiatives on activity can be approached by scholars and practitioners.	<ul style="list-style-type: none"> <li>● Outlines the challenges disabled people face with regards to agency, health and well-being.</li> <li>● Illustrates how some social marketing initiatives can be hindered from an emphasis on personal responsibility to change rather than a change in broader social conventions.</li> <li>● Advocates for a shift towards understanding disabling practices and embedding healthier conventions in group homes for those with disabilities.</li> </ul>
Matson-Barkat et al. (2022)	Destigmatisation through social sharing of emotions and empowerment: The case of disabled athletes and consumers of disability sports.	Examines the role of emotions and empowerment in the destigmatisation of disability. Emphasises the positive potentialities of the representation of disabilities through social media.	<ul style="list-style-type: none"> <li>● Outlines that disabled athletes' stories can inspire collective identification and reduce stigma for disabilities.</li> <li>● Finds that social media can facilitate destigmatisation of disabled identities and practices via positive reinforcement from users.</li> </ul>

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Author and Year	Paper Title	Focus	Findings/Contributions
Go Jefferies and Ahmed (2022)	Marketing #neurodiversity for well-being	Examines the use of neurodiversity as a segmentation strategy and label for consumers with neurodevelopmental conditions. Emphasises the complexity of language and terminology surrounding disability and how this can impact on segmentation and inclusive marketing strategies.	<ul style="list-style-type: none"> <li>• Outlines how the bottom-up segmentation can impact people affected by neurodiversity.</li> <li>• Finds the singular classification of 'neurodiversity', limits its aim, which was to destigmatise neurodevelopmental conditions.</li> <li>• They note that marketers should be cautious and careful in their use of neurodiverse labels, and that segmentation should consider the sub-identities encased within an overarching label like neurodiversity.</li> </ul>
Södergren et al. (2023)	Tales from the crypt: A psychoanalytic approach to disability representation in advertising.	Examines representations of disability in advertising. Emphasises the contradictory, paradoxical and complicated nature of representation in advertising for disabilities.	<ul style="list-style-type: none"> <li>• Outlines the potentialities and pitfalls of diversity in advertising towards disabilities.</li> <li>• Finds that the inclusion of disabilities in advertising can have positive effects potentially leading to destigmatisation, but that they can also inadvertently further ableist propagations of disability, such as heroic ideations of disabled consumers.</li> <li>• Notes that even affirmative representation for those with disabilities in advertising is too reliant on a rhetoric where persons with disabilities are transformed to become something other than what they are, rather than just being themselves.</li> </ul>
Cohen et al. (2023)	How inaccessible retail websites affect blind and low vision consumers: Their perceptions and responses	Examines how an inaccessible website affects consumers with visual impairment. Emphasises the inaccessibility which pervades online service offerings for those with disabilities.	<ul style="list-style-type: none"> <li>• Finds that many websites still are not adequately developed to cater to those with visual impairments.</li> <li>• Identifies that inaccessible websites deter consumers with visual impairment, resulting in anti-firm reactions such as negative brand publicity and the avoidance of the brand in other channels.</li> </ul>
Higgins and O'Leary (2023)	'Clap for "some" carers': Problematising heroism and ableist tenets of heroic discourse through the experiences of parent-carers.	Examines the everyday experiences of parent carers to children with life-limiting conditions. Emphasises how ableism pervades the marketplace, elevating some and subjugating others.	<ul style="list-style-type: none"> <li>• Finds that heroic discourse during the pandemic for carers did not include parent carers and was a form of ableist purification and tokenism.</li> <li>• Underscores the extent of ableist microaggressions that carers and consumers with disabilities face every day.</li> <li>• Outlines how parent-carers become responsibilised and commodified by various stakeholders in order to be subjugated as a free labour marketplace resource.</li> </ul>

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Author and Year	Paper Title	Focus	Findings/Contributions
Mogaji et al. (2023)	Transport and mobility decisions of consumers with disabilities.	Examines how consumers with disability navigate transport choices in Nigeria. Emphasises the need for public and private transport to have adequate accessible offerings.	<ul style="list-style-type: none"> <li>Findings outline that consumers with disabilities make transport decisions based on several criteria: their ability, the availability of accessible offerings, transport affordability and reliability.</li> <li>Highlights that consumers with disabilities are often left in precarious and uncertain scenarios with regards to transport choices and experiences.</li> </ul>
Södergren and Vallström (2023)	Disability in influencer marketing: A complex model of disability representation.	Examines how influencers with disability navigate self-presentation online. Emphasises the need to move beyond binary distinctions of disability that most often invoke either victim or superhero logics.	<ul style="list-style-type: none"> <li>Advocates for a shift in the thinking and representation of disabled individuals. Argues that persons with disabilities can evoke feelings of pity and/or inspiration, but are essentially like everyone else, and thus proposes complex personhood as a social ontology to view disabled lives in less confined terms.</li> </ul>
Husemann et al. (2023)	Marketplace accessibility: a service-provider perspective	Examines the strategies that services use to facilitate marketplace accessibility using a post-human lens of analysis. Emphasises the challenges that are inherent to accessibility from both service providers' and consumers' perspectives.	<ul style="list-style-type: none"> <li>Findings illustrate how disabled influencers convey their complex personhood through narratives of empowerment, playfulness, resistance and responsibility.</li> </ul>
Celestino et al. (2024)	Disability and marketing: a bibliometric analysis and systematic literature review	Examines literature on disability and marketing to offer a bibliometric, systematic literature review. Emphasises that the dominance of focus on accessibility barriers has stalled more developed knowledge on transforming social inclusion for consumers with disabilities.	<ul style="list-style-type: none"> <li>Findings reveal that service providers need to consider three core elements of access: autonomous access, embodied access and social access.</li> <li>Notes that barriers to inclusion in service settings can be predicated on resource constraints, safety concerns and exposing disabled differences.</li> <li>Argues that service providers should prioritise elements of access which are fundamental to their service offerings as well as co-create accessible initiatives and practices with disabled communities.</li> <li>Findings uncover that focus on accessibility barriers have prevented actual inclusion of consumers with disabilities to market settings.</li> <li>Notes possible pathways for future research, one of which is to consider the diversity of disability more fully via a segmentation lens.</li> </ul>

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(Continued).	Author and Year	Paper Title	Focus	Findings/Contributions
Higgins et al. (2024)	The disabling marketplace: towards a conceptualisation	Examines the effects of the disabling marketplace. Emphasises the need for the marketplace to foster more enabling marketplaces for those with disabilities.	<ul style="list-style-type: none"> <li>• Puts forward a macro-level conceptualisation of the disabling marketplace where discriminatory practices are recurrently perpetuated by entrenched ableism in consumer culture.</li> <li>• Sets out a research agenda for examining the disabling marketplace. This includes marketing scholars embracing more embodied understandings of disability, moving beyond the social model of disability in underpinning their research, embracing methodological innovation and seeking to more readily understand how disability affects and is affected by multiple levels of society.</li> </ul>	
Beudaert et al. (2024)	The social model and consumers with disabilities research: contributions, criticisms, and call for new perspectives	Examines the prominence of the social model of disability in disability-led marketing research. Emphasises the need for disability-led marketing research to evolve theoretically and empirically in order to more readily include a broader spectrum of lived realities of various disabilities.	<ul style="list-style-type: none"> <li>• Provides a systematic review of disability-focused marketing research that draws on the social model of disability</li> <li>• Highlights how research has been advanced by the social model of disability.</li> <li>• Illustrates how critiques of the social model of disability in other disciplines, i.e. disability studies, should be more overtly considered by marketing scholars.</li> <li>• Argues for more embodied, identity-focused, cultural and participatory approaches to disability-focused marketing research.</li> </ul>	
Salomonson and Echeverri (2024)	Embodied interaction: a turn to better understand disabling marketplaces and consumer vulnerability	Examines embodied experiences of consumers with disabilities and their engagement with service providers. Emphasises how more embodied studies can offer new insights to marketing research and lived experiences of othered consumers.	<ul style="list-style-type: none"> <li>• Highlights how disabled embodiment can enhance vulnerability in marketplace interactions.</li> <li>• Puts forward how disabled bodily experiences are grounded in various disabling affects.</li> <li>• Demonstrates how bodily presence/disruption, spatial constraints and sensory dissonances impact those with disabilities.</li> <li>• Observes key moments in the embodiment of disability and how disabled persons can suffer from 'bodily dys-appearance'.</li> </ul>	
Zainuddin et al. (2024)	Conceptualising the (dis)abling marketplace through value creation and destruction	Examines the enabling and disabling features of marketplaces for consumers with disabilities. Emphasises the need for marketplaces to move towards more diverse understandings of consumer agency.	<ul style="list-style-type: none"> <li>• Reveals that marketplaces simultaneously create and destroy value processes for consumers with disabilities.</li> <li>• Value creation is offered in the availability of resources and accessible initiatives whereas value destruction results when such resources and initiatives are insufficient.</li> </ul>	

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Author and Year	Paper Title	Focus	Findings/Contributions
De Vos et al. (2024)	Exploring the higher education experiences of students living with disabilities: an online MBA case study	Examines the online education experiences of students living with disability. Emphasises the need for educators to more readily consider how diverse needs can be catered to in teaching and curriculum.	<ul style="list-style-type: none"> <li>● Finds that students with disabilities encounter three types of educational experience – enhancement, re-enchantment and disenchantment.</li> <li>● Highlights both the enabling and disabling elements of online education for those with disabilities. Enabling aspects include clear communication, flexible assessments and adequate social engagement. Disabling aspects relates to poor technological resources and capabilities, a lack of peer and mentor interaction as well as rigid deadlines and assumptions about abilities/capabilities.</li> </ul>
Bhogal-Nair et al. (2024)	Disability and well-being: towards a Capability Approach for marketplace access	Examines how society marginalises and excludes those with disabilities. Emphasises how constellations of ability occupy consumers and the marketplace and how the marketplace should more readily cater to these dynamics.	<ul style="list-style-type: none"> <li>● Introduces capability approaches to disability-focused marketing research arguing that its utility can be extended to understand how disabled individuals are afforded freedom and autonomy to pursue valued functioning in society.</li> <li>● Advocates that the marketplace must become an enabling rather than disabling entity, focusing on how it must reimagine ability, shape more welcoming environments for diverse needs and promote more active inclusion of disability in policy considerations.</li> </ul>
Takhar (2024)	Aneuploidy	Examines the experience of prenatal screening for disabilities through poetry. Emphasises how ableism upholds societal norms where the neoliberal ideology of perfectionism and able-bodiedness holds sway.	<ul style="list-style-type: none"> <li>● Asks readers to consider how neoliberal consumer culture stigmatises those with disabilities.</li> <li>● Puts forward how poetry and creative expressions can be a powerful means to elicit empathetic reflections on disability, as well as communicate more complex consumption decisions/scenarios.</li> </ul>
Beudaert (2024)	Fifty shades of Braille: motivations, challenges and cultural significance in visual impairment	Examines braille usage among visually impaired consumers. Emphasises the cultural and indexical significance of braille within a society reliant on more modern technological innovations.	<ul style="list-style-type: none"> <li>● Finds three key motivations for braille usage: its use as a coping mechanism for functional needs and to combat stigma, as an embodied experience contributing to pleasure, and as a heritage embodying visual impairment culture.</li> <li>● Highlights the obstacles to braille consumption that still exist in the contemporary marketplace including differences in adaptation across cultures; financial barriers and inaccessible accommodations of braille in retail offerings.</li> </ul>

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Author and Year	Paper Title	Focus	Findings/Contributions
Higgins and O'Leary (2024)	Broken promises: A day in the life of a carer	Examines the experiences of parent carers through a factitious narrative that draws from lived experiences. Emphasises the everyday struggles, exclusionary practices and stigma that carers face.	<ul style="list-style-type: none"> <li>● Provides a critical commentary on a 'broken system' for carers, covering how access in marketplace settings, and how support from key stakeholders such as the government are broken.</li> <li>● Calls for substantial changes to be made to government policies on disability and disability support.</li> </ul>
Cross and Ekpo (2024)	When marketplaces fail: How market challenged consumers navigate the marketplace	Examines the challenges that consumers with disabilities face in marketplace settings. Emphasises that coping strategies continue to form a pre-eminent basis of disabled consumer experiences in marketplace settings.	<ul style="list-style-type: none"> <li>● Finds that consumers with disabilities engage in coping strategies that have distinct tensions. They desire normality while needing accommodations, they manage their visibility while needing help/assistance/acknowledgement and they negotiate privacy concerns, wishing at times to not disclose their disabilities but needing to do so to participate in certain marketplace settings.</li> </ul>