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### **Acknowledgements**

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## **1. ABSTRACT**

An exploratory study on the perceptions of consumers with regards to how effectively South African restaurants communicate accessibility to the public. What are consumers' perceptions on how South African restaurants communicate accessibility? Accessibility can be defined as the quality of being able to be reached or entered. The national disability prevalence rate is 7,5% in South Africa (Statistics South Africa , 2014). Accessibility has a large influence on how a consumer feels about the organisation and the environment that the organisation is in. This research study is to establish whether organisations communicate their accessibility in an effective manner and what organisation can do in order to improve their communication and accessibility standards. This research study made use of open-ended questionnaires that were conducted with eight participants which were each physically impaired consumers or have a relationship and experiences with a physically impaired consumer. Responses were analysed using a thematic analysis where themes were then further analysed. The findings resulted in a mixed response in terms of the knowledge that restaurant employees have around people with disabilities. The most common response was the hope for a standardized rating system in order for accessibility to be easier to understand.

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### **3. RESEARCH TITLE**

An exploratory study on the perceptions of consumers with regards to how effectively South African restaurants communicate accessibility to the public

### **4. INTRODUCTION**

A consumer's perspective and opinion of an organisation can be largely influenced by how the individual feels within the organisation's environment. In terms of physically impaired consumers they look for environments that are accessible and inclusive therefore making it imperative for organisations to communicate their accessibility effectively.

#### **4.1 Contextualisation/ Background**

This research study explored the perceptions of consumers with regards to how effectively South African restaurants communicate accessibility to the public. This study aimed to create change by developing knowledge around accessibility and disabled consumers. The concept of inclusion entails that all people - which includes disabled consumers - require an equal opportunity for success. This research study was focused on restaurants as they are seen as a place of gathering where all members of the community should feel welcome. This includes the concept of families wanting to spend time together in one space. In terms of research around accessibility and disabled consumers there is limited research done from the consumer's perspective and majority of the research that has been done is outdated.

The research that has been done looks at important places such as a licensing department for example but doesn't look at common places where groups of different abilities would meet. This research study will specifically focus on accessibility within South African restaurants. There have been many changes around the regulations of accessibility as well as changes in people's mindsets around including disabled people within society. With the growth in people's mindsets there needs to be a change in people's environments. With accessibility comes the knowledge of communicating with disabled people as well as creating environments that make them feel comfortable and welcome. The research study aimed to create public awareness around disabilities as well as suggestions for possible solutions to accessibility and accessibility communication. In order to receive an honest perspective directly from physically impaired consumers the research study made use of open-ended questionnaires in order to fully understand their experiences.

## **4.2 Relevance/ Rationale of research study**

The research aimed to cover the gap in research in terms of the physically impaired consumer perspective and accessibility knowledge. The ease of getting around is something often taken for granted by consumers but for physically impaired consumers it is something that they have to think of regularly (Kansas, 2020). According to The National Building Regulations Act, for a disabled person to be able to play their full role in society it is essential that they should have certain facilities in the buildings in which they live, work or seek recreation (SABS, 2009). The relevance of this study is that research suggests that restaurants do not adequately cater for their patrons (SABS, 2009). The information found around accessibility is outdated which makes it difficult to know if it is still the same situation. This study aimed to obtain a modernised view directly from physically impaired consumers and a perspective from their friends and family. The National Buildings Regulations and Building Standards Act of 1977 shows that organisations do not provide enough consideration when it comes to physically impaired consumers due to the fact that they are unaware of the requirements and the need for accessibility (Lehohla, 2014). There is limited research done on the consumers perception of accessibility as South Africans have limited awareness of different abilities.

## **4.3 Problem statement**

Limited research has been conducted exploring how organisations communicate their accessibility from the perspective of the consumer. There was a previous study entitled "*How consumers with disabilities perceive "welcome" in retail services capes*" which was conducted in 2005, but the study only looked at certain impairments and their different requirements (Baker, Holland, Kaufman-Scarborough, 2005). One of the main issues with Bakers research study is that the research being somewhat outdated, and the information may not be relevant to today's times. The gap in the research is in terms of how physically impaired consumers feel about a brand due to how accessible they are and if they communicate their accessibility well. The social problem around this study refers to creating knowledge in society around people with disabilities and what they require. South African citizens have a human right to have access and freedom of movement (Council of Ontario Universities, 2017).

Restaurants are a place where people should be able to come together however little research has been done in terms of exploring the accessibility of local restaurants and the effectiveness of the communication sent out by restaurants regarding their accessibility. This research study aimed to get multiple perspectives of accessibility.

#### **4.4 Purpose statement**

The purpose of this study was to fill a gap in the existing literature by exploring the perceptions of consumers regarding the effectiveness of the communication used by restaurants regarding accessibility.

##### **4.4.1 Research question**

What are consumers' perceptions on how South African restaurants communicate accessibility?

- In what way does an organisation's accessibility influence how consumers view their brand?
- Which platforms do South African restaurants use to communicate with consumers?
- How do consumers find out about accessibility?

##### **4.4.2 Objectives**

- To explore consumers' perceptions on South African restaurants communication about accessibility.
- To determine what platforms consumers believe that South African restaurants use to communicate accessibility.
- To determine whether consumers find that organisations communicate their accessibility effectively.

## **5. Literature Review**

### **5.1.1 Theoretical Approach**

#### ***Consumer Relations Management Theory***

Consumer Relations Management Theory can be defined as being concerned with the creation, development and maintenance of relationships with specifically chosen consumers (Kalaierasi & Mugunthan, 2017). Consumer relations management theory can be seen as one of the most important in terms of corporate strategy as the relationship with your consumers is the most important stakeholder within your business (Kalaierasi & Mugunthan, 2017).

An important aspect to creating and maintaining a relationship with consumers is having an effective information communication strategy. The communication strategy should take advantage of modern technologies in order to communicate in a more effective way (Kalaierasi & Mugunthan, 2017). Understanding consumers behaviour is important to maintain the relationship between business and consumer (Kalaierasi & Mugunthan, 2017). An organisation aims to retain the "right" consumer, this refers to retaining consumers that benefit from what the business is selling as well as a consumer that the business will benefit from (Kalaierasi & Mugunthan, 2017). An important aspect of Consumer Relationship Management Theory is information management, it is understanding each individual consumer and what they need and want from you as an organisation. The information received needs to be protected (Kalaierasi & Mugunthan, 2017).

There are advantages and disadvantages to each theory. The advantages of the consumer relations management theory refer to the fact that it allows for deep insights into the consumer, it allows for personalized consumer experiences (Thakral, 2017). In terms of this research study it is an advantage to understand what the consumers experience is. The disadvantages of the Consumer Relations Management Theory refers to the concerns around security and data protection, the cost of implementation and as a system it may not work for every business (Thakral, 2017). In terms of this research study it is an issue that organisations often cannot afford to do large amounts of specialized implementations as it can be both time consuming and costly.

In terms of this research study Consumer Relationship Management Theory is relevant as the focus is on the relationship between the business and consumer. In order for the business to understand what physically impaired consumers require they need to understand that consumer. It is important that with this research study that organisations communicate their accessibility therefore communicating within the relationship with the consumer in order to create understanding and maintain a relationship.

### ***Expectancy Violation Theory***

The theory was proposed by Judee K. Burgoon in the late 1970s and continued through the 1980s and 1990s as "nonverbal expectancy violations theory", based on Burgoon's research studying proxemics (Bajracharya, 2018). Expectancy Violation Theory refers to how people have expectations about certain behaviours and situations. These expectations are often determined by social norms and past experiences (Foss, Littlejohn, Oetzel, 2017). For example; the speaker has an expectation for a certain reaction of the receiver (Foss, et al., 2017). There is an assumption that when the expectation is fulfilled, a person will behave in a positive manner towards the other person involved. However, when the expectations are violated, a person will behave in a negative manner because the expectation has not been met (Foss, et al., 2017).

Factors that may influence expectations include age, sex, personality, the relationship that they have with each other and environmental factors like culture, mood and social situations (Bajracharya, 2018). A negative aspect of the expectancy violation theory can refer to how the theory may be negatively influenced (Bajracharya, 2018). Expectancies and violations are situational and consequential which is not shown by the theory (Bajracharya, 2018). In terms of this study the physically impaired consumers have an expectation that all venues will be accessible for all people. When this expectation is violated the individual will have a negative impression of the organisation as a whole. Individuals have an expectation that organisations will communicate their accessibility clearly in all formats. A consumer's perception of an organisation can alter according to how accessible they are considered to be.

### **5.1.2 Literature Review**

The literature review entails multiple perspectives of previous research on accessibility. This section will look at the regulations and standards around accessibility. The communication platforms that are used will be examined as well as to what extent they are used effectively. The perception of physically impaired consumers is an element of the research. Lastly how important do organisations think communication of accessibility is to their organisation.

#### **5.1.2.1 Regulations and standards around accessibility**

According to Statistics South Africa's 2011 Census, the total number of disabled persons were 2,255,982. This accounted for five percent of the population in 2011 (Lehohla, 2014). The researcher acknowledges that this may be perceived as an outdated source, however no up-to-date data could be found despite an extensive literature review. This further reinforces the need for research to be done on disabilities in a SA context. The National Buildings Regulations in South Africa makes provision for minimum standards in terms of accessibility (Engelbrecht, 2009). According to the South African Human Rights Commission South Africans need to rethink the nature and experience of disability within a society (McClain, 2002). Disability needs to be reframed as an issue of human rights, social entitlements and economic opportunity (McClain, 2002). In terms of this research study McClain's statement has a strong connection to how organisation's need to change their mindsets around physically impaired consumers being a negative aspect to their organisation. Organisation should adapt a new understanding that physically impaired consumers can create a new opportunity for further success within their business. Within South Africa roles are extremely important in terms of addressing systematic inequalities and unfair discrimination within social structures, attitudes and environments (McClain, 2002). An important outdated legislation that needs to be looked at is accessibility and the built environment (McClain, 2002). Both McClain and Engelbrecht are aware of the need for accessibility however, Engelbrecht addresses that a lot of the regulations and systems are outdated. The modern business world requires organisations to be more community conscious, this included physically impaired consumers.

When buildings and facilities such as restaurants are inaccessible to people with special needs it means these individuals are denied equal opportunity to services and normal community participation (McClain, 2002). Inaccessible environment denies people with disabilities the rights to equality, dignity and freedom.

The lack of physical access to environments is a major contributing factor to the exclusion of people with disabilities from participating in mainstream society (McClain, 2002). This statement has strong link to the "*Promotion of Equality and Prevention of Antidiscrimination Act of 2000*" this fact refers to how obstacles that restrict disabled people from enjoying equal opportunities must be removed. As an act it is therefore enforceable by law (Engelbrecht, 2009).

According to the "*Promotion of equality and prevention of unfair discrimination Act of 2000*" no person may be unfairly discriminated against based on disability which includes identifying or removing a disabled person's rights to facilities necessary for them to function within society (Engelbrecht, 2009). The National Building Regulations and Building Standards Act was amended and published by the Department of Trade and Industry in May 2008 (Watermeyer, 2017). The changes were due to the fact that the last time that the act was amended was many years ago and then South African society has changed. Watermeyer reiterates McClain's argument that a lot of the regulations and systems are outdated and therefore are not benefiting the people in need. When an organisation does not follow the regulations set out by The National Buildings Regulations and Building Standards Act they are impeaching on the individual's Right to an environment is not harmful to their well-being. Section 24 of the Bill of Rights in the South African Constitution states that everyone has the right to an environment that is not harmful to their health or well-being (Watermeyer, 2017). Buildings such as restaurants are considered to be an integral part of an individual's environment therefore environments that are inaccessible to individuals are considered to be an implication on their constitutional right (Watermeyer, 2017). There are many regulations around creating accessible buildings and creating inclusion of disabled people however, the question is whether or not these rules and regulations are enforced.

#### **5.1.2.2      *Communication platforms used to communicate accessibility***

The vast majority of businesses view disabled consumers as a source of concern and expense rather than a promising market segment that warrants strategic consideration (Reedy, 1993). On the opposite end of the spectrum is the journal article by Burnett and Paul (1996) that says, it is in the marketers best interest to pursue disabled consumers as it puts the organisation in a winning position as it does not only meet the social responsibility requirements of the organisation but it also opens them up to a new target market (Burnett & Paul, 1996).

An organisation maintaining the disabled section of the market allows them to have a border market as well as it includes nondisabled people that may have disabled family members and would prefer to do business in a single place. In order for an organisation to communicate in an effective manner they need to have a full understanding of what physically impaired consumers require and what makes them different to other consumers (Burnett & Paul, 1996). Organisations need to select media platforms that can deliver messages to consumers with physical impairments in an effective manner that is user friendly. As an organisation they need to use multiple communication platforms that can deliver messages to consumers with diverse disabilities (Burnett & Paul, 1996). It is important for an organisation to understand that people with disabilities use information differently to those who don't (Burnett & Paul, 1996).

Information is used as an important tool for disabled people as it helps them to plan and ensure that they will be able to enjoy their experience. Accessibility can also refer to access to information, as in how do physically impaired consumers access information on the level of accessibility of different organisations. There are certain applications on mobile devices such as "Access Now" which was created with the same concept of people rating bed-and-breakfasts and hotels. With this application people rate the level of accessibility within an organisation with the use of crowdsourcing (Rose, 2019). *Access Now* was created by Maayan Ziv who had plans to go and celebrate the beginning of the year, and "Access Now" came out of her wanting to go to this restaurant to celebrate with my friends, and not being able to find out whether or not the place was accessible (Rose, 2019).

An issue is that with the application the organisation has no connection to what is seen on the application therefore if they don't analyse how the organisation is being represented, they cannot make changes that they may need to. Maayan Ziv says that the understanding around accessibility needs to change from being an obligation to an understanding that is beneficial for the disabled party and the organisation. An organisation that is community focused should be interested in all members of the community and therefore want to make the changes so that everyone feels comfortable with doing business with the organisation (Rose, 2019).

These common understandings between both articles is that in order to have change around accessibility there needs to be a change in understanding and an increase in knowledge around people with disabilities and what that may mean for an organisation. If an organisation can adapt their perspective to more understanding it will lead to a more inclusive environment.

### **5.1.2.3      *Physically impaired consumers' perceptions on accessibility***

The study titled "*Department of Public Works compliance with measures for disabled access in public buildings*" by Monama acknowledges the lack of knowledge around disability issues and the lack of understanding about accessibility within building environments. (Monama, 2017). The lack of understanding is a large contribution to the social exclusion of people with disabilities as people tend to avoid situations that they may not fully understand. The Americans with disabilities act (ADA) refer to the numerous changes that were added to regulations in order to stay up to date. According to a previous study done by the National Organisation On Disability/Survey Of Americans With Disabilities there has been numerous changes in the retail sector in terms of creating accessibility for people with disabilities in order to be compliant with the Americans with disabilities act (ADA) (Baker & Kaufman-Scarborough, 2005). This study analyses whether this new legislation has had a positive effect on people with disabilities and the perspective of the law in terms of its design in order to protect the consumer (Baker & Kaufman-Scarborough, 2005). One of the findings from this study refers to how the individuals who participated in the study perceived access as dependent on the disabilities as well as the environmental factors (Baker & Kaufman-Scarborough, 2005). Creating an understanding that certain factors may affect an organisation's ability to create accessibility as well as their ability to communicate it in an effective manner. Baker and Kaufman-Scarborough's research is based on the consumer perception whereas most studies are done from the understanding that disabled people may not be able to make conclusions for themselves.

Like all consumers, physically impaired consumers create an idea of a brand or organisation according to how they feel within that environment. When consumers enter a retail space, they immediately make their judgment as to whether they belong or feel as if they are welcome there (Baker, et al., 2005). The elements of accessibility help the disabled person to determine whether they feel welcome within the environment.

People with disabilities create a response within the environment once they have assessed what the barriers are and whether they see that the organisation has attempted to create adaptations in order to create accessibility (Baker, et al., 2005). This study shows an important aspect which is that although they may be disabled, they still have feelings and need to feel welcome in a space.

Is important that people with disabilities have the opportunity to raise public awareness about their rights in order to challenge stereotypes and remove the false perceptions of people with disabilities (McClain, 2002). It is important that people in high positions, in order to determine rules and regulations, such as the government are equipped with the appropriate knowledge in order to ensure that the rights people with disabilities have are achieved in the correct manner (McClain, 2002). People with disabilities have the right to represent themselves in all matters that concern them (McClain, 2002). This research study focuses on the personal perceptions through the real-life experiences of accessibility.

An example of first-hand experience around accessibility is from an article written by a physically impaired American looks at the concept of opening a new restaurant in order to show that the restaurants how they can be both wheelchair accessible and financially viable (Benjamin, 2020). Although this article is from an American view it is relevant to a South African context. This article shows a direct experience of a physically impaired consumer who would like to create change within the hospitality industry. Although Yannick Benjamin was permanently paralyzed from the waist down, he still wanted to follow his dream of working in the restaurant industry (Benjamin, 2020). He came to the realization that in order for him to be able to work in a restaurant there would have to be many changes to the restaurant. For example, the dining room tables would need to be far enough apart so that the wheelchair could elegantly wheel around the dining room without bumping into the furniture (Benjamin, 2020). An important aspect that Benjamin can understand is creating an environment that is comfortable for people with disabilities and yet not designed for “sick people.” Yannick Benjamin says, “they will provide regular staff training sessions on how to serve disabled consumers and be hospitable to their needs (Benjamin, 2020).” This is as important as creating accessibility it’s about understanding their different needs yet still treating them with respect.

#### **5.1.2.4      *Organisations communication and use of social media platforms.***

The connection of organisations use of social media platforms to the research study refers to how organisations choose to share majority of the information with the public. Social media is a large part of business marketing and communication as it is become extremely important part of business. In terms of this research study it is understood that consumers may look for business information such as accessibility on the organisation social media platforms therefore it is important to look at organisation's communications and use of social media platforms within this research study.

Communication is a key aspect to a successful organisation. Both internal and external communication are extremely important in order to keep stakeholders interested in organisation and its business practices (Korzynski, 2014). When the consumer is interested in looking at the business within the organisation they are often in search for reviews and real-life information on people's past experiences in order to understand the organisation from a personal perspective (Muhammad, 2019). In today's day and age social media is the main form of communication as it is easily accessible, and it is what modern societies see as acceptable (Muhammad, 2019). In modern societies social media is revolutionizing the way in which communication occurs (Korzynski, 2014). Organisations can create engagement with the consumers which can maintain relationships. Positive word-of-mouth and social media reviews can increase consumers and create positive PR (Muhammad, 2019). There are many different kinds of social media platforms that organisations can use however certain platforms are more relevant to certain industries (Muhammad, 2019). By implementing the multitude of communication platforms, communication between an organisation and a consumer is now a two-way process whereby an individual can communicate with an organisation and an organisation is able to respond (Korzynski, 2014). Muhammad and Korzynski both explain the importance of an organisation's communication, the most important communication is between the organisation and the consumer. It is understood by most organisations that positive PR is the key to an organisations success however an organisation has a responsibility to maintain their positive PR by being able to communicate with their consumers and understanding what the consumers are saying in order to respond in the correct manner. An organisation's response is not only in their literal communication response but also in their actions.

For example, if an organisation is questioned about their accessibility, they cannot merely communicate that they will create more accessibility, the organisation actually has to follow through with action. With reference to this study an organisation needs to have a full understanding of the consumer and what the consumer wants from them in terms of communication and business practice. Looking at the two articles above, a good communication strategy can be highly beneficial for the organisation however the organisation needs to use the communication in an effective manner that is appreciated by their consumer. In modern societies communication is mostly done through social media therefore having a clear social media communication strategy is beneficial for an organisation.

An organisation needs to ensure that they include all people within the communication strategies. For example, an organisation needs to refer to disabled consumers as well as able-bodied consumers. Representation is key when it comes to ensuring consumers feeling comfortable and wanted as consumers. With modern communications being a two-way communication process, it is important that consumers feel that they can communicate with organisation and that the organisation will decide and take with the same consideration. As an organisation is extremely important to listen to the consumer and make them feel as comfortable as possible within your business.

#### **5.1.2.5      *Organisations prioritising communication with their physically impaired consumers'***

According to Kotler and Armstrong (2008), The consumer is more likely to be committed an organisation that they have a relationship with (Kalaifarasi & Mugunthan, 2017). Therefore, an organisation needs to maintain constant communication with the consumer in order to have a successful relationship (Kalaifarasi & Mugunthan, 2017). An integral part of an organisation been successful is retaining what they consider to be the right consumer (Kalaifarasi & Mugunthan, 2017). In order for it to be the right consumer the organisation needs to fully understand who their consumer is, which includes understanding their needs as the consumer (Kalaifarasi & Mugunthan, 2017). Kalaifarasi & Mugunthan reiterate the concept that when the consumer feels comfortable with in an organisation, they are more likely to do business with that organisation.

In terms of this research study if a physically impaired consumer feels that they are welcome within an organisation and that the organisation is interested in making adaptations for them, then they are more likely to do business with that organisation. Through creating knowledge around accessibility the organisation will further improve their inclusivity. Communication includes many aspects of interaction between the consumer and organisation. The organisation needs to ensure that they have clear signage on their property, such as wheelchair entrance and or parking. Online communication, such as a communicative Facebook page. Training for employees to be able to communicate effectively with all consumers (Rewards Tester, 2020). Following the understanding of Kalaiarasi & Mugunthan when an organisation prioritizes the communication with their physically impaired consumers, they are more likely to have a better image within the community as they are considerate to all of their consumers.

### 5.1.3 Conceptualisation

|                     |                                                                                                                                                                                                                                                                                                                                                                                             |
|---------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Accessibility       | Accessibility is a general term used to describe the degree to which a product, device, service, or environment is available to be used by all intended audiences (Council of Ontario Universities , 2017). For the purpose of this study accessibility refers to wheelchair accessibility.                                                                                                 |
| Change              | To make the form, nature, content, future course, etc., of something different from what it is or from what it would be if left alone (Dictionary.com, 2020). In terms of this study change refers to creating awareness.                                                                                                                                                                   |
| Communication       | Communication is sending and receiving information between two or more people. The information conveyed can include facts, ideas, concepts, opinions, beliefs, attitudes, instructions and even emotions (Grimsley, 2014). In terms of this study the communication refers to how and where organisations connect and or share messages with consumers with regards to their accessibility. |
| Physically impaired | Physical impairment is a disability that limits a person's physical capacity to move, coordinate actions, or perform physical activities (US Legal, 2019). In terms of this study physically impaired refers to paraplegic and confined to a wheelchair.                                                                                                                                    |
| Perception          | The way sensory information is organized, interpreted, and consciously experienced (IUMEN, 2020). People's perceptions are developed through their past experiences. In terms of this study the perception refers to their experiences.                                                                                                                                                     |

## 5.2 Research Methodology

This section involves the processes and theories around obtaining the data in order to analyse the findings of the research questions.

### 5.2.1 Research Paradigm

**Interpretivism** focuses on the aspects of social sciences. The main aim of this paradigm is to understand that people are essentially different to objects, because human beings are constantly changing as they are influenced by their environment (Bezuidenhout, 2018). The interpretivist tradition refers to the importance of the unobservable (Bezuidenhout, 2018). The behaviour as an aspect of the phenomena is the interpretivism approach studies. The Interpretivism approach focuses on what the individuals attach to their personal beliefs and experiences (Bezuidenhout, 2018). This study focuses on social sciences as it looks at the people of the community. In this study it explores how different people have different needs.

This research study follows a **qualitative** methodology. The axiology of interpretivism is often considered to be biased as the researcher has a specific answer, they aim to achieve (Bezuidenhout, 2018). In terms of this research study the biased answer would be that South African restaurants are not accessible and do not communicate their accessibility clearly therefore warranting a change around accessibility. The epistemology aspect of interpretivism refers to how the observer is dependent of that being researched (Bezuidenhout, 2018). In terms of this research study the researcher is dependent on the participants and their responses in order to create a comprehensive understanding around accessibility in restaurants. This research study is dependent on the participants and their perspectives. The ontological aspect of interpretivism refers to how there is no single reality (Bezuidenhout, 2018). With this research study being based on each consumer's perspective there is no one correct response. The researcher just aimed to find a common theme within the responses. Through this research study we come to understand each participants reality of accessibility within the restaurant industry in South Africa.

### 5.2.2 *Research Design/ Conceptual approach*

This study followed a **qualitative** method due to the fact that the participants responded to the questions in a storytelling manner that explains their experiences. This research study used in qualitative method in order to get people's opinions as well as the leaving room for extended responses in terms of suggestions, past experiences and examples. The study looked at individuals' experiences with accessibility both personally and with someone who may have a physical impairment. The qualitative study is due to the data received from the open-ended questionnaire being comprehensive statements that the researcher will then need to analyse to find common themes within the responses (Bezuidenhout, 2018). This is an **exploratory** study as the it looked at many different experiences. This study is **cross-sectional** which refers to a study that is used to describe what is happening within the present environment (Bezuidenhout, 2018). With reference to this research study, it is used to analyses physically impaired consumers current opinion on accessibility within restaurants. This is an **inductive** study as there is little to no original research done therefore there is limited theory for comparison (Bezuidenhout, 2018). This research study could be used in order to develop a new theory and standards for accessibility. A negative aspect to inductive research is that the theory cannot be proven (Bezuidenhout, 2018). Making use of all these research design methods this study is based on an exploratory concept. Exploratory research is the process of researching a new untouched concept (Bezuidenhout, 2018).

### 5.2.3 *Population and sampling methods / Research Plan*

#### 5.2.3.1 *Population*

The population refers to four aspects: The first is the **target population**, which refers to the ideal target (Pascoe, 2018). In this study the target population is all consumers that access restaurants. However, the researcher was unable to research everyone. The **accessible population** being next refers to the select few that the researcher can access (Pascoe, 2018). In terms of this study the accessible population was consumers that have attended restaurants within South Africa in the last year. The individuals were selected from the Rare Diseases group and shared the questionnaire around with their family members or friends. The third aspect is **parameters** of the population which refers to the required characteristics of participants (Pascoe, 2018).

In this study the parameters are that the participants need to be physically impaired and confined to a wheelchair or know a consumer that is and had experiences with them at South African restaurants, South African, attended a restaurant in the last year. The last aspect is the **unit of analysis** which refers to the individual. In this study we are looking at the individual's perspective.

#### **5.2.3.2 Sampling**

The sample refers to the fact that it is impossible to get everyone to participate in the questionnaire. Sampling determines the participants relevant to the study. To find the group of participants for this study the researcher requested for participants that reach the parameters required on different social media forums. The **size** of the sample for this study was four to eight participants. The participants were both physically impaired consumers and individuals who have experiences with a physically impaired consumer. There was a small sample group due to the limited access to physically impaired consumers.

This study followed a **non-probability** sampling method using a **purposive sample** to determine the studies participants. A purposive sample is based on the characteristics of a population (Crossman, 2020). This research study looked at the homogeneous aspect of a purposive sample. A homogeneous purposive sample is used when the participants share common characteristics (Crossman, 2020). In terms of this study the characteristics that the participants will have is that they are physically impaired or have had experience with a physically impaired consumers.

#### **5.2.4 Data Collection technique(s)**

This research study made use of an **open-ended questionnaire** done through an online format due to the participants being in different locations and social distancing due to Covid-19. The questionnaires were helpful when looking at people's personal experiences and opinions on the subject (Rhodes and Coomber, 2009). Open-ended questions are a free-form survey that allows respondents to answer in an open format so that they can answer based on their complete knowledge, feeling, experiences and understanding. It means that the response to this question is not limited to a set of options. This study made use of open-ended questions in order to receive in-depth responses, gaining valuable information about the subject at hand (Rhodes & Coomber, 2009).

With reference to this research study, the researcher was looking to understand the event of physically impaired consumers searching for accessible restaurants in South Africa. The research was aimed at exploring both the action of looking for accessible restaurants, as well as the act of attending restaurants and then determining whether they are accessible. In order to collect the data that was relevant to this research study each participant was required to participate in an open-ended questionnaire. The questions were pertaining to accessibility of restaurants within South Africa. The benefits of using open ended questions is that the researcher receives personalised responses from each participant. This is important in this research study as it is based on the consumers perception.

The research study collection method was originally planned to be an interview. However due to the physical abilities of some of the participants the study was adapted to be more inclusive. The researcher began with compiling the questionnaire. The majority of the participants were collected from the Rare Diseases South Africa group. The questionnaire was then distributed through a social media request for participants. The participants were both physically impaired consumers and consumers who have experiences with a physically impaired consumer. The participants were sent the consent form and once it was signed, they were sent the questionnaire. The answers were saved and dated with the date they were returned. The participants were given from the 1<sup>st</sup> August until the 15<sup>th</sup> August to complete the questionnaire.

#### **5.2.5 Data analysis method**

Once the questionnaires were completed the researcher needed to analyse the responses. In order to analyse the data received from the interviews the researcher used **The Thematic Data Analysis technique**. Thematic Data Analysis refers to when the researcher collects the data then reads through the data in order to find common themes and patterns in the responses (Luo, 2019). In a qualitative study this is used to interpret and create understanding of the lengthy responses into content that is easier to compare (Luo, 2019). Once the themes were determined the researcher then categorised the themes in order to start analysing the data (Luo, 2019). The data was then converted into quantitative information so that it could be discussed and compared.

In this research study the researcher made use of a colour a coding system to identify common responses within the text that had been transcribed from the questionnaires. Key words that linked to the different themes where be grouped together. The themes were then organized with the key words in order to produce conclusive results.

An example of the data analysis process followed has been shown below by analysing Question 5 of the questionnaire. Question 5: In your opinion, what are the best platforms to use when trying to communicate a restaurants level of accessibility? And why?

- **R1:** Google, this is where I find out any information about a restaurant such as operating hours, address, menu, website etc. I find it reliable because the restaurant posts the information. Another platform that could be helpful would be Zomato as I know there is a lot of reliable information there too, as well as customer reviews.
- **R2:** Reviews from experience. However advertising and social media.
- **R3:** They can use more signs that indicate the best place of the restaurant where a wheelchair user can sit and have a meal where they won't be in anyone's walkway.
- **R4:** Phone call as being disabled; I know my physical needs where able body people might say it's accessible, but they forgot to mention the step at the entrance or something. This way my needs are met with less chance of miscommunication.
- **R5:** I don't know of many good platforms for access of that sort of information. They could potentially put it on their website and Facebook page.
- **R6:** It would be great if a restaurant could have a full and detailed description of accessibility on their website. This includes accessibility from the parking area. This makes it so easy to research the next place to go.
- **R7:** Website and telephone are the best options.
- **R8:** We use the Zomato website or APP, as well as the restaurant website or restaurant Facebook page or do a google search. Checking on platforms ensures that restaurants are wheelchair friendly and serve the type of food we enjoy eating. *It would be great if there was a central service by the SA Disabled Society that listed restaurants that catered to our disabled people.*
- **R9:** Preferably online on the restaurant's website or via targeted advertising. This way, someone who is concerned about the accessibility of a restaurant may acquire the information they need before actually making the trip there and avoid possible disappointment. Online platforms are also more accessible for blind customers as we require screen reading software to read text and would therefore not be able to get information from billboards or other printed forms of advertising.

| <u>First part of the question</u>                                                                          |      |       |            |
|------------------------------------------------------------------------------------------------------------|------|-------|------------|
| Themes                                                                                                     | Code | Tally | Percentage |
| <b>Internet</b> <ul style="list-style-type: none"> <li>Google</li> <li>Reviews</li> <li>Website</li> </ul> | 01   | 7     | 77%        |
| <b>Direct contact</b> <ul style="list-style-type: none"> <li>Phone</li> <li>Social media</li> </ul>        | 02   | 5     | 55%        |
| <b>Applications</b> <ul style="list-style-type: none"> <li>Zomato</li> <li>Advertising</li> </ul>          | 03   | 3     | 33%        |
| <b>Physical</b> <ul style="list-style-type: none"> <li>Signage</li> </ul>                                  | 04   | 1     | 11%        |

|                       | Question 3 (part 1) |
|-----------------------|---------------------|
| R1                    | 01, 03              |
| R2                    | 01, 02              |
| R3                    | 04                  |
| R4                    | 02                  |
| R5                    | 01,02               |
| R6                    | 01                  |
| R7                    | 01, 02              |
| R8                    | 03, 01, 02          |
| R9                    | 01, 03              |
| Most common response  | 01                  |
| Least common response | 04                  |

| <u>Second part of the question</u>                                                                                 |      |       |            |
|--------------------------------------------------------------------------------------------------------------------|------|-------|------------|
| Themes                                                                                                             | Code | Tally | Percentage |
| <b>Reliability</b> <ul style="list-style-type: none"> <li>Experiences</li> </ul>                                   | 05   | 2     | 22%        |
| <b>Disability specific</b> <ul style="list-style-type: none"> <li>Wheelchair</li> <li>Clear explanation</li> </ul> | 06   | 5     | 55%        |

|                       | Question 3 (Part 2) |
|-----------------------|---------------------|
| R1                    | 05                  |
| R2                    | 05                  |
| R3                    | 06                  |
| R4                    | 06                  |
| R5                    |                     |
| R6                    | 06                  |
| R7                    |                     |
| R8                    | 06                  |
| R9                    | 06                  |
| Most common response  | 06                  |
| Least common response | 05                  |

Once the data was coded and themes were identified, the researcher interpreted this data in order to generate findings and recommendations.

The responses from part one of question 5 refers to when the participants were asked what the best platforms are to use when trying to communicate a restaurants level of accessibility the responses were: the internet, direct contact, applications and physical signage. The most popular platform (7/9 – 77%) is the internet. Respondent 9 stated that “Someone who is concerned about the accessibility of a restaurant may acquire the information they need before actually making the trip there to avoid possible disappointment.” This links to the literature of Rose, 2019 which states that information is used as an important tool for disabled people as it helps them to plan and ensure that they will be able to enjoy their experience. Accessibility can also refer to access to information, as in how do physically impaired consumers access information on the level of accessibility of different organisations. It is important for an organisation to understand that people with disabilities use information differently to those who are physically able. One participant said that the best platform would be physical signage at the restaurants. This could refer to people who may not use the internet or social media however the individual will only establish the accessibility on arrival.

Part two of question three refers to the why which justifies the participants response. The two responses were reliability and the clarity of accessibility for different disabilities. These responses link to the literature from the journal entitled *How consumers with disabilities perceive “welcome” in retail servicescapes: a critical incident study* which states that: like all consumers, physically impaired consumers create an idea of a brand or organisation according to how they feel within that environment. When consumers enter a retail space, they immediately make their judgment as to whether they belong or feel as if they are welcome there (Baker, et al., 2005). The elements of accessibility help the disabled person to determine whether they feel welcome within the environment.

## 6. Findings and interpretation of findings

This section outlines the research study findings. These findings refer to the data collected from the open-ended questionnaires which consisted of eight questions. The research study had eight participants. This section also refers to previous literature and the theoretical approach of the study in the interpretation of the findings. The questions were divided into themes in order to be analysed. In order for the researcher to ensure that the responses were considered to be objective as qualitative is often considered to be subjective. The responses were critically analysed with both theory and previous research.

**Question one and two** were to establish whether the participant had a physical disability and or had a connection with someone who does. The questions also established the level of assistance the individual may require. All participants were either physically impaired or have relations with a physically impaired consumer. The answers to whether physically impaired consumers require assistance concluded that the physically impaired consumers often require more assistance when the venue is inaccessible. For example respondent five explains "how the consumer requires a ramp or flat entrance however the ramp can sometimes require extra assistance if it is too steep." According to The National Buildings Regulations in South Africa they make provision for minimum standards in terms of accessibility (Engelbrecht, 2009). This refers to how an organisation requires a ramp and the ramp should reach a standard to be considered safe.

**Question three** looked at the importance of checking a venues accessibility before arrival. Majority of the respondents said that it is very important especially in terms of making all the members of the party comfortable beforehand. One of the respondents said that it was moderately important and that it depends on whether the respondent is with young physically abled people that can assist her or if she is with her parents and therefore would need to check their level of accessibility before. Three of the respondents said that it is not essential as they have a level of disability when they can climb a couple stairs for example. The level of importance is strongly connected to the individual's level of disability as if they are highly disabled then it is more difficult for them to adapt to the accessibility or lack of. In relation to previous literature the importance of accessibility has been researched under the regulations and standards around accessibility however there is limited enforcement around these regulations.

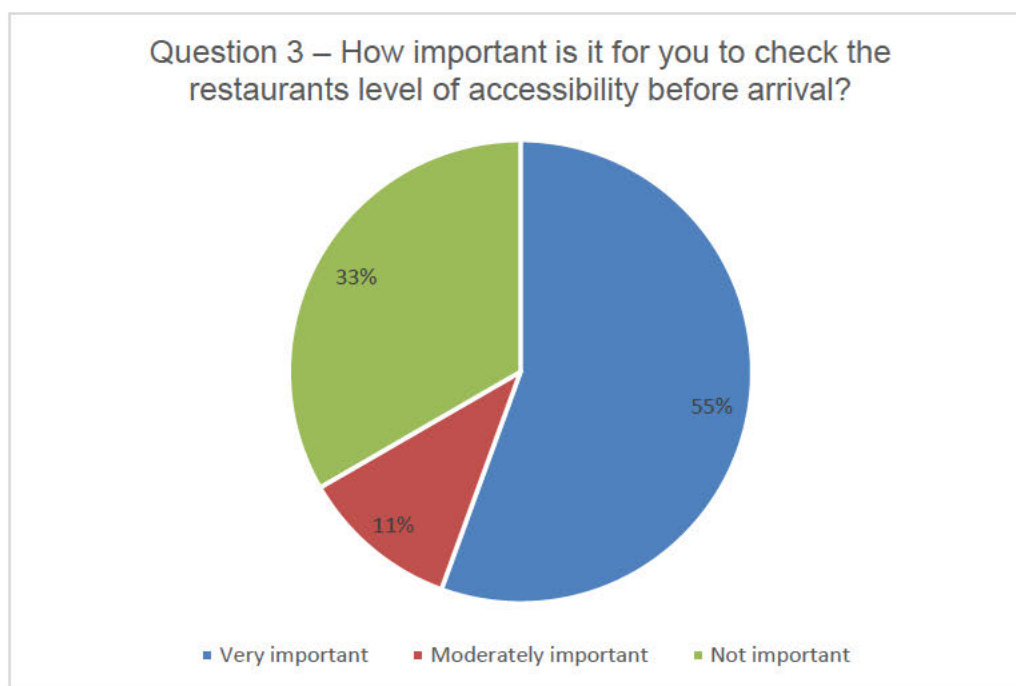


Figure 1: Question 3

According to the "Promotion of equality and prevention of unfair discrimination Act of 2000" no person may be unfairly discriminated against based on disability which includes identifying or removing a disabled person's rights to facilities necessary for them to function within society (Engelbrecht, 2009). The National Building Regulations and Building Standards Act was amended and published by the Department of Trade and Industry in May 2008 (Watermeyer, 2017). The changes were due to the fact that the last time that the act was amended was many years ago and then South African society has changed.

**Questions four, five and six** work together to establish common platforms for accessibility communication and whether they use them effectively. Question four looked at the most commonly used platforms for acquiring accessibility information. Question five looked at what the consumers believed to be the best platforms to use when trying to communicate a restaurants level of accessibility. Question six aims to establish whether organisations communicate their accessibility clearly and effectively. The responses to the question was that individuals use the platform of online, phone and a pre-visit check to acquire information about the restaurant's accessibility. The most popular response was to phone the restaurant and to speak to someone that understood the accessibility of the venue. Respondent 6 said that "depending on the response there are times that I will go to visit the restaurant myself to check."

According to previous literature organisations did not always consider the disabled market as a valuable segment to their business however some research shows that businesses are developing an understanding for this market and how it would help their organisation. The responses to what are the best platforms to use when trying to communicate a restaurants level of accessibility were the internet, direct contact, applications and physical signage. The most popular platform (7/9 – 77%) is the internet. Respondent 9 stated that “Someone who is concerned about the accessibility of a restaurant may acquire the information they need before actually making the trip there to avoid possible disappointment.” This links to the literature of Rose, 2019 which states that information is used as an important tool for disabled people as it helps them to plan and ensure that they will be able to enjoy their experience (Rose, 2019).

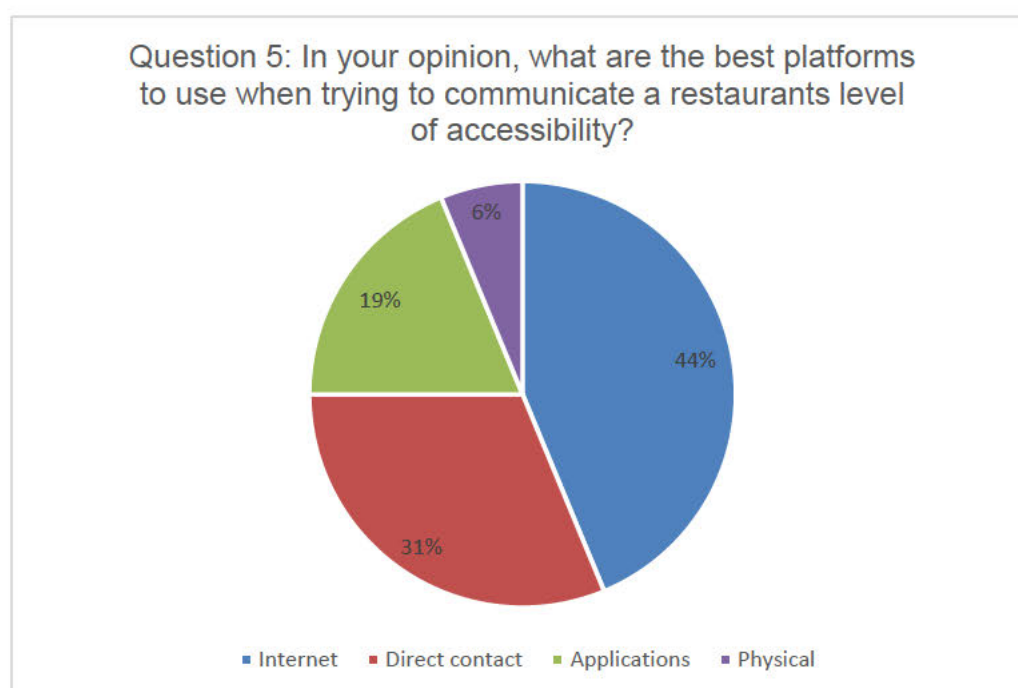


Figure 2: Question 5

Accessibility can also refer to access to information, as in how do physically impaired consumers access information on the level of accessibility of different organisations. It is important for an organisation to understand that people with disabilities use information differently to those who are physically able. Majority of the respondents said that they do not feel that South African restaurants communicate their accessibility clearly and effectively. Respondent one refers to how often the venue will communicate that they are accessible only for the consumers to arrive and realize that there are a couple stairs.

Many of the respondent's concluded that individuals that work at these organisations merely just don't understand what's the consumers may be querying.

**Question seven** looks at consumers opinions on the staff's ability to interact with disabled patrons. Majority of the answers resulted in the respondents feeling as if this staff are friendly, accommodating, empathetic and willing to assist in any way that they can. Three of the respondents however said no, as they feel that staff members tend to talk over disabled patrons, have a lack of knowledge around disabilities and they often experience miscommunications.

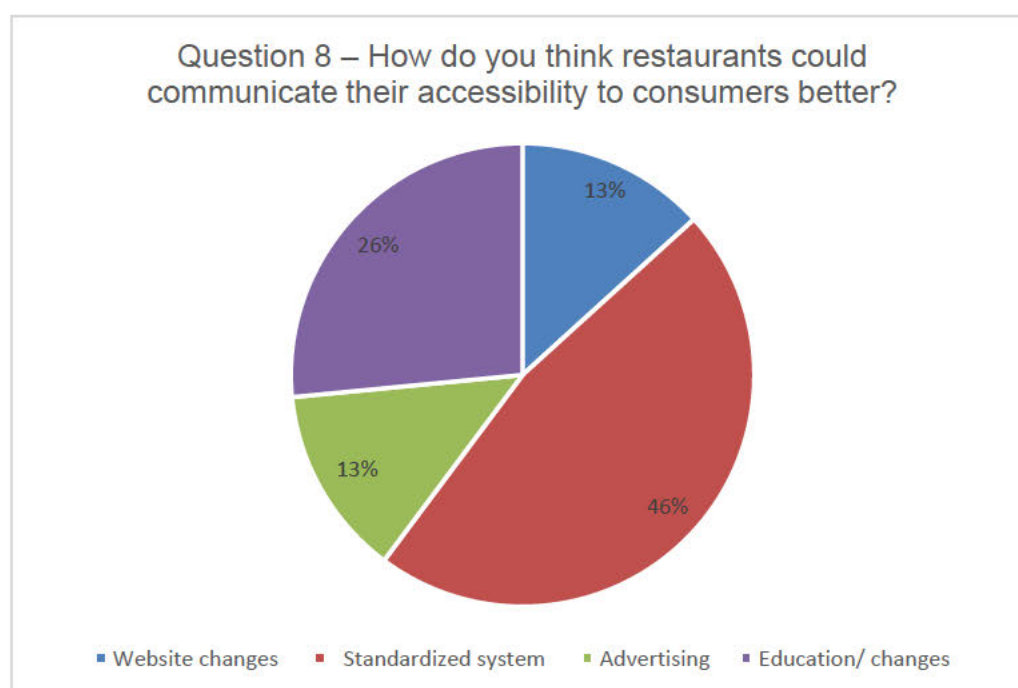


Figure 3: Question 8

**Question eight** looks at possible suggestions and or improvements that organisations could make in terms of communicating their accessibility. The results were website changes, a standardized system, advertising inclusion and educational changes. The most popular response was the creation of a standardized system whereby individuals could understand the accessibility much like a rating system at a hotel.

Restaurants and public organisations would require certifications in order to be considered accessible. The certification would be represented on both organisations' social media platforms and Google map profiles. The standardized system produced would help individuals to pull a common understanding and idea of accessibility. The responses concluded that organisations need to have multiple places for individuals to access their information on accessibility.

The popular response was to include accessibility within an organisation's advertising. An important element found within the responses was the need for education within an organisation in order for them to be aware of different disabilities and what those individuals may require. According to Kotler and Armstrong (2008), The consumer is more likely to be committed to an organisation that they have a relationship with (Kalaifarasi & Mugunthan, 2017). Therefore, an organisation needs to maintain constant communication with the consumer (Kalaifarasi & Mugunthan, 2017). An integral part of an organisation's success is retaining what they consider to be the right consumer (Kalaifarasi & Mugunthan, 2017). In order for it to be the right consumer the organisation needs to fully understand who their consumer is, which includes understanding the needs as the consumer (Kalaifarasi & Mugunthan, 2017).

The theory that is relevant to this research study is the Consumer Relations Management Theory. Consumer Relations Management Theory can be seen as one of the most important in terms of corporate strategy as the relationship with your consumers as they are the most important stakeholder within your business (Kalaifarasi & Mugunthan, 2017). The advantages of the consumer relations management theory refer to the fact that it allows for deep insights into the consumer, it allows for personalized consumer experiences (Thakral, 2017). In terms of this research study it is an advantage to understand what the consumers experience is. The disadvantages of the Consumer Relations Management Theory refer to the concerns around security and data protection, the cost of implementation and as a system it may not work for every business (Thakral, 2017). In terms of this research study it is an issue that organisations often cannot afford to do large amounts of specialized implementations as it can be both time consuming and costly. This study was aimed at understanding how organisations could firstly understand what their consumer needs and secondly, how they can effectively communicate their accessibility.

***Objective 1: To explore consumers' perceptions on South African restaurants communication about accessibility.***

The first objective of this research study aimed to explore consumers' perceptions on South African restaurants communication about accessibility. The responses from question three confirmed the importance of having to check accessibility before arriving at a venue with the responses being 55% in the direction of very important. Question seven looked at whether consumers feel that South African restaurants are well informed on how to interact with disabled patrons. There was a mixed response between staff being friendly and accommodating and the lack of knowledge and miscommunication. The sub question of "In what way does an organisation's accessibility influence how consumers view their brand" looks at how the perceptions of an organisation can ultimately affect how consumers view their brand as a whole.

***Objective 2: To determine what platforms consumers believe that South African restaurants use to communicate accessibility.***

The second objective was to determine what platforms consumers believe that South African restaurants use to communicate accessibility. This objective was examined by question four. Which looked at where consumers acquire information about accessibility. The majority response was to directly contact the restaurant as this involves human conversation and attempts to reduce miscommunication. Question five looks at the best platforms to use when acquiring accessibility information. The most favourable response was the internet which includes Google, reviews and dedicated website sections. Many of the responses indicated that the organisations do not use these platforms effectively and often fail to communicate accessibility clearly. In order to determine the objective of which platforms consumers believe that South African restaurants use to communicate accessibility the researcher needs to understand which platforms South African restaurants use to communicate with consumers?

***Objective 3: To determine whether consumers find that organisations communicate their accessibility effectively.***

The third objective was to determine whether consumers find that organisations communicate their accessibility effectively. The conclusion from question six was that 88% of the respondents believe that restaurants do not know how to communicate their accessibility clearly and effectively. The consumers feel that there is a lack of understanding around how to communicate with disabled patrons. Question eight looked at how the consumer feels that restaurants could communicate accessibility more effectively. The most popular response for this question once to introduce a standardized rating system such as the rating system is used within hotels. This would create a consistent rating which would make it easier for people to understand and therefore make disabled patrons feel more comfortable and welcome within that environment. The question of how consumers find out about accessibility is needed in order to establish understand the objective.

***Research question: What are consumers' perceptions on how South African restaurants communicate accessibility?***

This question was answered in terms of the majority response being that organisations don't know how to communicate their accessibility effectively. This response therefore reinforced understanding of the initial topic that organisations do not fully understand how to communicate accessibility in an effective manner. The sub questions referred to how this effects how the consumer views the organisation. According to question seven majority of the respondents believe that the staff are friendly and accommodating however they talk over disabled patrons and have a lack of knowledge around once disabled patrons may require in terms of interaction in a restaurant setting. How an individual the holes and has a large impact on how we view the organisation as a whole. They want to feel well, appreciated and that they belong within that environment in order to want to come back and support that business. The most common response in terms of how restaurants could communicate their accessibility better was with the development of a standardized certification system, similar to how consumers rate hotels. This would include signage as well as a prominent representation on an organisation social media and website of their level of accessibility. In order for a patron to feel comfortable with in an organisation they firstly need to know that the venue is accessible before attending the venue, they need to know that the staff will treat them in a fair and understanding manner.

According to Kotler and Armstrong (2008), The consumer is more likely to be committed to an organisation that they have a relationship with (Kalaifarasi & Mugunthan, 2017). Therefore, an organisation needs to maintain constant communication with the consumer in order to have a successful relationship with them (Kalaifarasi & Mugunthan, 2017). An integral part of an organisation been successful is retaining what they consider to be the right consumer (Kalaifarasi & Mugunthan, 2017). In order for it to be the right consumer the organisation needs to fully understand who their consumer is, which includes understanding their needs as the consumer (Kalaifarasi & Mugunthan, 2017). Kalaifarasi & Mugunthan reiterate the concept that when the consumer feels comfortable with in an organisation, they are more likely to do business with that organisation. In terms of this research study if a physically impaired consumer feels that they are welcome within an organisation and that the organisation is interested in making adaptations for them, then they are more likely to do business with that organisation.

## 7. Conclusion

### 7.1.1 *Validity, reliability, and/ or trustworthiness*

Due to the fact that the research study was a qualitative study it used trustworthiness in order to determine the validity and reliability of the research study (Bezuidenhout, 2018). A qualitative research study aims to promote understanding of a particular phenomenon and therefore does not generate results of a broader population (Bezuidenhout, 2018). Trustworthiness is divided into credibility, transferability, dependability and confirmability.

**Credibility:** the credibility of the research study refers to the accuracy in which the researcher can interpret the data (Bezuidenhout, 2018). In terms of this research study the accuracy was determined by the researcher's ability to understand the consumers perspective and spend a reasonable amount of time within analysing the questionnaire in order to get a full understanding of the participants responses. The results concluded that majority of the participants had a consistent perspective in terms of South African restaurants use of accessibility and communication of their accessibility. In order for the research study to be considered credible there was a variety of participants in order to get her many different perspectives.

**Transferability:** the transferability of the research study refers to whether the findings of the research study can be applied in a similar situation while delivering similar results (Bezuidenhout, 2018). This helps to determine if the results can be applied beyond this specific research study (Bezuidenhout, 2018). In terms of this research study the transferability referred to the level of disability that the participants had and their level of experience at restaurants. This research study could be considered to be transferable as the information received could be used for any organisation other than a restaurant.

**Dependability:** the dependability of the research study refers to the quality of the process of integration (Bezuidenhout, 2018). In terms of this research study in order for it to be reliable the researcher needed to follow all the steps when analysing the data. The researcher made use of a clear process and followed all the expected steps in order to ensure that all the information received was dependable and therefore reusable for future researchers. The researcher presented all the steps and what was received at each step, in order for the research to be easily reviewable.

**Confirmability:** the confirmability of the research study refers to the level of similarity between the findings and data collected (Bezuidenhout, 2018). In terms of this research study the researcher needs to clearly represent their research process in order for the study to be analysed. The research process was clearly represented throughout the research paper in order to ensure that the research study is trustworthy. The information received in terms of the findings and the data collected was seen to be similar therefore justifying the researcher's information received.

Implications of findings for future practices would be based on how this research study sets a precedent for what consumers expect from an organisation in terms of accessibility and inclusion. The main finding within this research study was that consumers would like to see a standardized rating system that can be used in order for all organisations to be on the same page in terms of accessibility and inclusion. This research study can have a large impact on how accessibility is enforced within South Africa in the future. There is a large evolution in terms of inclusion and accessibility and this research study helps to reinforce the ideas and concepts of accessibility and its importance. There is an opportunity for future research within this concept and opportunities for further research into inclusion, accessibility and future of physically impaired consumers or possibly future business owners.

### ***7.1.2 Anticipated contribution of the study***

This research study will help the physically impaired community as well as assist businesses in creating knowledge around accessibility. A contribution to the knowledge of the community and creation of social awareness around people with disabilities will be achieved through this study. This research study will make restaurants more aware of how they are perceived and through this make a positive change towards accessibility for the physically impaired consumers. It is important that with this research study that restaurants become more aware of the challenges faced and hopefully encourage them to better communicate their accessibility to their physically impaired patrons.

### **7.1.3 Ethical considerations**

The ethical considerations for a research study are the three principles: beneficence, respect for people and justice (Maree, 2020). In order to achieve these three principles, the researcher ensured that they have informed consent, determined, articulate risks and benefits and selected research participants in a fair manner (Maree, 2020). The ethical concerns with regards to this research study were that it dealt with a sensitive subject with regards to disabilities. In order to overcome this the researcher asked the questions in a respectful manner and ensured that the participants identity was confidential. This study focused on peoples' personal opinions. Which needed to be considered when putting the results together. As the researcher is disabled it may create an ethical concern around creating bias therefore the researcher maintained impartial.

### **7.1.4 Limitations of the study**

Limitations of the research study refers to the elements of the study that's the researcher has no control over (Bezuidenhout, 2018). A limitation for this research study was that it is not very easy to get hold of physically impaired consumers in order to have a variety of participants for the research study. In order to overcome this limitation the researcher included people that have a relationship and/or experience with their physically impaired consumer. A limitation of this research study was how due to the global pandemic all interviews needed to be conducted online as people need to practice social distancing. The researcher originally decided to do interviews however due to the global pandemic as well as the not all physically impaired consumers being able to participate in an online interview the researcher adapted and then decided to use questionnaires that were emailed to the participants in order for them to fill it out in the most comfortable way. This research study had limited finances therefore the research that was done needed to be easily accessible for the researcher.

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## 9. ADDENDUM A: QUESTIONNAIRE

1. Do you or any of your family or friends have a physical an impairment?
2. Do you or any of your family or friends require assistance in order to go to public places as a result of any type of physical impairment? Please explain in what way.
3. How important is it for you to check the restaurants level of accessibility before arrival?
4. Where do you acquire information about the restaurant's accessibility?
5. In your opinion, what are the best platforms to use when trying to communicate a restaurants level of accessibility? And why?
6. Do you think that restaurants communicate their accessibility clearly and effectively? Please explain your answer.
7. Do you find the staff in South African restaurants to be well informed on how to interact with disabled patrons? Motivate your answer.
8. How do you think restaurants could communicate their accessibility to consumers better?

## **10. ADDENDUM B: CONSENT FORM TEMPLATE**

### **10.1 Example**

To whom it may concern,

My name is Kerry Walsh and I am a student at Varsity College Sandton. I am currently conducting research under the supervision of Jenna Lee Ramnarain on an exploratory the perceptions of physically impaired consumers with regards to how effectively South African restaurants communicate wheelchair accessibility to the public. I hope that this research will enhance our understanding of the physically impaired community as well as assist the businesses in creating knowledge around accessibility. This study will contribute to the knowledge of the community and help in creating social awareness around people with disabilities.

I would like to invite you to participate in my study. In order to explain to you what your participation in my study will involve, I have formulated questions that I will try to fully answer so that you can make an informed decision about whether or not to participate. If you have any additional questions that you feel are not addressed or explained in this information sheet, please do not hesitate to ask me for more information. Once you have read and understood all the information contained in this sheet and are willing to participate, please complete and sign the consent form below.

What will I be doing if I participate in your study?

I would like to invite you to participate in this research because you are a physically impaired consumer therefore your perspective is vital. If you decide to participate in this research, I would like to ask you questions regarding your experiences with accessibility. You can decide whether or not to participate in this research. If you decide to participate, you can choose to withdraw at any time or to decide not to answer particular interview questions.

Are there any risks/ or discomforts involved in participating in this study?

Whether or not you decide to participate in this research, there will be no negative impact on you. There are no direct risks or benefits to you if you participate in this study. You might, however, indirectly find that it is helpful to talk about your experiences with accessibility in South Africa. If you find at any stage that you are not comfortable with the line of questioning, you may withdraw or refrain from participating.

Do I have to participate in the study?

- Your inclusion in this study is completely voluntary;
- If you do not wish to participate in this study, you have every right not to do so;
- Even if you agree to participate in this study, you may withdraw at any time without having to provide an explanation for your decision.

Will my identity be protected?

I promise to protect your identity. I will not use your name in any research summaries to come out of this research and I will also make sure that any other details are disguised so that nobody will be able to identify you. I would like to ask your permission to record the interviews, but only my supervisor, I and possibly a professional transcriber (who will sign a confidentiality agreement) will have access to these recordings. Nobody else, including anybody at Varsity College Sandton, will have access to your interview information. I would like to use quotes when I discuss the findings of the research, but I will not use any recognisable information in these quotes that can be linked to you.

What will happen to the information that participants provide?

Once I have finished all interviews, I will write summaries to be included in my research report, which is a requirement to complete my Honours in communications. You may ask me to send you a summary of the research if you are interested in the final outcome of the study.

What happens if I have more questions about the study?

Please feel free to contact me or my supervisor should you have any questions or concerns about this research, or if there is anything you need to know before you decide whether or not to participate. You should not agree to participate unless you are completely comfortable with the procedures followed.

My contact details:

Kerry Walsh

The contact details of my supervisor:

Jenna Lee Ramnarain

## Consent form for participants

I, \_\_\_\_\_, agree to participate in the research conducted by Kerry Walsh about an exploratory the perceptions of physically impaired consumers with regards to how effectively South African restaurants communicate wheelchair accessibility to the public.

This research has been explained to me and I understand what participation in this research will involve. I understand that:

1. I agree to be interviewed for this research.
2. My confidentiality will be ensured. My name and personal details will be kept private.
3. My participation in this research is voluntary and I have the right to withdraw from the research at any time. There will be no repercussions should I choose to withdraw from the research.
4. I may choose not to answer any of the questions that are asked during the research interview.
5. I may be quoted directly when the research is published, but my identity will be protected.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

## 10.2 Participants forms

### Consent form for participants

I, \_\_\_\_\_, agree to participate in the research conducted by Kerry Walsh about an exploratory the perceptions of physically impaired customers with regards to how effectively South African restaurants communicate wheelchair accessibility to the public.

This research has been explained to me and I understand what participation in this research will involve. I understand that:

1. I agree to be interviewed for this research.
2. My confidentiality will be ensured. My name and personal details will be kept private.
3. My participation in this research is voluntary and I have the right to withdraw from the research at any time. There will be no repercussions should I choose to withdraw from the research.
4. I may choose not to answer any of the questions that are asked during the research interview.
5. I may be quoted directly when the research is published, but my identity will be protected.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

4/8/2020

### Consent form for participants

I, \_\_\_\_\_, agree to participate in the research conducted by Kerry Walsh about an exploratory the perceptions of physically impaired customers with regards to how effectively South African restaurants communicate wheelchair accessibility to the public.

This research has been explained to me and I understand what participation in this research will involve. I understand that:

1. I agree to be interviewed for this research.
2. My confidentiality will be ensured. My name and personal details will be kept private.
3. My participation in this research is voluntary and I have the right to withdraw from the research at any time. There will be no repercussions should I choose to withdraw from the research.
4. I may choose not to answer any of the questions that are asked during the research interview.
5. I may be quoted directly when the research is published, but my identity will be protected.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
6/19/2020  
Date

### Consent form for participants

I, , agree to participate in the research conducted by Kerry Walsh about an exploratory the perceptions of physically impaired customers with regards to how effectively South African restaurants communicate wheelchair accessibility to the public.

This research has been explained to me and I understand what participation in this research will involve. I understand that:

1. I agree to be interviewed for this research.
2. My confidentiality will be ensured. My name and personal details will be kept private.
3. My participation in this research is voluntary and I have the right to withdraw from the research at any time. There will be no repercussions should I choose to withdraw from the research.
4. I may choose not to answer any of the questions that are asked during the research interview.
5. I may be quoted directly when the research is published, but my identity will be protected.



Date

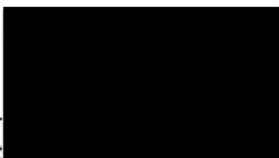
29/07/2020

**Consent form for participants**

I,  agree to participate in the research conducted by Kerry Walsh about an exploratory the perceptions of physically impaired customers with regards to how effectively South African restaurants communicate wheelchair accessibility to the public.

This research has been explained to me and I understand what participation in this research will involve. I understand that:

1. I agree to be interviewed for this research.
2. My confidentiality will be ensured. My name and personal details will be kept private.
3. My participation in this research is voluntary and I have the right to withdraw from the research at any time. There will be no repercussions should I choose to withdraw from the research.
4. I may choose not to answer any of the questions that are asked during the research interview.
5. I may be quoted directly when the research is published, but my identity will be protected.

  
Signature

1 August 2020  
Date

### Consent form for participants

I, \_\_\_\_\_, agree to participate in the research conducted by Kerry Walsh about an exploratory the perceptions of physically impaired customers with regards to how effectively South African restaurants communicate wheelchair accessibility to the public.

This research has been explained to me and I understand what participation in this research will involve. I understand that:

1. I agree to be interviewed for this research.
2. My confidentiality will be ensured. My name and personal details will be kept private.
3. My participation in this research is voluntary and I have the right to withdraw from the research at any time. There will be no repercussions should I choose to withdraw from the research.
4. I may choose not to answer any of the questions that are asked during the research interview.
5. I may be quoted directly when the research is published, but my identity will be protected.



Signature

Date

04/08/2020

Consent form for participants

I,  agree to participate in the research conducted by Kerry Walsh about an exploratory the perceptions of physically impaired customers with regards to how effectively South African restaurants communicate wheelchair accessibility to the public.

This research has been explained to me and I understand what participation in this research will involve. I understand that:

1. I agree to be interviewed for this research.
2. My confidentiality will be ensured. My name and personal details will be kept private.
3. My participation in this research is voluntary and I have the right to withdraw from the research at any time. There will be no repercussions should I choose to withdraw from the research.
4. I may choose not to answer any of the questions that are asked during the research interview.
5. I may be quoted directly when the research is published, but my identity will be protected.



8 August 2020  
Date

Consent form for audio-recording/ video recording

 agree to allow Kerry Walsh to audio record my interviews as part of the research about an exploratory the perceptions of physically impaired customers with regards to how effectively South African restaurants communicate wheelchair accessibility to the public.

This research has been explained to me and I understand what participation in this research will involve. I understand that:

1. My confidentiality will be ensured. My name and personal details will be kept private.
2. The recordings will be stored in a password protected file on the researcher's computer.
3. Only the researcher, the researcher's supervisor and possibly a transcriber (who will sign a confidentiality agreement) will have access to these recordings.



\_\_\_\_\_  
Date – 11 August 2020

### Consent form for participants

I, \_\_\_\_\_, agree to participate in the research conducted by Kerry Walsh about an exploratory the perceptions of physically impaired customers with regards to how effectively South African restaurants communicate wheelchair accessibility to the public.

This research has been explained to me and I understand what participation in this research will involve. I understand that:

1. I agree to be interviewed for this research.
2. My confidentiality will be ensured. My name and personal details will be kept private.
3. My participation in this research is voluntary and I have the right to withdraw from the research at any time. There will be no repercussions should I choose to withdraw from the research.
4. I may choose not to answer any of the questions that are asked during the research interview.
5. I may be quoted directly when the research is published, but my identity will be protected.

Signature

Date

7/8/2020

## 11. ADDENDUM C: ETHICAL CLEARANCE



24 JULY 2020

Student name: Kerry Walsh

Student number: 17001856

Campus: IIE's Varsity College

Re: Approval of Bachelor of Arts in Communication Proposal and Ethics Clearance

### HONOURS ETHICAL CLEARANCE LETTER

Your research proposal and the ethical implications of your proposed research topic were reviewed by your supervisor and the campus research panel, a subcommittee of The Independent Institute of Education's Research and Postgraduate Studies Committee.

There are some aspects that you still need to address in your proposal. You will need to address these aspects in consultation with your supervisor before you may proceed (see below):

Please discuss with your supervisor/navigator/lecturer how you will address these issues listed below:

Please note: Your fieldwork may only proceed once you address the following issues:

- Rework your title. Suggestions: *Consumer perceptions on how effectively restaurants communicate wheelchair accessibility to the public.*
- Please make sure your research question and objectives align to your title.
- Please make all the changes suggested/recommended by your supervisor.

In the event of you deciding to change your research methodology in any way, kindly consult your supervisor to ensure all ethical considerations are adhered to and pose no risk to any participant or party involved. A revised ethical clearance letter will be issued.

We wish you all the best with your research!

GENERAL CONDITIONS TO BE FULFILLED IN RELATION TO RESEARCH

*Permission is granted to proceed with the above study subject to the conditions listed below being met and may be withdrawn should any of these conditions be flouted.*

*Please note:* The panel has not considered the merits, accuracy or ethical soundness of the research. The only merits examined are the use of The IIE as a sample.

Permission is granted subject to the following conditions:

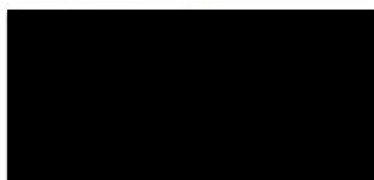
1. The researcher(s) will need to obtain informed consent in writing from all of the participants in his/ her sample if the study is not anonymous.
2. The researcher(s) may only use the data collected for research purposes and in no other way.
3. Photographs of human subjects may only be taken if relevant to the research, informed consent was obtained, and even with informed consent, the photographs may not be published on any online platforms.
4. The researcher is responsible for supplying and utilising his/her own research resources, such as stationery, photocopies, transport, faxes and telephones and should not depend on the goodwill of the institutions and/or the offices visited for supplying such resources.
5. No names or identifying information of participants may be used within the research and the research must be voluntary.
6. Please make it clear that the information will not be used punitively in any way and participants may in no way be counselled/advised based on this.

Supervisor:



JENNA-LEE RAMNARAIN

Head Academic



DR STELLAH LUBINGA

## 12.ADDENDUM D: EXAMPLES OF DATA COLLECTED

|    | 1                     | 2           | 3                    | 4               | 5                                                              | 6       | 7         | 8                                                                                                                              |   |
|----|-----------------------|-------------|----------------------|-----------------|----------------------------------------------------------------|---------|-----------|--------------------------------------------------------------------------------------------------------------------------------|---|
| 1  | A friend, wheelchair  | Yes         | Very important       | Google, Phone   | Website, Zomato                                                | No      | Yes       | Images, certification system                                                                                                   | F |
| 2  | I do                  | Yes         | Moderately important | Google, Reviews | Reviews, Advertising                                           | No      | No        | Disability inclusion into their advertising                                                                                    | F |
| 3  | I do                  | Yes         | Very important       | Google, Phone   | Signage                                                        | Some do | No        | More knowledge/ training for staff                                                                                             | M |
| 4  | I do                  | Yes         | Moderately important | Google, Phone   | Phone call                                                     | No      | No        | Stricter regulations                                                                                                           | F |
| 5  | My sister, wheelchair | Yes         | Very important       | Phone           | Website, Social media [FB]                                     | No      | No        | Rating system, signage                                                                                                         | M |
| 6  | Yes, mother           | Yes         | Very important       | Phone, Go check | Full website explanation                                       | No      | Sometimes | Checklist, standardised type of "form"                                                                                         | F |
| 7  | Yes, daughter         | Yes         | Very important       | Phone           | Website, Phone                                                 | No      | Sometimes | Standard coding for restaurants                                                                                                | M |
| 10 | 8 Yes, daughter       | Yes         | Very important       | Zomato, Phone   | Zomato, website, social media                                  | No      | No        | They should explain accessibility on all social platforms and websites. Signage at the place would also be beneficial.         | F |
| 13 | 9 I do                | Yes         | Moderately important | Reviews, Phone  | online on the restaurant's website or via targeted advertising | No      | Sometimes | Feature prominently on any social media of theirs and on their Google Maps Profile                                             | M |
| 8  | Yes                   | Yes         | Very important       | Phone           | Phone, Social media                                            | No      | Sometimes | Restaurants could have a wheelchair icon (emoticon) on their window, Zomato page, Social media profiles and on their websites. | M |
| 9  | Yes                   | Yes         | Moderately important | Phone           | Website                                                        | No      | Sometimes | Accessible stickers at the entrance                                                                                            | F |
| 11 | Yes                   | Yes         | Very important       | Phone           | Phone, Social media                                            | No      | No        | A universal symbol like a logo that specifies it compliant                                                                     | F |
| 12 | I do                  | Yes, stairs | Moderately important | Phone           | Phone, Website                                                 | No      | No        | A small statement on their social media page                                                                                   | M |

**Question 1 –** Do you or any of your family or friends have a physical impairment?

- R1: Yes, one of my very good friends has a physical impairment
- R2: Yes, I do, cerebral palsy. Manual wheelchair
- R3: Yes, I do, cerebral palsy. Electric wheelchair. Friends too
- R4: Yes, i do. Friereich's ataxia
- R5: Yes, my sister has a physical impairment
- R6: Yes - my mom and god daughter. Have also had much exposure to blind people.
- R7: Yes, daughter
- R8: Yes, my daughter has Cerebral Palsy which affects her muscles and balance, and this impairs her ability to perform many functions. She uses a walker around our home, and a wheelchair on outings.
- R9: Yes, I have a physical impairment, I am completely blind since birth. I do not have other family members with disabilities but have a few other blind friends and others in wheelchairs.

| <b>Part 1 - Question 1</b> |      |       |            |
|----------------------------|------|-------|------------|
| Themes                     | Code | Tally | Percentage |
| Yes                        | 01   | 9     | 100%       |

|    | Question 1 (part 1) |
|----|---------------------|
| R1 | 01                  |
| R2 | 01                  |
| R3 | 01                  |
| R4 | 01                  |
| R5 | 01                  |
| R6 | 01                  |
| R7 | 01                  |
| R8 | 01                  |
| R9 | 01                  |

| <b>Part 2 - Question 1</b>                                                                                                                           |             |              |                   |
|------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------|-------------------|
| <b>Themes</b>                                                                                                                                        | <b>Code</b> | <b>Tally</b> | <b>Percentage</b> |
| <b>Personally</b> <ul style="list-style-type: none"> <li>Cerebral palsy</li> <li>Friereich's ataxia</li> </ul>                                       | 02          | 4            | %                 |
| <b>A friend or family member</b> <ul style="list-style-type: none"> <li>Sister /mom /daughter /friend</li> <li>Physical impairment /blind</li> </ul> | 03          | 5            | %                 |

|    | <b>Question 1 (part 1)</b> |
|----|----------------------------|
| R1 | 03                         |
| R2 | 02                         |
| R3 | 02                         |
| R4 | 02                         |
| R5 | 03                         |
| R6 | 03                         |
| R7 | 03                         |
| R8 | 03                         |
| R9 | 02                         |

All participants were either physically impaired or have relations with a physically impaired consumer.

**Question 2 –** Do you or any of your family or friends require assistance in order to go to public places as a result of any type of physical impairment? Please explain in what way.

- **R1:** Yes, my friend requires wheelchair access in public places and assistance with ramps where needed, as well as using the restroom
- **R2:** Yes, help with pushing chair. In restaurants yes for tasks
- **R3:** Yes, my dad has a SUV which can accommodate myself and my wheelchair if I'm required to go out.
- **R4:** Yes. I am wheelchair bound, i cannot drive nor transfer myself in and out a car or on and off the toilet if needed
- **R5:** Yes, my sister requires assistance with getting her wheelchair in and out of the car. Sometimes we need to use her wheelchair ramps to get upstairs into the restaurant. Some doors to be opened and possibly some chairs moved in order to get to her seat
- **R6:** yes - Mom is in a motorised wheelchair - has no balance or core at all. So she requires transport, an assistant to possibly open doors etc
- **R7:** My Daughter is in a wheelchair and we would normally check if a venue, tourist attraction is having wheelchair access before visiting it
- **R8:** Yes. There are only a few parking spaces made available in most public spaces, and there are often selfish able-bodied people who park in these spaces. There have been times when I have had to squeeze Kaylee past cars in an ordinary space in order to get her into the wheelchair.
- **R9:** As a result of my visual impairment, I am unable to drive. Therefore, I do need assistance to go to public places. If close by, it is easy enough to walk there with the assistance of my guide dog. Otherwise, I either rely on friends/family who are driving, or services such as Uber or the Gau-Train.

| <b><u>Question 2</u></b>                                                                                                                                               |             |              |                   |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------|-------------------|
| <b>Themes</b>                                                                                                                                                          | <b>Code</b> | <b>Tally</b> | <b>Percentage</b> |
| <b>Accessibility</b> <ul style="list-style-type: none"> <li>• Ramps</li> <li>• Parking</li> <li>• Doorways</li> <li>• Acceptable space</li> <li>• Guide dog</li> </ul> | 01          | 8            | %                 |
| <b>Assistance</b> <ul style="list-style-type: none"> <li>• Restroom</li> <li>• Driving</li> <li>• Transferring</li> <li>• Tasks – eating</li> </ul>                    | 02          | 6            | %                 |

|    | <b>Question 2</b> |
|----|-------------------|
| R1 | 01, 02            |
| R2 | 01, 02            |
| R3 | 01                |
| R4 | 01, 02            |
| R5 | 01, 02            |
| R6 | 02                |
| R7 | 01                |
| R8 | 01                |
| R9 | 01, 02            |

The answers to whether physically impaired consumers require assistance concluded that the physically impaired consumers often require more assistance when the venue is inaccessible. For example respondent 5 explains how the consumer requires a ramp or flat entrance. However the ramp can sometimes require assistance if it is too steep. According to The National Buildings Regulations in South Africa they make provision for minimum standards in terms of accessibility (Engelbrecht, 2009). This refers to how an organisation requires a ramp and the ramp should reach a standard to be considered safe.

**Question 3 –** How important is it for you to check the restaurants level of accessibility before arrival?

- **R1:** **Very important**, it is something I started noticing a few years ago when my friend began an awareness campaign on accessibility. I have noticed how many public spaces **aren't accessible**, and even more so, **unaware that this is a problem**
- **R2:** **Don't really do so**. One time did because friend was unaware of accessible places.
- **R3:** It is **very important**, if we ever do go eat somewhere my mom phones and book us a table that is out of everyone's walkway in the restaurant
- **R4:** **Relatively**. Depending on if i am with younger and more physical able people compared to if i am with my parents
- **R5:** It is **vital to check accessibility** as it could cause us to leave immediately if there is **no proper ramp access**
- **R6:** **Very important** - it is embarrassing for my mom to not be able to enter a place that hasn't been checked
- **R7:** **Very important** as some restaurants **believe they are wheelchair friendly but have steps, limited space or restricted access to toilets**
- **R8:** In our case it is **not absolutely essential** to check accessibility, because in an emergency we can walk her up a set of stairs, etc. However, as my age advances, I know this will become more of an issue.
- **R9:** This is **not something I generally need to check**, as my enjoyment largely depends on how I interact with the waiting staff. I am aware that restaurants are **prohibited by law to deny me access if I have my guide dog with me**. Therefore, I may only consider checking accessibility beforehand if the restaurant is somewhere, I am unfamiliar with or if it is not a well-known franchise. Before internet access, I used to check if the restaurant offered their menus in Braille and although it is rather useful today, I now only go online to see their menu before visiting, as not to over-burden a waiter in having to read everything on the menu to me.

| <b><u>Question 3</u></b> |             |              |                   |
|--------------------------|-------------|--------------|-------------------|
| <b>Themes</b>            | <b>Code</b> | <b>Tally</b> | <b>Percentage</b> |
| Very important           | 01          | 5            | %                 |
| Moderately important     | 02          | 1            | %                 |
| Not important            | 03          | 3            | %                 |

|                       | <b>Question 3</b> |
|-----------------------|-------------------|
| R1                    | 01                |
| R2                    | 03                |
| R3                    | 01                |
| R4                    | 02                |
| R5                    | 01                |
| R6                    | 01                |
| R7                    | 01                |
| R8                    | 03                |
| R9                    | 03                |
| Most common response  | 01                |
| Least common response | 02                |

The response to the question of how important it is to check the level of accessibility of a restaurant before arrival varied in terms of the level of importance. Majority of the respondents said that it is very important especially in terms of making all the members of the party comfortable before hand. One of the respondents said relatively important as it depends on whether the respondent is with young physically abled people that can assist her or if she is with her parents and therefore would need to check their level of accessibility before. Three of the respondents said that it is not essential as they have a level of disability when they can climb a couple stairs for example. The level of importance is strongly connected to the individual's level of disability as if they are highly disabled then it is difficult for them to adapt to the accessibility or lack of. Many of the respondents struggled with the situation of finding to check the level of accessibility and then being told that they are accessible only to arrive at inaccessible the venue. This issue is connected to the lack of knowledge and understanding around what accessibility is to different disabilities. Accessibility also has many aspects such as you cannot have a wheelchair accessible parking and enhanced is at the entrance of the venue. In order to accessible an organisation needs to be fully accessible to all kinds of disabilities. In relation to previous literature the importance of accessibility has been researched under the regulations and standards around accessibility however there is limited enforcement around these regulations. According to the "*Promotion of equality and prevention of unfair discrimination Act of 2000*" no person may be unfairly discriminated against based on disability which includes identifying or removing a disabled person's rights to facilities necessary for them to function within society (Engelbrecht, 2009). The National Building Regulations and Building Standards Act was amended and published by the Department of Trade and Industry in May 2008 (Watermeyer, 2017). The changes were due to the fact that the last time that the act was amended was many years ago and then South African society has changed. Watermeyer reiterates McClain's argument that a lot of the regulations and systems are outdated and therefore are not benefiting the people in need. When an organisation does not follow the regulations set out by The National Buildings Regulations and Building Standards Act they are impeaching on the individual's Right to an environment is not harmful to their well-being. Section 24 of the Bill of Rights in the South African Constitution states that everyone has the right to an environment that is not harmful to their health or well-being (Watermeyer, 2017).

**Question 4 –** Where do you acquire information about the restaurant's accessibility?

- **R1:** I google their telephone number and phone them beforehand to ask if they are accessible
- **R2:** Google, reviews
- **R3:** Usually over a phone call or on-line
- **R4:** Online or phone call
- **R5:** Normally we would call and ask the restaurant directly
- **R6:** I usually phone and depending on the response there are times that I will go to visit the restaurant myself to check. Often the person helping does not "see" the challenges of accessibility
- **R7:** In most cases we phone the restaurant directly
- **R8:** We phone the restaurant we are wanting to book at and speak to the attending staff member to check access. We also use Zomato for information on restaurants
- **R9:** If I do, usually online, either if they offer it on websites or if any reference is made to it on reviews, for example, on Google Maps. Alternatively I will hear from a friend or acquaintance with a disability if they have visited there before

| <b>Question 4</b>                                                                                                                    |             |              |                   |
|--------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------|-------------------|
| <b>Themes</b>                                                                                                                        | <b>Code</b> | <b>Tally</b> | <b>Percentage</b> |
| <b>Online</b> <ul style="list-style-type: none"> <li>• Google</li> <li>• Zomato</li> <li>• Reviews</li> <li>• Google maps</li> </ul> | 01          | 6            | %                 |
| <b>Phone</b> <ul style="list-style-type: none"> <li>• Directly speak to staff</li> <li>• Ask a friend</li> </ul>                     | 02          | 8            | %                 |
| <b>Pre visit check</b>                                                                                                               | 03          | 1            | %                 |

|                       | Question 4 |
|-----------------------|------------|
| R1                    | 01, 02     |
| R2                    | 01         |
| R3                    | 01, 02     |
| R4                    | 01, 02     |
| R5                    | 02         |
| R6                    | 02, 03     |
| R7                    | 02         |
| R8                    | 01, 02     |
| R9                    | 01, 02     |
| Most common response  | 02         |
| Least common response | 01         |

The responses to the question was that individuals use the platform of online, phone and a pre-visit check to acquire information about the restaurant's accessibility. The most popular response was to phone the restaurant and to speak to someone that understood the accessibility of the venue. The second option to look for information is to look online, these include a Google search, Zomato, reviews and Google maps. Most of information found on social media is from people that have had actual experiences therefore can be considered reliable. A business may not put this information on their website and therefore is difficult to find this information. One individual said that they were doing previously check however this does require the individual to go away to the venue in order to establish whether it is accessible. According to previous literature organisation's to novel is considered the disabled market as a valuable segment to their business however some research shows that businesses are developing an understanding for this market and how it would help the organisation. The vast majority of businesses view disabled consumers as a source of concern and expense rather than a promising market segment that warrants strategic consideration (Reedy, 1993). On the opposite end of the spectrum is the journal article by Burnett and Paul (1996) that says, it is in the marketers best interest to pursue disabled consumers as it puts the organisation in a winning position as it does not only meet the social responsibility requirements of the organisation but it also opens them up to a new target market (Burnett & Paul, 1996).

**Question 5 –** In your opinion, what are the best platforms to use when trying to communicate a restaurants level of accessibility? And why?

- **R1:** Google, this is where I find out any information about a restaurant such as operating hours, address, menu, website etc. I find it reliable because the restaurant posts the information. Another platform that could be helpful would be Zomato as I know there is a lot of reliable information there too, as well as customer reviews.
- **R2:** Reviews from experience. However advertising and social media.
- **R3:** They can use more signs that indicate the best place of the restaurant where a wheelchair user can sit and have a meal where they won't be in anyone's walkway.
- **R4:** Phone call as being disabled; I know my physical needs where able body people might say it's accessible, but they forgot to mention the step at the entrance or something. This way my needs are met with less chance of miscommunication.
- **R5:** I don't know of many good platforms for access of that sort of information. They could potentially put it on their website and Facebook page.
- **R6:** It would be great if a restaurant could have a full and detailed description of accessibility on their website. This includes accessibility from the parking area. This makes it so easy to research the next place to go.
- **R7:** Website and telephone are the best options.
- **R8:** We use the Zomato website or APP, as well as the restaurant website or restaurant Facebook page or do a google search. Checking on platforms ensures that restaurants are wheelchair friendly and serve the type of food we enjoy eating. *It would be great if there was a central service by the SA Disabled Society that listed restaurants that catered to our disabled people.*
- **R9:** Preferably online on the restaurant's website or via targeted advertising. This way, someone who is concerned about the accessibility of a restaurant may acquire the information they need before actually making the trip there and avoid possible disappointment. Online platforms are also more accessible for blind customers as we require screen reading software to read text and would therefore not be able to get information from billboards or other printed forms of advertising.

| <b><u>Question 5 – Part 1</u></b>                                                                          |             |              |                   |
|------------------------------------------------------------------------------------------------------------|-------------|--------------|-------------------|
| <b>Themes</b>                                                                                              | <b>Code</b> | <b>Tally</b> | <b>Percentage</b> |
| <b>Internet</b> <ul style="list-style-type: none"> <li>Google</li> <li>Reviews</li> <li>Website</li> </ul> | 01          | 7            | 77%               |
| <b>Direct contact</b> <ul style="list-style-type: none"> <li>Phone</li> <li>Social media</li> </ul>        | 02          | 5            | 55%               |
| <b>Applications</b> <ul style="list-style-type: none"> <li>Zomato</li> <li>Advertising</li> </ul>          | 03          | 3            | 33%               |
| <b>Physical</b> <ul style="list-style-type: none"> <li>Signage</li> </ul>                                  | 04          | 1            | 11%               |

|                       | <b>Question 3 (part 1)</b> |
|-----------------------|----------------------------|
| R1                    | 01, 03                     |
| R2                    | 01, 02                     |
| R3                    | 04                         |
| R4                    | 02                         |
| R5                    | 01,02                      |
| R6                    | 01                         |
| R7                    | 01, 02                     |
| R8                    | 03, 01, 02                 |
| R9                    | 01, 03                     |
| Most common response  | 01                         |
| Least common response | 04                         |

| <b><u>Question 5 – Part 2</u></b>                                                                                  |             |              |                   |
|--------------------------------------------------------------------------------------------------------------------|-------------|--------------|-------------------|
| <b>Themes</b>                                                                                                      | <b>Code</b> | <b>Tally</b> | <b>Percentage</b> |
| <b>Reliability</b> <ul style="list-style-type: none"> <li>Experiences</li> </ul>                                   | 05          | 2            | 22%               |
| <b>Disability specific</b> <ul style="list-style-type: none"> <li>Wheelchair</li> <li>Clear explanation</li> </ul> | 06          | 5            | 55%               |

|                       | <b>Question 3 (Part 2)</b> |
|-----------------------|----------------------------|
| R1                    | 05                         |
| R2                    | 05                         |
| R3                    | 06                         |
| R4                    | 06                         |
| R5                    |                            |
| R6                    | 06                         |
| R7                    |                            |
| R8                    | 06                         |
| R9                    | 06                         |
| Most common response  | 06                         |
| Least common response | 05                         |

The responses from part one of question three refers to when the participants were asked what the best platforms are to use when trying to communicate a restaurants level of accessibility the responses were: the internet, direct contact, applications and physical signage. The most popular platform (7/9 – 77%) is the internet. Respondent 9 stated that “Someone who is concerned about the accessibility of a restaurant may acquire the information they need before actually making the trip there to avoid possible disappointment.” This links to the literature of Rose, 2019 which states that information is used as an important tool for disabled people as it helps them to plan and ensure that they will be able to enjoy their experience. Accessibility can also refer to access to information, as in how do physically impaired consumers access information on the level of accessibility of different organisations. It is important for an organisation to understand that people with disabilities use information differently to those who are physically able. One participant said that the best platform would be physical signage at the restaurants. This could refer to people who may not use the internet or social media however the individual will only establish the accessibility on arrival.

Part two of question three refers to the why which justifies the participants response. The two responses were reliability and the clarity of accessibility for different disabilities. These responses link to the literature from the journal entitled *How consumers with disabilities perceive “welcome” in retail servicescapes: a critical incident study* which states that: like all consumers, physically impaired consumers create an idea of a brand or organisation according to how they feel within that environment. When consumers enter a retail space, they immediately make their judgment as to whether they belong or feel as if they are welcome there (Baker, et al., 2005). The elements of accessibility help the disabled person to determine whether they feel welcome within the environment.

**Question 6 –** Do you think that restaurants communicate their accessibility clearly and effectively? Please explain your answer.

- **R1:** No, from my experience when I phone, some of them are unaware of what accessibility I mean and when we arrive at the restaurant it sometimes is not accessible at all, or the stairs are larger than what was explained, or the space isn't conducive
- **R2:** No, lack of understanding of what accessibility may be needed. Not done regularly
- **R3:** Some do, but only when you ask and an employee of the restaurant comes and assists you, having wheelchair friendly signs up indicating where a user can sit and eat will save so much time
- **R4:** No, unless they have an individual who is physically impaired assisting them, they don't realise the needs
- **R5:** No I don't think it is clearly communicated, there needs to be some sort of standard rating system or chart to show the different requirements.
- **R6:** Definitely NOT. Even the manager of the restaurant will say it is accessible - but on arrival there are 2 stairs. He will then say - no problem - my waiters can lift her. No - they can't. The wheelchair with her in it is about 140 kg and she is terrified of not being in control
- **R7:** No I don't think it is clearly communicated, there needs to be some sort of standard rating system or chart to show the different requirements.
- **R8:** No, because they cater to the majority. Public places need wide, gentle ramps for wheelchair access, plus suitable toilets which are expressly for Disabled Only.
- **R9:** I do not think so. My experience is usually that I find out how accessible a place is once I enter. In the rare cases where a restaurant offers a Braille menu, I also wouldn't normally know unless I specifically ask for one. In cases where the restaurant does not have one, staff have no idea what it is or what it entails.

| <b><u>Question 6 – Part 1</u></b> |             |              |                   |
|-----------------------------------|-------------|--------------|-------------------|
| <b>Themes</b>                     | <b>Code</b> | <b>Tally</b> | <b>Percentage</b> |
| No                                | 01          | 8            | %                 |
| Some do                           | 02          | 1            | %                 |

|                       | <b>Question 6 (Part 1)</b> |
|-----------------------|----------------------------|
| R1                    | 01                         |
| R2                    | 01                         |
| R3                    | 02                         |
| R4                    | 01                         |
| R5                    | 01                         |
| R6                    | 01                         |
| R7                    | 01                         |
| R8                    | 01                         |
| R9                    | 01                         |
| Most common response  | 01                         |
| Least common response | 02                         |

| <b><u>Question 6 – Part 2</u></b>                                                                                                                                                                  |             |              |                   |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------|-------------------|
| <b>Themes</b>                                                                                                                                                                                      | <b>Code</b> | <b>Tally</b> | <b>Percentage</b> |
| <b>Lack of understanding</b> <ul style="list-style-type: none"> <li>Not clearly communicated</li> <li>Don't realise the needs</li> <li>Staff have no idea what it is or what it entails</li> </ul> | 01          | 5            | %                 |
| <b>Miscommunication</b> <ul style="list-style-type: none"> <li>Stairs are larger than what was explained</li> <li>Not accessible at all</li> <li>Not communicated clearly</li> </ul>               | 02          | 3            | %                 |
| <b>Cater for the majority</b> <ul style="list-style-type: none"> <li>Braille menu</li> <li>Light cutlery</li> <li>Low tables</li> </ul>                                                            | 03          | 2            | %                 |

|                       | <b>Question 6 (Part 2)</b> |
|-----------------------|----------------------------|
| R1                    | 01, 02                     |
| R2                    | 01                         |
| R3                    |                            |
| R4                    | 01                         |
| R5                    | 02                         |
| R6                    | 02                         |
| R7                    | 01                         |
| R8                    | 03                         |
| R9                    | 01, 03                     |
| Most common response  | 01                         |
| Least common response | 03                         |

Question 6 examined whether the consumers feel that South African restaurants communicate their accessibility clearly and effectively. Majority of the respondents said that they do not feel that South African restaurants communicate their accessibility clearly and effectively. Respondent one refers to how often the venue will communicate that they are accessible only for the consumers to arrive and realize that there are a couple stairs. Many of the respondent's sponsors can to the conclusion that individuals that work at these organisations merely just don't understand what's the consumers may be querying.

There are three points that the respondents produced as to why they feel as if organisations do not communicate their accessibility clearly. The first point is a lack of understanding therefore being an educated on different disabilities and what they may require. The second point is miscommunication, this results in different individuals having different ways of communicating and explaining things. Information is used as an important tool for disabled people as it helps them to plan and ensure that they will be able to enjoy their experience. Accessibility can also refer to access to information, as in how do physically impaired consumers access information on the level of accessibility of different organisations. The third point is that organisations often cater for the majority, they do not see the disabled community as a large majority of their consumers. The vast majority of businesses view disabled consumers as a source of concern and expense rather than a promising market segment that warrants strategic consideration (Reedy, 1993). On the opposite end of the spectrum is the journal article by Burnett and Paul (1996) that says, it is in the marketers best interest to pursue disabled consumers as it puts the organisation in a winning position as it does not only meet the social responsibility requirements of the organisation but it also opens them up to a new target market (Burnett & Paul, 1996).

**Question 7 –** Do you find the staff in South African restaurants to be well informed on how to interact with disabled patrons? Motivate your answer.

- **R1:** Yes, I do, all staff I have interacted with are friendly and accommodating. They are willing to help when asked, and they don't make a fuss, which I appreciate
- **R2:** No, lack of knowledge. They tend to talk over disabled patrons, not ask if they may need anything specific
- **R3:** Not really, but they do try their best. I find that the owner or manager of the restaurant comes and assists than having the staff try sort something out
- **R4:** It's not only staff, it's a lack of education mixed with apathy that able-bodied people are totally oblivious
- **R5:** No I don't find them to be well informed. Some may say that they are accessible and then you arrive to find stairs at the entrance. They don't understand the different levels of physical impairment and what requirements those entail.
- **R6:** With my mom - very friendly and helpful although she often needs a person to repeat her order as her speech is very poor following a stroke. The staff then become quite uncomfortable and theme only speak to someone else's at the table. They are also unable to relate to a blind person and seldom speak to them, preferring instead to speak to someone else at the table.
- **R7:** This varies from restaurant to restaurant, some of them are very accommodating and supportive.
- **R8:** I think that because the majority of people do not have a physical impairment, they do not understand the needs of someone who is disabled. However, we have mostly experienced kind and empathetic staff who have tried to move furniture to create an access path for a wheelchair.

- **R9:** I believe this depends largely on the type of restaurant and its location in the country. For example, if you go to any well-known Franchise restaurant in Metropolitan area, the staff would usually be friendly and accommodating. This includes explaining certain aspects on the menu or willingness to help with small matters where visual assistance may be required. I cannot say this for certain, but I believe they may get some menial amount of training on how to deal with disabled clients. However, I have had different experiences in more rural areas, particularly when visiting local restaurants whilst on road trips. The staff are hesitant to interact with me directly and would rather prefer to speak to an able-bodied person in my company. This often takes away from my over-all enjoyment of the restaurant and I believe that if I go to such places alone, I would simply be ignored.

| <u>Question 7</u>                                                                                                                                                                       |      |       |            |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|-------|------------|
| Themes                                                                                                                                                                                  | Code | Tally | Percentage |
| <b>Yes</b> <ul style="list-style-type: none"> <li>• Friendly and accommodating</li> <li>• Willing to help when asked</li> <li>• Mostly experienced kind and empathetic staff</li> </ul> | 01   | 5     | %          |
| <b>No</b> <ul style="list-style-type: none"> <li>• Talk over disabled patrons</li> <li>• Lack of knowledge</li> <li>• Miscommunication and misunderstanding</li> </ul>                  | 02   | 3     | %          |

|    | Question 7 |
|----|------------|
| R1 | 01         |
| R2 | 02         |
| R3 | 02         |
| R4 | 02         |
| R5 | 02         |
| R6 | 01, 02     |
| R7 | 01         |
| R8 | 01, 02     |
| R9 | 01, 02     |

Question 7 refers to whether the staff of the restaurants are considered to be well informed on how to interact with individuals with a disability. Majority of the answers resulted in the respondents feeling as if this staff are friendly, accommodating, empathetic and willing to assist in any way that they can. Three of the respondents however said no, as they feel that staff members tend to talk over disabled patrons, have a lack of knowledge around disabilities and they often experience miscommunications. Is important that people with disabilities have the opportunity to raise public awareness about their rights in order to challenge stereotypes and remove the false perceptions of people with disabilities (McClain, 2002). It is important that people in high positions in order to determine rules and regulations such as the government are equipped with the appropriate knowledge in order to ensure that the rights people with disabilities have are achieved in the correct manner (McClain, 2002). People with disabilities have the right to represent themselves in all matters that concern them (McClain, 2002). This research study focuses on the personal perceptions through the real-life experiences of accessibility. An example of first-hand experience around accessibility is from an article written by a physically impaired American looks at the concept of opening a new restaurant in order to show that the restaurants how they can be both wheelchair accessible and financially viable (Benjamin , 2020).

**Question 8 –** How do you think restaurants could communicate their accessibility to consumers better?

- **R1:** Images on their website (or other platforms they use), and perhaps a "certification" similar to what they would have if it is a halaal restaurant, that allows customers to know they have been verified and certified as accessible by a list of standards, rather than the restaurant's opinion
- **R2:** Comprise accessibility and disability inclusion into their advertising
- **R3:** Making staff more aware of all types of disabilities and maybe have Alphabet or communication boards on Restaurant tables so a user can communicate with staff effectively
- **R4:** They need to be stricter with certain things, like having a disabled toilet that is only for those with disabilities. They should layout chairs and tables with enough space between them for walking aids and wheelchairs to pass
- **R5:** I think they could have a poster style system that they can use. If they have ramps, then that gets a square on the poster. If they have large accessible bathrooms, then that gets a square. If they have decent space between tables then that gets a square. Similar to how hotels are ranked with stars.
- **R6:** There should be some "checklist" that they should put on their website - e.g. are there ANY stairs to access the restaurant? Are there ramps provided? Is there a lift? Is there sufficient space for the wheelchair to fit under the table or next to it if they have their own tray table, without hindering access for waiters / other members of the public? Are the bathrooms accessible (without an assistant having to go and stand in the doorway because the door won't close? This should be a standardised type of "form" that they have to put up, which then should be endorsed by someone who actually HAS a wheelchair
- **R7:** It would be great if there was a standard coding for restaurants where they have a wheelchair sign on their home page with a scale from 1 to 5 where 5 is completely accessible and 1 indicates NOT wheelchair friendly. This way a visitor can understand where they stand and can plan in advance.
- **R8:** When booking, staff could be proactive about asking whether any of their patrons have special needs. They should explain accessibility on all social platforms and websites. Signage at the place would also be beneficial.

- **R9:** When a restaurant creates any advertisement or promotion, it would be good to include certain aspects, IE, that they are guide-dog friendly or can easily accommodate wheelchair users. I believe it should also feature prominently on any social media of theirs and on their Google Maps Profile. It would also help to train staff better in terms of being able to identify a customer's disability when they enter and to indicate immediately that they are welcome and will be accommodated during all aspects of their time there.

| <b><u>Question 8</u></b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |             |              |                   |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------|-------------------|
| <b>Themes</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <b>Code</b> | <b>Tally</b> | <b>Percentage</b> |
| <b>Website changes</b> <ul style="list-style-type: none"> <li>• Images on their website</li> <li>• Should explain accessibility on all social platforms and websites.</li> </ul>                                                                                                                                                                                                                                                                                                                          | 01          | 2            | %                 |
| <b>Standardized system</b> <ul style="list-style-type: none"> <li>• Certification</li> <li>• Stricter with certain things</li> <li>• Standard coding for restaurants</li> <li>• Signage at the place would also be beneficial</li> <li>• Feature prominently on any social media of theirs and on their Google Maps Profile</li> </ul>                                                                                                                                                                    | 02          | 7            | %                 |
| <b>Advertising</b> <ul style="list-style-type: none"> <li>• Comprise accessibility and disability inclusion into their advertising</li> <li>• Advertisements or promotional, it would be good to include certain aspects</li> </ul>                                                                                                                                                                                                                                                                       | 03          | 2            |                   |
| <b>Education/ changes</b> <ul style="list-style-type: none"> <li>• Making staff more aware of all types of disabilities</li> <li>• Layout chairs and tables with enough space between them for walking aids and wheelchairs to pass</li> <li>• Alphabet or communication boards on Restaurant tables</li> <li>• Staff could be proactive about asking whether any of their patrons have special needs</li> <li>• Train staff better in terms of being able to identify a customer's disability</li> </ul> | 04          | 4            |                   |

|    | Question 8 |
|----|------------|
| R1 | 01, 02     |
| R2 | 03         |
| R3 | 04         |
| R4 | 02, 04     |
| R5 | 02         |
| R6 | 02         |
| R7 | 02         |
| R8 | 01, 02, 04 |
| R9 | 02, 03, 04 |

Question eight examines how consumers think that restaurants could communicate their accessibility in a more effective manner. The results were websites changes, a standardized system, advertising conclusion and educational changes. The most popular response was the creation of a standardized system whereby individuals could understand the accessibility much like a rating system at a hotel. Restaurants and public organisations would require certification in order to be considered accessible. The certification would be represented on both organisation social media and Google maps profiles. The standardized system produces would help individuals to pull a common understanding and idea of accessibility. The responses concluded that organisations need to have multiple places for individuals to access their information on accessibility. The popular response was to include accessibility within an organisation's advertising. An important element found within the responses was then need for education with an organisation's order for them to be aware of different disabilities and what those individuals may require.

According to Kotler and Armstrong (2008), The consumer is more likely to be committed an organisation that they have a relationship with (Kalaifarasi & Mugunthan, 2017). Therefore, an organisation needs to maintain constant communication with the consumer in order to have a successful relationship (Kalaifarasi & Mugunthan, 2017). An integral part of an organisation been successful is retaining what they consider to be the right consumer (Kalaifarasi & Mugunthan, 2017).

In order for it to be the right consumer the organisation needs to fully understand who their consumer is, which includes understanding their needs as the consumer (Kalaifarasi & Mugunthan, 2017). Kalaifarasi & Mugunthan reiterate the concept that when the consumer feels comfortable with in an organisation, they are more likely to do business with that organisation. In terms of this research study if a physically impaired consumer feels that they are welcome within an organisation and that the organisation is interested in making adaptations for them, then they are more likely to do business with that organisation.

Through creating knowledge around accessibility the organisation will further improve their inclusivity. Communication includes many aspects of interaction between the consumer and organisation. The organisation needs to ensure that they have clear signage on their property, such as wheelchair entrance and or parking. Online communication, such as a communicative Facebook page. Training for employees to be able to communicate effectively with all consumers (Rewards Tester, 2020). Following the understanding of Kalaifarasi & Mugunthan when an organisation prioritizes the communication with their physically impaired consumers, they are more likely to have a better image within the community as they are considerate to all of their consumers.

PROVISIONAL TITLE: An exploratory study on the perceptions of consumers with regards to how effectively South African restaurants communicate accessibility to the public

| Research Purpose/ Objective                                                                                           | Primary Research Question                                                                                                                                                                                                                                                                   | Research Rationale                                                            | Seminal Authors/ Sources                                                                        | Literature Review – Conceptual Framework                                                                                                                                   | Paradigm                                                                                                                                                                                                        | Approach                                                                                                   | Data Collection Method(s)                                                                       | Ethics                                                                                                                                                                                | Anticipated Findings                                                                                                  | References                                                                                                                                                                                                          |
|-----------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| I believe that the study is important to create change and awareness around people with disabilities                  | What are physically impaired consumers' perceptions on South African restaurants ability to communicate wheelchair accessibility?                                                                                                                                                           | The study is important to create change and awareness                         | ANNETTE M. TARDIF, B.A.<br><br>Stacey Menzel Baker, Jonna Holland and Carol Kaufman-Scarborough | Theme 1: Regulations and standards around accessibility                                                                                                                    | Interpretivism<br><br>Epistemology<br>Researcher aims to create awareness with the knowledge generated through the findings.<br><br>Ontology<br>A persons reality is based on individual experiences and ideas. | Qualitative                                                                                                | In order to collect the data the researcher will be using questionnaires and research journals. | Asking personal questions around a sensitive subject. We will address these by keeping the participants answers anonymous. The researcher has a personal connection to the topic too. | I expect to find out whether restaurants in South Africa are accessible and how they communicate their accessibility. | How consumers with disabilities perceive "welcome" in retail servicescapes: a critical incident study<br><br>Research Matters<br><br>Understanding Barriers to Accessibility<br><br>Theories of Human Communication |
|                                                                                                                       |                                                                                                                                                                                                                                                                                             |                                                                               |                                                                                                 | Theme 2: Physically impaired customers' perceptions on accessibility                                                                                                       |                                                                                                                                                                                                                 |                                                                                                            |                                                                                                 |                                                                                                                                                                                       |                                                                                                                       |                                                                                                                                                                                                                     |
|                                                                                                                       |                                                                                                                                                                                                                                                                                             |                                                                               |                                                                                                 | Theme 3: Communication platforms used to communicate accessibility                                                                                                         |                                                                                                                                                                                                                 |                                                                                                            |                                                                                                 |                                                                                                                                                                                       |                                                                                                                       |                                                                                                                                                                                                                     |
| Research Problem                                                                                                      | Objectives                                                                                                                                                                                                                                                                                  | Key Concepts                                                                  | Key Theories                                                                                    |                                                                                                                                                                            |                                                                                                                                                                                                                 | Sampling                                                                                                   | Data Analysis Method(s)                                                                         | Limitations                                                                                                                                                                           | Anticipated Contribution                                                                                              |                                                                                                                                                                                                                     |
| To ensure that the physically impaired consumers have the same level of ability. The researcher not getting personal. | To explore consumers' perceptions on SA restaurants communication on accessibility. To determine what platforms consumers believe that SA restaurants use to communicate accessibility. To determine whether consumers find that organisations communicate their accessibility effectively. | Accessibility<br>Change<br>Communication<br>Physically Impaired<br>Perception | Customer relations management theory<br><br>Expectancy violation theory.                        | Theme 4: Organisations communication and use of social media platforms.<br><br>Theme 5: Organisations prioritising communication with their physically impaired customers' |                                                                                                                                                                                                                 | Probability or non-probability<br>Non-Probability<br>Sampling method Purposeful sampling<br><br>Size 8 - 4 | Unit of Analysis<br>Common themes.<br><br>Data Analysis Method(s)<br>Thematic Data Analysis     | The limitations are limited access to differently abled people. Access to information in a South African context. Covid – 19 and social distancing policies                           | This study will assist in developing the body of knowledge around accessibility and inclusivity.                      | Profile of persons with disabilities in South Africa<br><br>Qualitative Methods and Theory in Additions Research<br><br>Stats SA profiles persons with disabilities                                                 |

### 13. ADDENDUM E: SUMMARY DOCUMENT TABLE