

SERVICE DESIGN AND IMPLEMENTATION SUGGESTIONS TO CONVERT
SHOPPING MALLS INTO CENTERS OF ATTRACTION FOR DISABLED PEOPLE

KÜBRA GÖKSU KÖSTEPEN

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IZMIR UNIVERSITY OF ECONOMICS
GRADUATE SCHOOL OF SOCIAL SCIENCES

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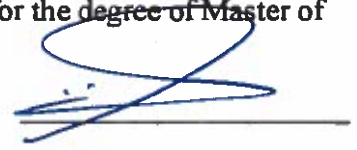
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ABSTRACT

SERVICE DESIGN AND IMPLEMENTATION SUGGESTIONS TO CONVERT SHOPPING MALLS INTO CENTERS OF ATTRACTION FOR DISABLED PEOPLE

Köstepen, Kübra Göksu

Master of Logistics Management with Thesis

Supervisor: Asst. Prof. Dr. Işık Özge YUMURTACI HÜSEYİNOĞLU

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It is an important issue to enable disabled people to fully and effectively participate in the social life for the economic and social development of the society. This research aims at converting shopping malls into a center of attraction for disabled people by designing services to improve access to shopping malls, movement inside the shopping malls and access to their dwelling from the shopping malls. In this context, it was intended to identify difficulties experienced by disabled people and expectations of them in accessing the shopping malls, their movement inside the shopping malls, and accessing their dwelling from the shopping malls.

The grounded theory approach was used as research method. The sample of the research consisted of 20 disabled people of whom 14 were orthopedically disabled and 6 were visually impaired. The research data were collected with semi-structured interview technique. The results were shared with the marketing managers of a shopping mall and suggestions for service design were evaluated by conducting unstructured interview.

Two core categories were selected for the research: “difficulties” and “expectations”. According to the results obtained within the framework of two core categories, disabled people do not have comfortable mobility in traffic and shopping malls. Disabled people also experience negative events in social sense due to the insensitive attitudes of society.

In this research, suggestions for shopping mall service design were presented regarding the provision of mobility of disabled people and participation of disabled people into social life actively.

Keywords: Disabled, shopping mall, social marketing, grounded theory



ÖZET

ALİŞVERİŞ MERKEZLERİNİN ENGELLİ BİREYLER İÇİN CAZİBE MERKEZLERİ OLMASINI SAĞLAMAYA YÖNELİK HİZMET TASARIMI VE UYGULAMA ÖNERİLERİ

Köstepen, Kübra Göksu

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Engellilerin toplumsal hayata tam ve etkin katılımlarının sağlanması toplumun ekonomik ve sosyal gelişimi için önemli bir husustur. Bu araştırma, engelli bireylerin alışveriş merkezlerine erişimleri, alışveriş merkezlerindeki hareketleri ve yaşadıkları yerlere ulaşımını iyileştirmeye yönelik hizmetler tasarlayarak alışveriş merkezlerini engelli bireyler için cazibe merkezi haline getirmeyi amaçlamaktadır. Bu bağlamda, engellilerin alışveriş merkezlerine erişimlerinde, alışveriş merkezi içindeki hareketlerinde ve yaşadıkları yerlere ulaşımında karşılaştıkları zorlukları tespit etmek ve beklentilerini belirlemek hedeflenmektedir.

Araştırmanın metodunda gömülü teori yaklaşımı kullanılmıştır. Araştırma örneklemi 20 engelliden oluşmaktadır, engellilerin 14'ü ortopedik, 6'sı görme engellidir. Araştırma verileri yarı yapılandırılmış mülakat tekniği ile toplanmıştır. Sonuçlar bir alışveriş merkezinin yöneticileriyle yapılandırılmamış mülakat gerçekleştirilerek paylaşılmıştır ve hizmet tasarımı önerileri değerlendirilmiştir.

Araştırmada, iki odak kategori belirlenmiştir; bunlar “zorluklar” ve “beklentiler” dir. Bu iki odak kategori çerçevesinde ulaşılan sonuca göre, engelli bireyler trafikte ve alışveriş merkezlerinde rahat bir hareketliliğe sahip olamamaktadır. Ayrıca, engelliler toplumun duyarsız tutumları sebebiyle sosyal anlamda olumsuz sonuçlarla karşılaşmaktadır. Bu

arařtırmada, engelli bireylerin hareketliliđini ve sosyal yařama daha aktif bir řekilde katılımlarını sađlamaya y6nelik alıřveriř merkezi hizmet tasarımı 6nerileri sunulmuřtur.

Anahtar Kelimeler: Engelli, alıřveriř merkezi, sosyal pazarlama, g6m6l6 teori



APPRECIATION

I am grateful to my family and my lecturers for giving me their endless support and motivating me to prepare this thesis. I extremely appreciate to my advisor Asst. Prof. Dr. I. Özge YUMURTACI HÜSEYİNOĞLU for her guidance, encouragement, support, and sharing her expertise with me during all phases of my thesis. I also appreciate to Assoc. Prof. Dr. Bengü SEVİL OFLAÇ for her contributions and sharing valuable experience with me. Finally, I would like to thank my family who supported adoptively and encouraged me about my thesis. I also thank to my mother for her help to create sample consisting of disabled people.

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CHAPTER-1 INTRODUCTION

In recent years, increase in consumption has raised consumer expectations and therefore need for the diversification of services has revealed correspondingly. Consumer expectations and diversification of services affect many industries. Retailing industry is amongst the most dynamic industries. Retailing is interested in planning, controlling and managing all activities in relation to the delivery of goods and services to consumers.

In retailing it is evident that, shopping malls play vital role since they provide many products and services to the consumers within a particular physical place. Shopping malls are facilities which have many stores and utilities that are planned, built and managed by a central unit (Cengiz and Ozden, 2002). Shopping malls aim to conform all needs of 21th century consumers and considered as modern, dynamic and vibrant living centers which provide services both for social and cultural needs. Seamless access to shopping malls which is very important in daily lives of consumers, uninterrupted service in the shopping malls and seamless access to their dwelling from the shopping malls are crucial in meeting the needs of consumers. However, each consumer does not have the same conditions to take advantage of these opportunities. Although access to any shopping mall and having uninterrupted service in shopping malls are easy for nondisabled, this is not as easy as for the disabled people that constitute approximately 13% of Turkey's population (State Institute of Statistics Prime Ministry Republic of Turkey and the Turkish Prime Ministry Presidency of Administration on Disabled People, 2002). Disabled people experience different difficulties in shopping mall based on type of disability. For example, a visually impaired needs audio system to have directions for finding toilets, an orthopedically disabled needs bars to hold in toilets.

Problems experienced by disabled people are not limited to shopping malls. In addition to this, disabled people experience various difficulties and disadvantages in accessing to shopping malls and accessing to their dwelling from the shopping malls. These difficulties are associated with traffic and urban spaces as well. Due to the difficulties experienced in transportation and urban space, disabled people cannot meet the needs of everyday life easily. Failure in providing the mobility of disabled people leads to being bereft to meet social needs of disabled people. Provision of mobility of the disabled people comfortably is a crucial obligation to meet their shopping comfortably and provide their mobility in transportation. Disabled people do not only have difficulties in physical space, but also they experience different attitudes of the society. These attitudes of society causes negative results such as occupation of disabled area of usage and psychological problems. Also, differences in attitudes of society prevent integration of disabled people into society and participation to social life.

In the light of these circumstances, the research questions of the study are as follows:

- Which regulations imply to provide services in shopping malls and transportation services for disabled people?
- What are the difficulties experienced by disabled people in shopping malls?
- What are the difficulties experienced by disabled people to access to shopping malls and to their dwelling from the shopping malls?
- What are the expectations of disabled people regarding difficulties from shopping malls and municipality?
- Which services can be designed to convert shopping malls into centers of attraction for disabled people?

In accordance with the scope of the research, regulations on shopping malls and regulations and standards on roads and in urban space were examined with the content analysis in the first phase. Depending on this, which regulations serve for providing which necessary services in shopping malls were revealed and interview questions were determined. In the second phase of the research, semi-structured interviews with disabled people directed by organizations were conducted. Hence, difficulties and expectations of disabled people in accessing to shopping malls, movement inside the

shopping malls and accessing to their dwelling from the shopping malls were revealed. After collected data in interviews with disabled people, results were shared with the marketing managers of a shopping mall by conducting unstructured interview. Together with the shopping mall managers, service design proposals were developed in accordance with the objectives.

If improvement and diversification of services provided to the consumers are performed just by the perspective of the managers, improvements may be limited in terms of scope and compliance. In this context, converting shopping malls into centers of attraction for the disabled people, service design, and implementation suggestions are the issues that need multiple perspectives. Administrative unit for shopping malls (managers as part of our research) and disabled people, whose daily life conditions affected by the current regulations and provided services, are the parties in this research. As part of the research, nongovernmental organizations guide us to contact to members.

In this research, ideas in literature regarding disabled people and retailing and theories related to the disabled people were examined. Regarding the nature of research questions, grounded theory approach was used because an exploratory research was conducted. The overall objective of the research is to specify experience of the disabled people participants without adopting one of these theoretical approaches during the research process. Categorization is made to make from the interviews' results conducted with the disabled participants. While attempting to present these difficulties and expectations, grounded theory which is one of the qualitative research designs was used. According to Strauss and Corbin (1990), grounded theory is a methodology for developing a theory generated from data collected and analyzed systematically. In this research with the use of grounded theory, conceptual and theoretical knowledge was made to reveal regardless of testing hypothesis or reaching generalization at the end of the research. In this research, grounded theory not only was used as a qualitative research strategy, but also as an analysis technique for collected data.

The importance of the research is based on three folds. First, this research aims to reveal difficulties of disabled people in shopping malls and to ensure that shopping malls are the centers of attraction for disabled people. For that reason, the research focuses on the

accessing to shopping malls, movement in the shopping malls and return to the dwellings of the disabled people from the shopping malls. Second, it serves for social marketing while the research aims to consider regulations of shopping malls for the favor of disabled people. It aims to design services which will improve the daily life conditions of disabled people and hence social benefit will be obtained. Third, regarding the fact that research plans for the extension of the target markets of the shopping malls, it will also serve for retailing industry. Additionally, unlike other researches grounded theory was used to reveal the aims of the research.

The thesis consists of eight parts. In the introduction part of the research, the overall aim of the research, the importance and the necessity of the research, research questions are provided. The requirements of meeting the needs of disabled people in social life are emphasized.

In the second part of the thesis, literature review is provided. In this section, definition and classification of the disability are stated. Also, statistics of disability both in Turkey and in the world are presented. In addition, service characteristics in retailing, customer expectations in retailing and the role of the shopping malls in retail industry are discussed. Legislative regulations and standards for disabilities including shopping mall standards are also presented in this part.

The third part of the thesis consists of definition of social marketing concept and the responsibility of the government to become disabled people active in social life and enjoy all the rights like people not having disabilities. In addition, theories in literature are specified in this part of the research. The theoretical viewpoint in literature mainly focuses on the negative aspects of disability. These approaches are vulnerability, equity and social justice theory. The purpose of this research is not testing these theories. Theoretical approaches determined in this part are offered for the purpose of stating information in the theories.

In the fourth part of the thesis, methodology is presented. The method of the research is grounded theory which is one of the qualitative research methods. In this part, general

grounded theory approach is reviewed. It also provides information about the sample of the research. Data was collected through semi-structured interviews.

In the fifth part of the thesis, stages to build grounded theory during the research are expressed. Grounded theory approach was used to analyze data. Conceptual schema of the research is located in this part. In addition, validity and reliability of the research are presented in this section.

The findings revealed as a result of the analysis are specified in the sixth part of the thesis. The findings consist of two parts. The first part of the findings involves semi-structured interviews conducted by disabled people. The other part of the findings comprises of the proposals of service design revealed as a result of unstructured interview conducted with the marketing managers of a shopping mall. Collected data is analyzed in accordance with the principles of grounded theory.

In the seventh part of the thesis, similar and different aspects between findings and theories in the literature are presented. A connection between the findings of the research and theories were tried to be established.

The last part of the thesis which is the eighth part consists of general discussion about the results and limitations. Also, future research suggestions are provided in this part of the thesis.

CHAPTER-2

DISABLED PEOPLE AND THEIR INTERACTION WITH RETAILING

2.1. Definition and Classification of Disabilities

In this part, definitions and classifications of disabilities from different sources are presented.

2.1.1. Definition of Disabled

Disability is discussed and defined with different approaches. The World Health Organization (1980) defines the basic concepts related to the disability in its declaration and divides into three categories which are inability, impairment and disability. Inability statement mainly refers to disorders in the organ level. Impairment refers to the loss of physical and mental abilities. It is indicated as reduction or loss of an ability compared to normal level because of the deterioration of the health. Disability is inability of fulfillment of the individual's requirements accepted as normal because of the inability and impairment cases.

Disabled people are defined by the Turkish Standards Institute as people with physical and mental disability or loss of use in case of bodily functions. In Turkey, according to third article of "Law on Disabled" which was published in the official gazette and entered into force in 2005, disabled represents a person who needs protection, maintenance, rehabilitation, counseling and support services and has difficulties in the social transition to life and meet daily requirements due to the loss of physical, mental, spiritual, sensory and social skills in a variety of degrees by congenital or acquired.

In accordance with the declaration of The United Nations General Assembly on the Rights of Disabled People, disabled people are defined as; having deficiencies in the physical or mental abilities which occur as hereditary or adventitious, while fulfilling the basic requirements done by normal people easily (World Handicapped Foundation, 2010).

2.1.2. Classification of Disabled

A large number of classifications can be made by organizations to identify disabled. Reedy (1993) proposed a taxonomy of disabled which classifies into four categories.

1. Mobility impairment. This refers to movement limitations, ranging from upper body motions such as reaching, typing to lower body motions such as walking or climbing.
2. Hearing impairment. It includes diminished hearing abilities ranging from deafness to being hard of hearing.
3. Sight impairment. This presents limitations ranging from blindness to other sight restrictions.
4. Speech impairment. It is restriction of intelligible speech resulting from many causes such as congenital deafness to childhood illness to psychologically induced stuttering.

Disabled people are classified according to National Organization on Disability as follows: mobility impairment, hearing impairment, visually impairment, impaired neurological, respiratory disabilities, multiple disabilities (National Organization on Disability, 1999). Disability is discussed under six main headings based on the research made by the State Institute of Statistics Prime Ministry Republic of Turkey and the Turkish Prime Ministry Presidency of Administration on Disabled People in 2002.

1. Orthopedically disabled: This type of disability refers to people losing physical abilities in many degrees and having challenges of meeting daily needs and adaption to social life due to the defect in bone, muscle and nervous system. These people need support services such as protection, care, rehabilitation.
2. Visually disabled: It means visual limitations ranging from blindness to other serve restrictions like retinitis pigmentosa.
3. Hearing disability: It represents person who is completely deaf or has partial hearing in one or both ears.

4. Speech and language disability: This type of disability is used for people who cannot speak or have a deficiency in speech flow such as people who cannot speaking but hearing, who lack of throat, who use apparatus, who stammer, and who have deficiency in tongue-lip-palate-chin are all involved in this category.

5. Mental disability: It means people who have a mental impairment at different degrees.

6. Chronic illness: It is illness which prevents a person's capacity to work and functions and which is essential for the person's continuous care and treatment such as blood diseases, heart-vein diseases, respiratory system diseases, digestive system diseases, urethra and reproductive organ disease, skin diseases, cancers, metabolic diseases, the deficiency of psychological behavior, nerves system diseases and HIV.

Also, World Health Organization was published International Classification of Functioning, Disability and Health and a new classification came into force (World Health Organization, 2007). The classification addressed in a more comprehensive way of functionality. Furthermore, physically disorders and environmental factors are listed. Since this classification is a new, there is not a lot example of this classification in the researches. According to this report, types of disability have been classified under twelve main headings:

Table 1: International Classification of Functioning, Disability and Health (WHO, 2007)

1. Visual	c. Using Hands and Arms
2. Hearing	9. Walking and Moving Around
3. Learning and Practice	a. Walking
4. Mental Function	b. Moving Around
a. Attention Function	10. Self Care
b. Memory Function	a. Bathing
c. Thinking Function	b. Physical Maintenance
d. High Level Cognitive Functions	c. Taking a leak
5. Meet Daily Requirements	d. Dressing and Catering
a. Managing Daily Requirements	e. Other
b. Completing Daily Requirements	11. Basic Life Activities
6. Communication with someone	a. Education
a. Receiving	b. Working
b. Generation	12. Communal, Social and Civil Life
7. Change Stance and Keeping Stable	a. Communal Life
8. Keeping, Moving and Carrying Things	b. Entertainment and Leisure-time
a. Remove and Carrying Things	c. Religious and Spiritual Life
b. Using Fingers	

2.1.2.1. Visually Impaired

There are two definitions widely accepted of visually impaired (blind and partially sighted). One of them is legal, the other is educational definition. Legal definition adopts in the medical field by employees and social security institutions, educational definition is used during the planning of educational teaching arrangement for visually impaired. While legal definition is objective, educational definition is subjective.

Legal definition includes the evaluation of the distant visual acuity and visual field. According to legal definition the blind, is a person, along with all correction, having one tenth of vision that is 20/200 visual acuity or less, or does not exceed the visual field twenty degree angle. The meaning of 20/200 is that, a person having normal vision can see something from a distance 200 foot (1 foot: 0.3048 cm) but visually impaired person can see the thing from a distance 20 foot or closer.

In other words, people who are not visually impaired can see something from 6.1 m. distance, but blind can see the thing from about 60 cm or less than this or cannot see from any distance according to the legal recognition. Visual field is about 180 degrees and means entire area that can be seen without head turned and eyes being played.

From the educational perspective blind, is a person who needs tactile and visual materials and who is not used to learn the sense of sight. From the educational perspective the person who is less sighted, can use eyesight on the purpose of learning. Individuals less sighted need some tools such as glasses, magnifying glasses and environmental planning such as large print, lighting and landscaping in order to use sight potential at the highest level.

According to the Turkish Standard Institute's definition visually impaired, is the person who has lost all or almost all of the visual function (Turkish Standards, 1991). State Institute of Statistics Prime Ministry Republic of Turkey and the Turkish Prime Ministry Presidency of Administration on Disabled People (2002) defines visually impaired people as people who have partial or no vision in one or both eyes. This group includes the persons using eye prosthesis who have color blindness and/or night blindness.

2.1.2.2. Orthopedically Disabled

The Turkish Standard Institute defines orthopedically disabled by dividing into two categories. According to this definition, orthopedically disabled is defined as a person who does not have the mobility compared to nondisabled, can act with assistive devices, has a lack in movement organ. This definition is categorized under two heading which are disabled with wheelchair and ambulant disabled. While disabled people with wheelchairs are defined as walking disabled or walking unfavorable disabled, ambulant

disabled are defined as people moving with tools such as canes, crutches and dentures (Turkish Standards, 1991).

According to State Institute of Statistics Prime Ministry Republic of Turkey and the Turkish Prime Ministry Presidency of Administration on Disabled People (2002), orthopedically disabled refers to a person who has a functional limitation due to a deficiency in his/her muscular and skeleton system. This orthopedic group involves lack of shortness and excess of hands, arms, foots, legs, fingers, backbones and also with restricted movement, disfigurement, weakness of muscle, bone disease, paralysis, cerebral palsy, spastic or spina bifida.

2.1.3. Disabilities in the World and in Turkey

According to the World Health Organization, there are more than 700 million disabled and it refers to 10 % of the total population (Şahin and Akpınar, 2016). Approximately 10% of the world's population, experience some form of disability, and disability prevalence is higher for developing countries. One fifth of the estimated global or between 110 million and 190 million people experience significant disabilities. The global disability prevalence is higher than previous WHO estimates, which date from the 1970s and suggested a figure of around 10%. In most of the OECD countries, females have higher rates of disability than males. The ratio of disability is 6% between 24-36 age, doubles between 35-49 age and reaches 24% between 50-64 age. There are 80 million disabled in European Union. This is over 15% of the whole population. One in four Europeans has a family member with a disability (World Health Organization, 2011).

According to the research conducted by State Institute of Statistics Prime Ministry Republic of Turkey and the Turkish Prime Ministry Presidency of Administration on Disabled People (2002), disabled people constitute approximately 12.29% of the total population in Turkey. This means that there are nearly 10 million people with disabilities in our country (Büyüktürkoğlu, 2007). This ratio is a considerable amount for a country and the particular situation requires some arrangements of the places where disabled people live to continue their lives easily and an accessible form.

According to the “2002 Turkey Disability Survey” conducted by State Institute of Statistics Prime Ministry Republic of Turkey and the Turkish Prime Ministry Presidency of Administration on Disabled People, the ratio of orthopedic, visual, hearing, mental and speech and language is 2.58% within the total population. People with chronic illness constitute 9.70% of total population.

According to the “National Database of Disabled” orthopedically disabled people registered in database constitute 8.8% and visually impaired people registered in database constitute 8.4% of disabled people (TUIK, 2011). The other types of disabled people’ ratios are as this: 29.2 % mentally disabled people, 25.6 % chronic disabled people, 5.9 % hearing disabled people, 3.9 % spiritual and emotional, 0.2 % motor speech disabled people . 18 % represents disabled people having more than one handicap (TUIK, 2011). In 2012, there were approximately 321 thousand orthopedically disabled people and about 216 thousand visually disabled people in Turkey based on “National Database of Disabled people”. These numbers are substantial amount for our country.

Based on the Turkish Standards Institution “World Population Day, 2015”, there are 4 million 882 thousand 841 people who have difficulty at least one body functions in Turkey (TUIK, 2011). Accordingly, this number refers to the people who have a difficulty or inability at least one of the functions which are hearing, vision, speaking, walking, climbing up and going down stairs, moving or holding something, learning ability compared to the peers, doing simple four operations, recall or attention.

When geographic regions are concerned, the highest rate of disabled people who have orthopedic, visual, hearing, mental and speech and language belongs to Black Sea Region with 3.22% and the lowest rate belongs to Marmara Region with 2.23%. Furthermore, the highest ratio of disabled people who have chronic illness are located in Marmara Region with the 10.90% and the lowest ratio disabled who have chronic illness are founded in Southeast Anatolia Region with 7.18%. When the gender distribution of the population with disabilities is examined, the proportion of men in orthopedic, visual, hearing, speech and language with mental disability has a higher rate than women.

However, proportion of women is higher than proportion of men according to the population with chronic illness.

Table 2: Distribution of Disability Rates According to the Regions and Ages in Turkey (State Institute of Statistics Prime Ministry Republic of Turkey and the Turkish Prime Ministry Presidency of Administration on Disabled People, 2002)

Total Disabled Population				Orthopedically, seeing, hearing, speaking and mentally disabled population			Population having chronic illnesses		
	Total	Males	Females	Total	Males	Females	Total	Males	Females
Turkey age group	12,29	11,10	13,45	2,58	3,05	2,12	9,70	8,05	11,33
0-9	4,15	4,69	3,56	1,54	1,70	1,37	2,60	2,98	2,20
10-19	4,63	4,98	4,28	1,96	2,26	1,65	2,67	2,72	2,63
20-29	7,30	7,59	7,04	2,50	3,34	1,74	4,80	4,24	5,30
30-39	11,44	10,43	12,42	2,56	3,18	1,95	8,89	7,26	10,46
40-49	18,07	15,15	21,08	2,65	3,29	1,99	15,43	11,86	19,09
50-59	27,67	22,56	32,67	3,23	3,73	2,74	24,44	13,83	29,94
60-69	36,96	31,60	42,02	5,14	5,65	4,65	31,82	25,95	37,37
70 +	43,99	39,77	47,77	7,89	8,45	7,38	36,10	31,32	40,39
Unknown	11,68	6,30	14,17	0,34	0,53	0,25	11,33	5,77	14,09
Urban	12,70	11,38	13,99	2,20	2,60	1,81	10,49	8,78	12,18
Rural	11,67	10,69	12,63	3,16	3,74	2,59	8,50	6,95	10,04
Marmara	3,13	11,66	14,59	2,23	2,60	1,87	10,90	9,05	12,73
Aegean	11,86	10,69	13,00	2,59	3,15	2,05	9,27	7,55	10,95
Mediterranean	12,16	11,15	13,15	2,60	2,99	2,21	9,56	8,16	10,93
Central Anatolia	12,52	10,78	14,23	2,60	3,01	2,20	9,92	7,77	12,03
Black Sea	2,98	11,62	14,32	3,22	3,66	2,80	9,76	7,97	11,52
East Anatolia	11,80	11,29	12,30	2,53	0,18	1,90	9,26	8,10	10,41
Southeast Anatolia	9,90	9,86	9,94	2,72	3,45	1,99	7,18	6,41	7,96

2.1.4. Legislative Regulations and Standards for Disabilities

In this part, legislative regulations and standards regarding disabled people are presented. Such regulations and standards involve buildings and transportation services regarding disabilities.

2.1.4.1. Legislative Regulations

Legislative regulations are evaluated under two regulations which are Disabled Law 5378 and Construction Law 3194.

2.1.4.1.1. Disabled Law 5378

According to the Disabled Law 5378 accepted in 2005 new legislative regulations come into the force. Disabled Law is required to be made necessary arrangements for benefiting from the fundamental rights and freedoms for the disabled people, providing participation of these people to the social life fully and effectively on equal terms with others to take precautions preventing disabilities.

Article 2 indicates that, this law involves disabled people, their families and relevant organizations and institutions providing service. In the Article 3 'accessibility' term is stated as being reachable and useable of buildings, open places, transportation along with information and communication technology independently for disabled people. Another term mentioned in Article 3 is 'discrimination'. Discrimination has been divided into 2 categories which are direct discrimination and indirect discrimination. Direct discrimination refers to different kinds of treatment that prevent, restrict and make difficult of benefiting equally for the rights and freedoms of disabled people compared to other groups of people. Indirect discrimination implies being at a disadvantage in terms of benefiting of rights and freedoms as a result of non discriminatory action, processing and applications which are not seen apparently. Because of that reason disability which is based on discrimination indicates any distinction, exclusion or restriction regarding using of political, economic, social,

cultural, civil or any other the human rights and fundamental freedoms and benefiting from these fully and equally.

Regarding open to public structures, the official buildings used for public service, worship places, private education and private healthcare facilities; cultural buildings such as cinema, theatre, opera, museum, library, conference hall; entertainment structure like wedding hall; commercial buildings such as hotels, private residences, passage, bazaar, market; sports facilities, public parking and relevant places are stated in the Article 3.

2.1.4.1.2. Construction Law 3194

In 1997 with the Article 1 provision of “It is mandatory to adapt relevant standards of Turkish Standard Institute in the areas of reconstruction plans, urban, social, technical infrastructure and buildings to make physical environment accessible and habitable for disabled” entered into the force.

In the Construction Law 3194 in order to ensure the term accessibility, adapting accessibility conditions into the existing construction regulation is more convenient instead of legislating a separate new accessibility law. As it is seen disability takes part in the regulations related to construction.

2.1.4.2. Standards for Disabilities

Standards for disabilities are presented with five groups. These are Universal Standards for Persons with Disabilities, the Regulations of Buildings Resided by Disabled People, the Regulation about Shopping Mall, Design Rules of Urban Roads, Rail Transport System for Disabled People and Elderly and Design Rules of Structural Measures Urban Roads, Squares and Streets for Disabled People and Elderly.

2.1.4.2.1. Universal Standards for Persons with Disabilities

“Universal Standards for Persons with Disabilities” , which is representative of World Disability Union (WDU) and planned under the guidance of World Handicapped Foundation, has determined standards aiming at making accessible of places both open

and closed, buildings, public transportation, sidewalk, parking, ramps and available structures for disabled people to benefit from in a convenient way.

Universal Standards for Person with Disability includes Regulations related Buildings. It is essential to utilize by using the same route, same entry and same equipments for everyone depending on principle of equality.

These regulations consist of facilities regarding;

-entrance and exit of buildings -entrance ramp

-entrance and exit door

-interior doors, windows and features of them

-indoor environment

-aisle

-kitchen, toilet, bathroom, lavabo, mirror

-balcony and terrace.

In addition to the standards of accessibility for buildings, there need to be provided the conditions related to design of commercial and sales buildings. These conditions may be summarized in this way:

-Any device or system used to remove shopping trolley from the store must not prevent access of people using wheelchair.

-In the open to public shopping places providing sale or distribution of goods and services, there need to be a required service counter.

-There need to be an automatic sequence machine. Information of that machine must be perceivable with at least two senses.

-It is also essential to provide entrance and exit controlled. Accessible entrance and exit controlled need to be convenient with the payment points.

2.1.4.2.2. TS 91111: The Regulations of Buildings Resided by Disabled People

‘The Regulations of Buildings Resided by Disabled People’ published by Turkish Standards Institute in 1991 is arranged on the purpose of living more comfortable and high quality for disabled people.

-Flooring must not be slippery. Carpet type materials should not be used for the visual impaired. Sound reflective surfaces should help to navigate for the visual impaired.

-Windows must be made to be avoided from dazzling light for the visual impaired.

-Regulations must keep constant as much as possible inside buildings to ensure providing circulation a more comfortable way for visual impaired.

-The furniture inside the building must be arranged depending on wheelchair users’ maneuver.

2.1.4.2.3. The Regulation about Shopping Mall

There is a regulation directly related to the shopping malls. “The Regulation about Shopping Mall” was published in the Official Gazette in 2016, February.

According to the regulation about Shopping Mall Article 6 states that,

-Social and cultural areas, emergency medical intervention unit, worship, baby care rooms, children’ playground and other areas to use jointly are created in shopping mall. These areas all need to be free.

-Common areas are created taking into account the needs of the disabled people, elderly and children.

Article 10 states that,

-Adequate number and quality of rest areas are constituted to meet the needs in shopping mall.

-Adequate number of squat-toilet and flush toilet having hygiene conditions are composed in shopping mall. These toilets are required to be separately for women, men, elderly, children and disabled people.

2.1.4.2.4. TS 12460: Design Rules of Urban Roads, Rail Transport System for Disabled People and Elderly

Turkish Standard Institute's "Design Rules of Urban Roads, Rail Transport System for Disabled People and Elderly" may be summarized in this way (Turkish Republic Prime Ministry Department of the Administration of the Disabled, 2005).

-Arrangements should be made architecturally in metro stations for a long walk and without any obstacles for disabled passengers.

-Metal guard rail should be installed to ensure the safety of disabled between rail system and other side of the city.

-Ticket information facilities giving advice about routes should provide services to disabled as well. It must not restrict the movement of disabled. It should give priority to these individuals by taking tickets or transition to this area.

-Platforms should be easy to move and maneuver for orthopedic disabled people. Safety belt must be founded with the special color and fabric for visual disabled in the lateral and central platform.

-For the hearing disabled, alarms must be adjusted in a way that will give signal and raise available light. Distinguishable alarms connected to emergency alarms should be in the form of flashing lights.

-Entrance to the station and getting on the train of the dogs that help the visually impaired should be allowed.

2.1.4.2.5. TS12576: Design Rules of Structural Measures Urban Roads, Squares and Streets for Disabled People and Elderly

In order to provide more comfortable mobility of disabled in the urban area, it is essential to follow the rules that have been set by the Turkish Standards Institute. Turkish Standards Institute's rules under the name of "Design Rules of Structural Measures of Local Roads, Squares and Streets for Disabled People and Elderly" may be summarized as follows (Turkish Standards, 1991):

-There should be no obstacles on the roads reserved for pedestrians to use pavement and walk around freely. Avoiding from any irregularities that may be dangerous is necessary. Road level differences should be organized such as gratings, truffles, potholes.

-Randomly placed mushrooms, billboards, poles in the roadway and intersection entrance should not be placed on these pedestrian crossing because of reducing the mobility of disabled.

-Pedestrian crossings need to be well illuminated and it has to be distinguished from the illumination path.

-In the light-controlled pedestrian crossing, traffic signal lights need to have illuminated pedestrian figure for hearing disabled and continuous sound warning sign for the visually impaired.

-Slopes should be provided for disabled to make their movements easier and comfortable on the pavement.

-As stairs are obstacles for the accessibility of disabled, there need to be avoided from construction of stairs on the road as much as possible. Also, anti-slip materials should be used for the stairs constructed.

-Circulation areas inside the bus having stairs must be wide. Public transportation stops must have informing, flashing stop light and legible sign board that indicates the number and name of route. Information board located at wall must be at eye level on the wall.

Furthermore, embossed and large font sized city maps, route plans, visual information and public transportation vehicle tariff should be available for disabled people.

-In the allowed park roads, there must be available sufficient number of parking areas for disabled people. 2% of the number of parking spaces should be reserved for disabled people.

-All commercial administrative public buildings and residential buildings should be made nondisabled from the pedestrian pavement. Building entrances should be made of non-slippery, hard materials and entrances must always be well-lit.

-At least one of the indoor or outdoor telephone booths that are made as open to the public must be arranged in accordance with disabled people. Inside telephone booths embossed letters for visually impaired, volume knob for hearing disabled people and enough space for wheelchair users.

2.2. Retailing

In this part, service characteristics of retailing and service expectations of both disabled and nondisabled people in retailing are examined in literature. Additionally, the role of the shopping malls in retailing industry and facilities and services provided by shopping malls are presented.

2.2.1. Service Characteristics of Retailing

Distribution of consumer goods begins with the manufacturer which is the first member of distribution channel and ends with the final consumer. But often there is at least one intermediary and this intermediary is retailer. Even all manufacturers, wholesalers and retailers sell goods to consumers; retail trade is carried by mostly retailers because this is the main job of retailers (Mucuk, 2002). Retailing is interested in a commercial transaction in which a buyer intends to consume the good or service through personal, family, or household use (Aydın, 2013). Retailing covers all activities related to the goods and services which are sold directly to final consumers for personal and non-business use. A retailer or retail store is a retail venture which provides a large portion of sales from retailing primarily (Kotler, 2003). Retailing is thought often as the retail

stores which are selling goods. However, retail sales also include service. Accommodation in a hotel, haircut or a pizza delivered to home, medical examination are the examples of service retailing (Levy and Weitz, 2001).

In retailing various attempts were made in the past by marketing theorists in order to classify goods into different categories. One of the most famous is Copeland's (1923) classification which is convenience, shopping and specialty goods. Bucklin (1963) and others revised and refined Copeland's original classification and provided important convenient guidelines for retailers. Another major classification is between durable and nondurable goods. Durability is closely associated with purchase frequency, which has important implications for development of both distribution and communications strategy. Yet another classification is consumer goods versus industrial goods. This classification is related to both the type of goods purchased (although there is some overlap) and the product evaluation, purchasing procedures and usage behavior. Recognition of these distinctions by marketers has led to different types of marketing strategy being directed at each of these groups (Lovelock, 1983). Through such classifications the application of marketing management tools and strategies in manufacturing has become a professional skill that takes precedence of industry divisions. On the contrary, service industries explain that each industry is different. Some of the services share certain marketing relevant characteristics.

With very few exceptions, consumers buy manufactured goods by paying for each purchase separately and rarely entering into a formal relationship with the manufacturer. Industrial purchasers, by contrast, often enter into long-term relationships with suppliers and sometimes receive almost continuous delivery of certain supplies. In the service sector both household and institutional purchasers may enter into ongoing relationships with service suppliers and may receive service on a continuing basis. This offers a way of categorizing services (Lovelock, 1983).

Service characteristics include inseparability (simultaneous production and consumption), heterogeneity (the requirement for human effort and interaction), and perishability (service cannot be stocked) (Lovelock, 1983; Zeithaml et al., 1985). Inseparability implies production and consumption occurring simultaneously (Cowell,

1988). Heterogeneity means that service equates to performance and differs according to times, employee, and customer perceptions. Despite the fact that achieving standard output of certain services is often difficult (Cowell, 1988; Zeithaml et al., 1985), companies should focus on offering more standardized services in cases where reducing customer uncertainty is essential for success (Maister and Lovelock, 1982). Perishability indicates that service cannot be produced in advance and then stored to meet demand (Johne and Storey, 1998). Fluctuating demand may occur with some services, which can make these characteristics difficult (Jaw et al., 2010). The intangible nature of services makes evaluation of purchase prior difficult for customers. The heterogeneity of services encourages customer loyalty when excellent service is experienced. Attracting, developing and retaining customer relationship is crucial to enhance customer relationship. Therefore, to establish and maintain relational exchange focusing on the process of relationship marketing is required.

Relationship marketing allows service providers to become more knowledgeable about the customer's requirements and needs. Knowledge of the customer combined with social conformity built over a series of service encounters facilitate the tailoring or customizing of service to the customer's specifications (Sheth and Parvatiyar, 1991). Targeting profitable consumers for relationship marketing involves study and analysis of the customers, searching for distinguishing patterns in why they stay or leave, what creates value for them, and who they are. In retailing, organizations need to determine segmentation (e.g., price, product, or service defector) and create a value-adding strategy that fits their requirements and strengthens the relationship with its customer (Berry, 1995).

2.2.2. Service Expectations of Consumers in Retailing

Customer expectation is a perceived value that customers seek from the purchase of a good or service. A theoretical model of customer expectations was developed by Zeithaml et al. (1993) in which they propose that customer expectations include four parts: expected service, desired service, adequate service and predicted service. Zeithaml et al. (1993) indicate that customers who have a desired level of service which is defined as the level of service customers hope to receive. This is a blend of what customers

believe can be performed and what should be performed. The desired level of service cannot always be attained, customers have a minimum level of service that they will tolerate, called the adequate service level. There is an area of tolerance which customers are willing to accept between two expectation levels (Oliver, 1980a; Zeithaml et al., 1993). Furthermore, consumers create a predicted level of service which is the level of service they believe the firm will perform. This predicted level of service is based on explicit and implicit promises by the firm, word-of-mouth communications and past experience.

Boulding et al. (1993) and Kurtz and Clow (1992) propose that service firms realize the importance of meeting customer expectations and learn to manage these expectations properly in order to achieve not only increased patronage behavior but also a high level of customer satisfaction.

Two concepts are crucial to understand the expectation dimensions which are the anticipatory nature of expectations and their normative quality (Miller, 1977; Oliver, 1980; Olson and Dover, 1979; Secord and Backman, 1978; Swan and Trawick, 1980; Zeithaml et al., 1993). Customers expect that they will behave in a certain way and also have expectations about how a service retailer will behave. By anticipating how a retailer will react to his or her actions, the consumer will shape his or her own behavior accordingly (Solomon et al., 1985). The future performance of a service retailer may result from knowledge that the retailer was able to do it in the past; knowledge that the retailer has the ability (power) to do it; knowledge that others, opinions of consumer who has confidence, believe that the retailer can do it; and the hope that the retailer can do it (Deutsch, 1973; Boulding et al., 1993; Zeithaml et al., 1993).

For instance, a consumer may make an appointment for the first time with a beautician since she likes what the beautician did for her friend's hair, and her friend told her how pleasant it was to work with that beautician (Clow and Beisel, 1995). Generally, expectations of a consumer from a service retailer are anticipatory when dealing with a retailer for the first time (Beisel, 1987). Expectations take on a normative quality when they establish through previously encountered situations, when the consumer can consistently anticipate the behavior of the service retailer (Boulding et al., 1993; Miller,

1977; Swan and Trawick, 1980; Zeithaml et al., 1993). When a consumer interacts with a service retailer and experiences a certain level of service that is satisfactory, the consumer expects that in future the retailer will continue to behave so, the consumer strongly believes that the retailer will act that way (Boulding et al., 1993; Clow and Beisel, 1995).

Satisfaction with a previous service experience causes positive word-of-mouth communications about the retail and repeat purchase behavior (Bitner, 1990; Bitner et al., 1990; LaBarbera and Mazursky, 1983; Woodside et al., 1989). A customer's satisfaction with his/her last experience with a firm should have a positive effect on his or her expectations for the next experience (Bitner, 1990). Satisfactory or dissatisfactory retail experience of a customer can be associated with the servicescape. Consumers are likely to prefer to shop in retail stores when the retail store has a good store environment (Baker et al., 2007). Store environments can serve many purposes like creating an experience based on strong brand, enhancing customer experience through appearance, uniforms. Bitner (1992) presented a framework that consists of the elements of the store environment "servicescape". For instance, in the servicescape consumers will approach or avoid a store environment depending on their ambient conditions such as temperature and noise; space/ function elements such as lay out and furnishings; and signs, symbols and artifacts. Some of the servicescape elements are under the retailer's control (Baker et al., 2007). Sirgy et al. (2000) defined the controllable servicescape elements such as atmospheric, location, merchandise, price and promotion cues or the type of customer that is expected in the store. However, Baker (1998) emphasized that the development of a store environment should depend on both retailer and consumer because some attributes in a retailer may not match with the customer preferences if they are particularly disabled people.

2.2.3. Difficulties and Expectations of Disabled People in Retailing

There are researches in retailing sector regarding disabled people in literature (Baker, 1998; Baker et al., 2007; Büyüktürkoğlu 2007; Burnett 1996; Kaufman-Scarborough and Lindquist, 1999; Reedy, 1993; Stephens and Bergman, 1995). Disabled evaluated each location as accessible or inaccessible. For that reason, these individuals respond to

environment depending on access or obstacle. For instance some retailers put a model sitting in a wheelchair in showcase and create a perception that is accessible to all customers (Baker et al., 2007). Some disabled people may decide to reject if the adaptation is unacceptable, others may decide to adapt to it if environment offers independence.

Just like nondisabled, disabled people need to get food, clothing, shelter, entertainment and other consumer activities, but the challenges faced by disabled people are generally found to limit many ways of typical consumer behavior. Disabled people failed to meet their requirements at shopping malls because place design does not allow for proper. This place design make spending time at a retailer difficult for the minority group. In place design necessary arrangements have to be made in accordance with disabilities. The main reasons for failure of fulfillment of disabled people' needs are non-compliance of place design and missing regulations (Gezen, 2014). It is not clear whether there are major inadequacies in the law (Stephens and Bergman, 1995). The compliance problems that disabled shoppers face in retailers are related mostly with issues of space (narrow aisles, shelves too high and too low, counters too high etc.). Product range, product availability on shelves, pricing and quality of service can also be shown as problems faced by disabled people. Another problem is related to the public transport vehicles. Although the transport vehicles are arranged depending on disabled people, there are some problems faced by disabled people. Buses, trains, subways and stores are far away from disabled shoppers' dwelling. Also, the vehicles are not available, not comfortable or not satisfactory.

Retailers mostly focus on structural supports such as elevator, ramp, wheelchair rather than perceptual barriers. However, disabled people expect a tolerant approach all over their daily lives. This tolerant approach can be reflected with the salesperson's customer behavior (Baker et al., 2007). "Welcome" is something that the consumer perceives in consequence of the environment of retailer and action toward a consumer. Psychological feelings, interactions with salespersons have a place for disabled people in welcoming. A staff training builds necessary skills so that they help to disabled people. This creates appropriate level of help to these individuals. Another thing is regarding other

consumers inside shopping malls. Other consumers' attitude, words and actions may create discrimination problem. Therefore, other consumers may have either a positive or negative effect on a consumer's store evaluation.

Retailer selection criteria of disabled people vary in literature. Disabled people prefer to go shopping malls since they can meet their requirements at once (Büyüktürkoğlu, 2007). Store accessibility and price play an important role for these individuals. The size of letters on signs (especially for visually impaired), the intensity of noise (particularly for hearing disabled people) and the intensity of smells or light frequently provide a sense of welcoming. Also, facilities for entry and exit, parking area, rest rooms during their shopping are crucial factors when these individuals choose retailers. When store environment is concerned, uncomplicated corridors, well-stocked shelves, clean stores, non-irritating smell and light can be listed as their expectations (Burnett, 1996). Additionally, consumers might choose the retailer providing support and assistance for them. Creating unique blends of consumer needs and solutions is necessary for disabled people (Reedy, 1993).

In this study, unlike the literature the difficulties experienced by disabled people in shopping mall and expectations from the shopping mall are identified to ensure that disabled people have seamless access inside shopping mall.

2.2.4. The Role of the Shopping Malls in Retailing Industry

Businesses operating under the retailing are classified depending on several criteria. One of these criteria is realization of sales in store or not. According to this criterion retailing can be considered in two groups which are store based retailing and non store based retailing (Varinli, 2005). Store based retailing is actually realization of sales in a sales place. This type of retailing involves discount stores, department stores, outlet stores, specialty stores, chain stores, hypermarket, supermarket, groceries and pharmacies (Tek and Orel, 2008). 90% of retail sales are carried out by retail stores, while the remaining sales are made by non store retailing. These sales include catalog retailing, telephone sales, electronic commerce, and electronic sales from home and through automatic machines (Mason et al., 1991).

There are new trends in today's retailing. Marketing channels are programmed and directed professionally in an increasing manner. In the design of retail organizations, significant improvements emerge and new formats come to light. Considerable attention is given to the department stores. This importance is created shopping malls which consist of a wide variety of specialty stores and department stores (Aydın, 2013). Today's consumer market has led to changes in consumers' expectations and demands during the shopping experience. Consumers have an enhanced need for efficiency, but they also want what they need in a more entertaining way (Burke, 1997; Jarvenpaa and Todd, 1997). In fact, consumers want to be satisfied from an enjoyable shopping experience and also convenient and excellent service whether in the store or shopping mall. Shopping malls are complexes having many stores and utilities that are planned, built and managed by the central unit (Cengiz and Ozden, 2002).

First malls were built nearly in 1950s and the number of the shopping malls has increased day by day. Because of competition among stores, this type of tendency including attractive stores, new offerings occurs (Kim, 2002). Shopping malls have been successful because they can easily give a response to today's consumers' needs such as efficiency, entertainment, convenience, assortment, customer service and quality for price (Kang and Kim, 1999). For example, while consumers want to benefit from convenience, they also want to reduce resource expenditures such as time, energy and money. For shopping mall, consumers would like to minimize the costs that are expended in product/ service procurement, transportation to the shopping mall, traffic, and parking; minimize time which is spent in the mall; and minimize energy spending on salesperson, finding the products and waiting in the check out queue.

In retailing it is evident that, shopping malls play huge role since they provide many products and services to the consumers with a particular physical place. Compared to traditional retailers, shopping malls managed by a central management and comprised of retailers, have become commercial centers which aims to maximize trading income.

Since shopping malls provide convenient shopping opportunities and social interaction to the visitors, the number of shopping malls is increasing in Turkey every day. According to the data of Shopping Centers and Investors Association, Turkey had a total

of 329 shopping malls in 57 cities by the end of 2014 (Çetinkaya, 2015). This number reached to 350 at the end of 2016.

By the end of 2014, the number of visitors to the shopping centers in Turkey was determined as nearly 1.7 billion people by Shopping Centers and Investors Association. In 2014, it was stated that the total turnover reached to \$ 90 billion (Shopping Centers and Investors Association, 2014). Furthermore, it was determined that the number of employment of retail sector and shopping malls was more than 3 million in 2015 and this number has been raising day by day (Retail Turkey, 2016).

2.2.5. Facilities and Services Provided by Shopping Malls

Shopping in large modern shopping malls provides facilities to consumers. Shopping malls offer exciting shopping experience to their consumers. One stop shopping has been providing to consumers. Consumers who have hard work tempo can do collective shopping as they do not want to spend too much time. Consumers intend to do shopping from the shopping malls because shopping malls provide wide product range with large variety of stores in one location (Wakefield and Baker, 1998). Thanks to this, it is possible for consumers to save their time.

Apart from finding products at the right place and at the right time, shopping malls offer many services facilitating the accessibility of consumers. These services are cinema, car washing, ATM, pharmacy, family entertainment center, parking, free Wi-fi, tailor, customer service, café& restaurant, consultant, dry cleaning, security, mosque and baby-care.

Shopping malls are not only visited by individuals who shop easily but also visited by disabled people. Retail organizations are accepted as a bridge because retailers (service provider) play a huge role between people demanding service (disabled people in this research) and the state. Disabled people are some of our vulnerable citizens and making them easy target is difficult. Targeting disabled consumers should be an area requiring special attention for retail organizations since they need to understand disabled people' requirements and needs carefully compared to nondisabled. It also requires special care, study and analysis to access them as accessing consumers who do not have disability.

Disabled people should be able to access to shopping malls in order to benefit from these facilities and services provided by shopping malls. Also, disabled people should be able to turn back from the shopping malls to their dwelling without any obstacles.

2.3. Consumer Logistics

In this part, consumer logistics is defined and also providing easy access to shopping malls and to disabled people' dwelling under the consumer logistics perspective is examined.

2.3.1. Definition of Consumer Logistics

Consumers participate the logistical processing of goods from point of acquisition to the point of disposal for the purpose of consumption for their shopping. The process of this system which is called as consumer logistics system consists of set of activities. On the marketing side, the concept of consumer logistics was presented initially by Granzin and Bahn (1989). Consumer logistics system comprise of both human and non-human objects included in the logistical processing of goods for the purpose of the consumption by household members (Granzin and Bahn, 1989).

Consumer logistics refers to consumers' participation in the movement and handling of the goods from point of origin to the consumption (Granzin et al., 1997). Consumer logistics focuses on functions performed by household members in acquiring goods or services and transporting goods from the point of acquisition to the point of consumption or final disposal (Granzin and Bahn, 1989). Consumer logistics systems integrate business logistics systems and business logistics functions move together, because where business logistics systems end, consumer logistics systems begin.

Bowersox (1978) proposes a useful list for business logistics that presents the many activities of logistics. These activities can be divided into five categories that involve subsystems of the logistics system which are: location, transportation, inventory, handling and storage and communication (Bowersox, 1978). Based on the Bowersox framework Granzin and Bahn conceptualized a model for consumer logistics in 1989. They proposed consumer logistics model as the activities to promote the effectiveness

and efficiency of the tasks carried out by household systems (Bahn et al., 2015). This constative process model comprised of a set of ten consumer logistics decisions. These decisions include activities that households participate during shopping; therefore they are important to the operation of the system and to its efficiency and effectiveness. Ten consumer logistics activities are: setting, pre-trip information gathering, pre-trip stock assessment, trip planning, outbound travel, in-store selection, inbound travel, post-trip stock management, disposal and post-trip communications. According to Yumurtaçı et al., (2016), six consumer logistics functions were named compared to the ten functions as identified by Bahn et al. (2015). Among these six consumer logistics functions, three functions involve the combination of two consumer logistics functions each (storage management & inventory needs and assessment, transportation management & materials handling, and contingent inventory operations & product acquisition), while the other consumer logistics functions are separate functions (information search, intra-household communication, interdependent transportation operations).

2.3.2. Consumer Logistics for Disabled People

The model developed by Granzin and Bahn (1989) who are pioneers of the consumer logistics is evaluated the activities such as planning shopping, access to the store, store accessibility and access within consumer logistics concept (Bahn et al., 2015). Because of its influence on transportation activities, the selection of a place of retailer may be the most important location activity for disabled people. Once this selection is made, many other decisions will be constrained because a relatively permanent base has been established for consumption activities (Granzin and Bahn, 1989).

It is clear that disabled people are not able to realize these activities alone. They need to generally do their shopping with other people such as a companion. Also, disabled people take support for transportation activities to shopping malls and dwelling. Access of disabled people to shopping malls, meet the requirements without another individual support and access to their dwelling from shopping malls in a comfortable way are required (World Handicapped Foundation, 2010). In this thesis, the aim is to ensure that disabled people can have seamless access to shopping malls, movement inside the mall

and access to their dwelling. Therefore, consumer logistics approach is also examined in accordance with the research findings.

All stakeholders have responsibility in ensuring living of disabled people seamlessly in their daily lives, providing seamless access in transportation and integration of disabled people into society effectively. In this context, with the policies, getting rid of the barriers for disabled people can be achieved.



CHAPTER-3

SOCIAL MARKETING

3.1. Stakeholders in Social Marketing

Social Marketing is the use of analysis, planning, implementation and evaluation programs designed to improve physical and mental well-being of people with the advertising and marketing activities (Andreasen, 1993). Andreasen (1993) points out that there are three criteria judged to be social marketing program or not. These criteria are the program should apply commercial marketing practices, the target of the program should be to affect behavior, and the program should seek to benefit society.

Social marketing and applicable laws are considered the best way to shape an easier environment to individuals and change their behavior (Hoek and Jones, 2011; World Health Organization, 1989). However, the impact of social marketing on environmental change is limited, especially in terms of financial support.

Social marketing established by the government is called macro social marketing (Wymer, 2011). Governments frequently employ commercial marketing practices such as advertising, public relations, incentives and environmental actuator as ways of influencing behavior for encouragement (e.g. healthy eating, lifelong learning, and physical exercise) or discouragement (e.g. anti smoking, drink driving). While micro social marketing uses marketing to create individual behavior change by encouraging product, macro social marketing follows a path aimed at offending the product.

For instance, the Canadian government had started a study called “Canadian Anti-smoking Campaign” in order to reduce and remove the use of tobacco products in 1985. The target of the campaign was to reduce the number of the smokers by 20-25 %. This campaign has been successful with taxation, training, social marketing and law. It is possible to see the importance of social marketing to a great extent with this example. Governing bodies do not only change the policies but also contribute to such activities through financial support and supportive activities like training programs and social marketing (Kennedy and Parsons, 2012). Social marketers should go a step further by

focusing on program practitioners such as policy makers, retailers, educators, the media and the public (Domegan, 2008). Therefore, the effect should not be limited to politics and it should be directed to strategies in all macro level such as training programs, taxation and laws. The social marketers should also consider their role in this system and understand that they are an intermediary that makes society susceptible to change. Social marketers have a role in creating motivation to change, as well as promoting social flexibility and creating desirable images of change.

3.2. Social Marketing for Disabled People

Disability status of the disabled people are not always related to the health. The acceptance of permanent disability caused by absence of an organ to the disabled people, treating the trauma caused by the psychological construction and adopting of this situation by society with providing medical model are not possible. Acceptance and normalization function of the disability can only be fulfilled by social model. The social model focuses on the solution. Therefore, for the welfare of the disabled people it is needed to benefit from the social policies.

Positive improvements towards disabled people in the world and in Turkey can be provided with legal regulations. Especially in the second half of the twentieth century both international organizations and national government are able to grasp the importance of the issue. By producing national and international social policies, clinging to the life of the disabled people, benefit from human rights, and especially ensuring that they make contributions to the country value are among the constitutional priority of the modern states (Blau and Abramovitz, 2010).

Improvements made in the public field towards being sure the full participation of disabled people to social life and support them to become self- sufficient individuals are requirements of social life (Yıldırım et al., 2011). Regulations relating to the participation of disabled people into the society can be found in 5378 Disabled Law. Participation in social life of the disabled people is provided in several ways. Especially after the 5378 Disabled Law and Labor Law there has been a significant increase in participation into social activities and employment of disabled people according to their

qualifications in Turkey. Many disabled people who are dependent and consuming, contribute to the development of the country by becoming self sufficient and producer.

In Turkey, legal arrangements are made at different times in order to ensure that the disabled people become active in social life and enjoy all the rights like people not having disabilities. Many organizations particularly universities organize various events such as conferences, panel discussions and interviews to eliminate the problems faced by disabled people. Yet, decisions not transferred to daily life or to what extent is one of the social problems that need to be addressed (Küçükali, 2014).

Preventing discrimination towards the disabled people and struggling with it is not a favor or sacrifice; it is a basic human duty. This struggle can be achieved through collective action and efforts of all members of the community including the disabled and non-disabled people. Akbulut (2012) indicates that, efforts to be done can be grouped under the following headings:

a.) Public based:

-First of all, it is necessary to develop a sense of empathy for the disabled people in society in order to ensure that there is a need for public awareness and informed action. The goal of this moment should be adopting the approach aiming to provide equal opportunities to society based on human rights.

-State should take effective measures to implement for the principle of equality stated in the Article 10 of the Constitution of the Republic of Turkey. To ensure that all social groups, particularly nongovernmental organizations operating in the disabled people should establish public pressure on the legislative and executive power.

- Passing from the aid based business model to the rights based business model should be provided for nongovernmental organizations working for the disabled people. The activities of organizations working as right based should be supported.

-Removal of all obstacles relating to architecture and physical, access to public transport should be ensured. This issue will ensure the participation of the disabled people in

economic and social life and thus it provides to overcome the alienation and perception problems.

b.) Individual based:

-In order to meet with the disabled people and empathize with them, it is required to learn information about disabled groups and subject from nongovernmental organizations.

-The disabled people should be informed about the rights, forms of discrimination exposed to and legal sanctions.

-The families of disabled people should be made aware of their rights.

-The areas making contact with the disabled people (common school and classroom training etc.) should be removed from the disadvantages for the disabled people.

-The disabled people should be free from the disadvantages of materials they have created for disabled people (eg, make them audio, visual.)

-Social groups including the disabled people should be informed about the problems and needs of the disabled people, attitude change should be created.

Today with the development of social policy, on the purpose of integration disabled people into society; first it is aimed to benefit from the medical treatment and rehabilitation services, guarantee of the right to education, participate in the labor market and increase their participation in social life (Seyyar, 2008). Evaluation of these eligibilities will provide substantial benefits to society and the country but also will increase self confidence and social inclusion trends of disabled people.

3.3. Theories Describing the Situation of Disabled People in Society

The thesis is evaluated under three theories in literature which are vulnerability, equity and social justice theory. These theories describe the situation of disabled people in society.

3.3.1. Vulnerability Theory

Each individual in society may experience a universal vulnerability. Disabled people have other universal vulnerabilities that they may experience more seriously, that are constant and extend across their home, work, and social environments (Satz, 2008). The central thesis of Fineman's theory (2010) of vulnerability is that all human beings are vulnerable and prone to dependency (both chronic and episodic), and the state therefore has a corresponding obligation to reduce, enhance and compensate for the vulnerability (Kohn, 2014). Clearly, Fineman's concept of vulnerability is that, it is a "universal, inevitable, enduring part of the human condition."

Fineman's theory (2010) of universal vulnerability includes four processors: vulnerability is universal and constant; vulnerability is not located in the body alone, it may be the product of economic, institutional, and other social harm; disadvantage (including discrimination) that derives from vulnerability is best addressed by moving past identity categories; and both state and private actors must address vulnerability (Satz, 2008). Fineman's arguments for framing state responsibility significantly advance academic expression about government response to disadvantage, including discrimination. Fineman's focus on vulnerability as universal and constant defines the relationship between the state and the individual. The state's role is expanded beyond addressing specific dependencies of some protected groups to responding to the vulnerability of each individual regardless of whether financial, social or physical disabilities (Kirby, 2006).

Furthermore, vulnerability theory has a potential to support and understanding of social policy in three ways. First, vulnerability is a universal condition of the human nature and therefore the theory indicates both the importance of state and the importance of state's acceptance for taking responsibility to create and support systems that promote resilience regarding populations. Indeed, according to the Fineman's theory the role of the state and its institutions is to provide resilience to vulnerable individuals. When legal and social institutions are structured to appeal universal vulnerability, the citizen and the state have a tighter, continuous, and evolving relationship. The theory also suggests that, to meet its obligation to respond to human vulnerability, the state must provide equal

access to the “societal institutions” distributing social goods such as healthcare, employment, and security (Fineman, 2010). By doing this, it helps to provide a justification for the adoption of laws that create important social welfare systems (Fineman, 2012). For instance, nongovernmental organizations give support or campaign for disabled people such as collecting plastic bottle cap or collecting money with short message services. This kind of help provides to disabled people healthy, safety and financial support.

Second, by emphasizing the fact that all people are vulnerable and may experience dependency, the theory can provide insight to society to understand the term “vulnerability” and in the end reduce the bias sense associated with vulnerability (Fineman, 2008).

Third, identifying the universality of vulnerability encourages extensive approaches to addressing inequality and vulnerability. That is groups in power are less likely to be unreasonably paternalistic laws if those laws apply to them as well as to some sort of targeted other. There need to be increase in awareness of society, corresponding recognition of universal vulnerability to disability and considering the fact that people from any age may need long term care if they become severely disabled people (Fineman, 2012).

3.3.2. Equity Theory

Equality, as a moral and generally social ideal, means the being people in the same value in terms of having same human nature of people. Equality as principle indicates that people are generally equivalent to each other; therefore people should not be discriminated (Üşür, 1997).

Equality has different meanings based on with a variety of usage. For instance, equality in social sense means non- discrimination among individuals in life in terms of rights and opportunities; equality in moral sense means giving all people their rights and fairness; equality in legal means being the same of legal order and prohibitions for all citizens regardless of personal and social situation and features. In contrast, in the political sense equality means that keeping open the political rights and duties of the

public to all citizens having technical and professional knowledge required for the job, and regardless of financial status (Ünlü, 2009).

Equality is justified or valence regardless of real or fictitious, individually or collectively compared to other units (Oliver, 1997). The term justice is accepted as the synonymous with the equality term in literature. Adams (1965) stated that, injustice (inequality) occurs when individuals compare own input and output rate with others' input and output rate and as a result of this comparison when inequalities are perceived. It is also highlighted that, this comparison can occur with anyone in the direct relationship and also between two individuals who are in a mutual relationship with the third person. Justice is determined based on the perceived fairness of justice (Walster and Walster, 1975).

Equity theory is a theory that brings a social explanation about how people are in the comparison and as a result of this comparison what they are doing. In this theory individuals compare their own input output ratio with others which are subject to comparison. When there is equivalence or balance between ratios, equivalence will be perceived and when there is imbalance injustice condition will be perceived in the mind of person making the comparison. According to the theory, because of the imbalance or injustice dissatisfaction will arise and people will fall into efforts to reduce them (Bagozzi, 1986).

Appeal of individuals to several ways in order to reduce of inequity and ensure justice is fundamental claims of this theory. Based on these ways, an individual can (Adams, 1963) rise own input if it is less than others' input and own output, decrease own input if it is more than others' input and own output, rise own output if it is less than others' output and own input, decrease own output if it is more than others' output and own input, leave from the area, if faces any inequity, change people relating to the condition if faces inequity.

In marketing literature, it is observed that the terms equity and satisfaction are two crucial concepts in terms of marketing practices. One of the leading authors of equity theory (Adams, 1965) pointed out that, injustice will result in dissatisfaction. In this

context, Oliver (1997) attached the importance of equity to affect satisfaction and dissatisfaction of individuals who are sensitive to this phenomenon.

In the implementation of equity theory to marketing, it is suggested that customers' loyalty programs can be implemented to strengthen the perception of distributive justice. All customers of marketing managers; procedural, open and widespread communication to manage the perceptions of interactive and distributive justice is recommended. In addition to this, the justice of privilege value proposition with loyalty programs needs to be proportional with customer input (Lacey and Sneath, 2006).

Justice, perceived based on equity theory, has an important role in the determination of customer service failures and satisfaction for compensation of the failure (Sabharwal et al., 2010). Efforts to improve the perceived equity affects perceived egalitarianism and perceived egalitarianism affects behavioral tendencies positively too. (Kwon and Jang, 2012). More specifically, the equity structure is important to understand the consequences of service failure and associated with buying trends (Palmer, 2000). Besides, Kwon and Jang (2012) consider the concept of equity between customer and company necessary in understanding the response to customers' efforts to improve services. Also, they put the perception of justice in terms of evaluation the service recovery made after the service failure in a central location.

The principle of equity in service improvements is considered unique for the specific service industries. Therefore, focusing on specific service industries instead of general is advised. Equity condition for each industry can be important in terms of service quality, customer satisfaction, customer loyalty and trust to service providers. For instance, signboard in shopping malls can be made with embossed and audio system to make it understandable for the disabled people. By doing this, disabled customers will prefer to do shopping from the shopping malls and also shopping malls are favored by disabled people.

Being self sufficient individuals is crucial for disabled people in order to experience dignified life. In this context, there should be full equity to benefit from all places that are accessible by public. Tools needed by disabled people should be given for free or

very cheap in these places including commercial buildings such as bazaar, market, shopping malls. Most importantly, making these tools accessible should be provided. Productive and creative work is a prerequisite to maintain a decent and dignified life.

3.3.3. Social Justice

The concept of social justice varies from family to family, person to person, society to society. Justice is a function of the moral requirements. These moral requirements are required to live in a safe society. Laws, rules and traditions meet these requirements. In general terms, the opinion of presence of guiding rules is generally accepted to remove security to the highest level, grant equal rights to all and distribute justice of material resources (Giarratano and Riley, 1998).

Descriptions made regarding social justice reveals approaches from different aspects. With a basic explanation, social justice is distribution of blessings and burdens in society in a fair way. In other words, there is a general opinion that there should be equitable sharing for everyone in community (Sunil, 2011). Miller (1999) conceptualize the four elements of social justice: deserve, requirements, legal rights and equity. Miller defines social justice as a situation where the four elements are balanced. When we think of social justice as a condition having four elements, first worker deserves more than enough money. The second worker needs money more than other two because he or she tries to get rid of the disease preventing to be full. The third worker will receive the money because there is a legal right arising from the agreement. Since each of them will take the same money, absolute equity is achieved.

There are numerous situations of disabled people experiencing lack of respect, stigmatization, fear, etc. in encounters on an institutional, as well as a personal, face-to-face, level and of the impact of these experiences on self-image, as well as accounts of struggles of creating, recreating and maintaining a positive sense of self when living with impairment.

The needs and life expectancy of disabled people who are defined as weak and have limited capabilities are confronted by society (in particular by family and their close relatives). For that reason, going out like other members of society, employment

opportunities, having education are not considered as necessity. Disabled people are excluded from the society and try to survive in limited places or houses. Disabled people with the actual status are imprisoned in a world that makes taking advantages of all fundamental rights such as education, travel, employment, social security, integration into community life impossible. Streets, roads, transport vehicles are not constructed based on their requirements and the needs of disabled people are not taken into account in the design and construction of public service buildings.

Social justice concerns play a significant role in the different responses to affirmative action favoring female, visible minorities, and disabled people. Not all groups are perceived as victims of social injustice (Opatow, 1996) or believed to be entitled to fair treatment (Lind and Tyler, 1988). According to Lind and Tyler (1988), certain groups are more vulnerable than others to being excluded. More precisely, scope of justice is an important factor in the attitudes towards strategies designed for disabled people (Nordstrom et al., 1998).

A formal justice perspective is advocated by Silvers (1998). A key concept is 'access to opportunities'. The main question is how these opportunities can be equalized. There are many advocating that a formal justice perspective is the most efficient approach to reach the goal of equal opportunities.

Establishing and enforcing a formal justice policy should remove the barriers that exclude disabled people from access to equal opportunities, a conviction that is criticized by some scholars. Wasserman (1998) stated that this is not enough, but quite an oversimplification of the issue. Since disability is a result of interaction between a person, and his or her social and physical environment the latter has to be altered and such modifications of social or physical environment need resources, i.e. a redistribution of the flow of the resources in society is required and Wasserman (1998) thus advocates a theory of distributive justice. Proponents of the formal justice approach criticize a 'redistribution approach' of necessarily implying that disabled people are labeled as a group with 'special needs'. However, such labeling can be avoided if we address the reshaping of social and physical environment in general redistributive terms without conceptualizing it as measures for disabled people, but as measures to meet a variety of

needs in the society. For instance, accessibility to various buildings for people with wheelchairs, people with children's carriers, people with less than 'normal' strength in arms require similar architectural and technical solutions.

The mission of realization of social justice and social citizenship of social services and assistance which are enforcement tools of social policy is to provide participation into social life of needy individuals, groups and communities as responsible and valuable members of society. In this context, social inclusion gives importance to eliminate 'us' and 'they' separation which is often created through physical, social and economic differences. Therefore, social inclusion includes the emphasis on the integration, social justice, social welfare and social responsibility against discrimination and labeling.

CHAPTER-4

RESEARCH DESIGN AND METHODOLOGY

4.1. Research Objective

Ensuring full and effective participation of disabled people in social life, with the benefits of rights and freedoms like other individuals is an important issue for economic and social development. This thesis aims to convert shopping malls as attraction centers for disabled people by developing service design regarding access of disabled people to shopping centers, movement inside the shopping malls and access to their dwelling. It is required that, service design and advice must be produced under this logic and also developing physical and social environment conditions should be done together with the shopping mall managers according to the determination of challenges of disabled people and expectations from shopping malls. With this way, shopping malls will become a place that disabled people can reach easily, shop in a convenient manner and spend their leisure time.

The state should have a design to meet the physical and social needs of disabled people at the highest level. In this research, this requirement is emphasized to highlight. The state should provide equal access to the disabled and nondisabled for transportation processes including streets, roads, and transport vehicles, providing a social welfare in the society.

The problems of disabled people do not show itself only in physical limitations, they face with many difficulties in every area of life. Approach of the society with the negative attitudes and prejudgment towards disabled people is amongst one of the most significant difficulties. Prejudices are often approaches regarding as discrimination. Discriminatory behavior practiced by nondisabled affect the person's social life.

Within the framework of these limitations, this thesis aims to determine the problems encountered by visually impaired and orthopedically disabled people, and make recommendations for solutions based on their expectations. The reason for choosing of disabled people having two different types of disabilities is that, when appropriate

conditions are provided for two groups of disabled people, they can fulfill their shopping on their own, without a companion.

4.2 Research Method

Qualitative research method is used in this study. Interviews not adapting to a certain structure are divided into two categories, unstructured and semi-structured interviews (Matthews and Ross, 2014). Semi-structured interview technique is widely used in social sciences. In semi-structured interviewing, it is possible for participants to respond more flexible, and also interviewer is able to direct questions based on the flow of the conversation. In addition to this, semi-structured interviewing is often one of the preferred methods, in order to gain in-depth knowledge of past experiences and thoughts of the participants (Bernard and Ryan, 2009).

Semi-structured interviews were conducted in İzmir where the researcher and respondents were located in İzmir. Nongovernmental organizations and social institutions which are Atatürk City Public Library (Atatürk İl Halk Kütüphanesi), Buca Disabled Association, Aegean Disabled Environment and Culture Cooperative (EGETEKO) were chosen to access the proper sample for the research. First, written permission documents were taken from the managers of the associations to do interviews with disabled people who are members of these associations. Also, to share the difficulties experienced by disabled people and expectations from the shopping mall with the marketing managers of a shopping mall in İzmir, was chosen, and another written permission document was obtained from the marketing managers of the shopping mall.

After the receiving permissions from the associations, the first part of the interviews was conducted with disabled people. Depending on the content analysis, which regulations serve for providing which necessary services in shopping malls were revealed and interview questions which will be asked to participants were determined in the light of this analysis. Semi-structured interviews with visually impaired and orthopedically disabled people were conducted at each association. These interviews were conducted between 28.11.2016- 25.12.2016. First, the socio-demographic characteristics of

respondents, careers, family life were identified within a natural conversation flow, to make respondents more comfortable when talking about this sensitive subject.

The questions asked in the interviews were related to the research questions. To understand the difficulties regarding access to the shopping mall and access to the dwelling, transportation related questions were asked. Questions include the reason for choosing shopping malls, the purpose of visiting shopping malls, difficulties in both shopping malls and access to shopping malls, and to their dwelling from shopping malls, and their expectations.

After receiving information about transportation, it was aimed to identify the challenges in shopping malls. Certain areas in shopping malls were taken into consideration when identifying these challenges, such as elevator, parking area, cinema, toilets, food courts, open area and security gateway in order to understand the expectations of disabled people in multiple areas.

Unstructured interviews focused on the problems of visually impaired and orthopedically disabled people and their solutions. Unstructured interviews help researchers to develop a better understanding of the interviewees' perspective of social reality (Zhang and Wildemuth, 2009). The researcher generates questions in response to the context, and moves conversation in a direction of interest. For that reason, the difficulties and the expectations of disabled people were shared with the managers of a popular shopping mall in İzmir in 21.03.2017. Also, it is considered that conducting an interview with the marketing managers of a well-known shopping mall can help to eliminate those problems by allowing new service improvements and giving insights to other shopping malls.

Since the study was designed as a grounded theory approach, data was collected in accordance with the requirements of this method. In grounded theory, data collection and data analysis steps were performed simultaneously. Therefore, data were analyzed after each interview. These analyses allow the emergence of new questions. According to Strauss, data analysis should be started as early as possible. The following interviews, codes and their relationships were shaped in the light of preliminary data (Strauss,

1987). In this process, the new research questions can emerge. By turning to data again and again, improvement of theoretical infrastructure was provided during the research.

4.3. Research Type

In this study, exploratory method was used for the research's specific purpose previously stated. In order to determine the nature of the problem, this type of research is not intended to provide conclusive evidence, but promotes a better understanding of the problem. For the purpose of this study, secondary data analysis was initially conducted to view the literature based on definition and classification of disabled people, legislative regulations and standards for disabilities, retailing and social marketing. Examining the content of the studies, samples were obtained regarding obstacles faced by visually impaired and orthopedically disabled people. In addition, the Internet was used to benefit from domestic and foreign relevant academic thesis and articles. Under the research scope, studies towards problems encountered in the social lives of disabled people were investigated as well.

Then semi-structured interviews were conducted with both visually impaired and orthopedically disabled people as primary data. After the difficulties faced were determined for access to shopping mall, inside the shopping mall and access to their dwelling, an unstructured interview was conducted with shopping mall manager and assistant of the manager. In this section, difficulties of disabled people and expectations from the shopping mall were discussed, and managers made recommendations, accordingly.

For the purposes of the study, the main and sub titles were composed and contents convenient to these titles were determined under the grounded approach.

4.4. Grounded Theory Approach

Yıldırım and Şimşek (2006) define the qualitative research as the study which employs qualitative research methods such as observation, interviews, and document analysis, and follows qualitative research process to reveal the perceptions in a realistic and

holistic manner. According to Lincoln and Denzin (2005), qualitative research employs multiple methods, and a natural interpretation of the topic.

In this study, grounded theory research method, one of the qualitative research designs, was selected. Grounded theory methods emerged from sociologists Barney G. Glaser and Anselm L. Strauss's (1965, 1967) successful collaboration. Glaser and Strauss's research team observed the process of dying in diverse hospital settings, focusing on explicit analytic treatment, and as a result created theoretical analysis of the social organization and temporal order of dying. Glaser and Strauss explored analytic opinions in conversations and exchanged preliminary notes by analyzing observations in the field. In their analyses of dying, they developed systematic methodological strategies which social scientists adopted for studying many other topics. Glaser and Strauss's book 'The Discovery of Grounded Theory (1967)' was the first work that explains the method, which was improved and used in the study regarding dying process, and discusses grounded theory approach. According to Glaser and Strauss, there are three purposes of the book: explaining the principles of the theory of grounding, showing the features and logic of the grounded theory, and legitimizing attentive qualitative research (Strauss and Corbin 1994).

The most common definition of grounded theory is as defined as follows:

“Grounded theory is a basic methodology collected systematically administered methods and formed from data analyzed to develop an inductive theory.” (Douglas, 2003)

In this research, it is aimed to build a theoretical foundation based on all the inductive data about difficulties experienced by the disabled people in shopping malls, and difficulties for the access to the shopping malls, and their expectations through data collected and analyzed by systematic way required by grounded theory.

In the 1960s, Glaser and Strauss fought the dominance of positivistic quantitative research. By 1990, grounded theory not only became known for its usefulness, but also for its positivistic assumptions. The flexibility and legitimacy of grounded theory

methods continues to appeal to qualitative researchers with varied theoretical and substantive interests (Charmaz, 2006).

Classic grounded theory (Glaser and Strauss, 1967; Glaser, 1978) emphasizes creating analyses of action and process. The grounded theory approach of simultaneous data collection and analysis enables the permit of these emphases as we shape our data collection to inform our emerging analysis. The theory developed during the research, and at the same time, interactions between data collection and analysis, are continuously performed. Grounded theory combines theory and data. Data collection, analysis and formulation of theory are mutually interconnected in a sense (Davidson, 2002).

A researcher's purpose of using grounded theory is to be able to explain a fact event in its social world. While using grounded theory, researcher collects data without the need for predetermined frames, allowing participants to reflect their own world and use their own words and expressions on the issue researched.

In this study, hypotheses to be tested due to the nature of grounded theory were undeveloped, and no existing theoretical basis relevant to the subject was adopted. The aim of this study is to associate the theories on the subject, instead of testing the theory. Research is initiated with empirical level (data collection) and terminated on conceptual level. In this study, at the end of the data collection, a conceptual diagram relating to the research subject was created showing theoretical saturation of the categories obtained by the researcher.

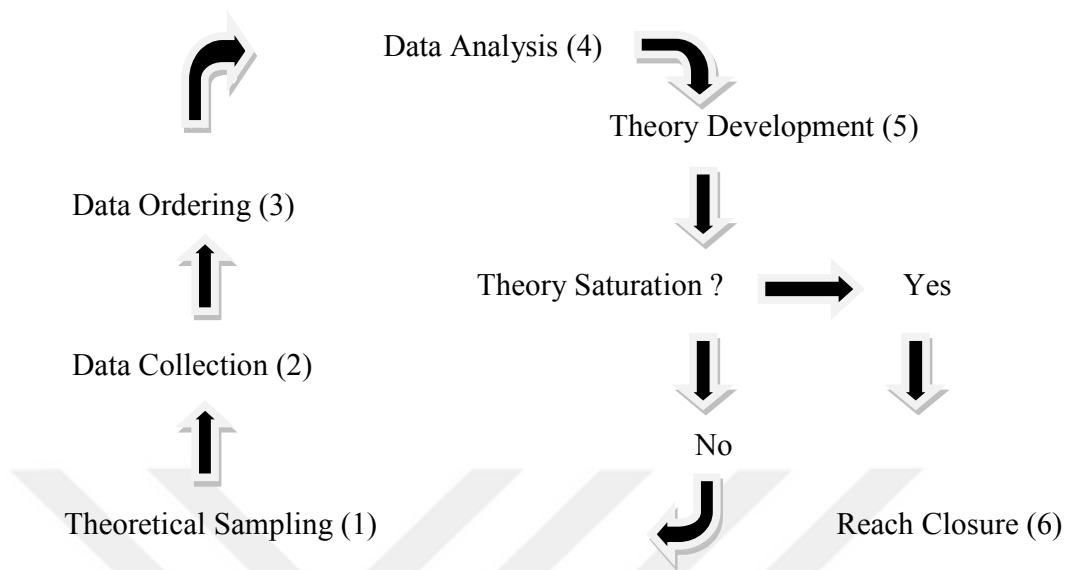


Figure 1: The Process of Building Grounded Theory

Reference: Pandit (1996)

4.5. Sample of the Research

Unlike quantitative research methods, in grounded theory the sample is not fully planned in advance, sampling is developed by the researcher throughout the research process (Strauss and Corbin, 1990). There is no specific sampling approach in grounded theory as in other qualitative research methods. The sample size in the study was determined in the framework of the principal of theoretical sampling on reaching theoretical saturation. In other words, the sample size depended on the research process.

In addition, in order to reach disabled people, snowball sampling was used. Thus sample of the study consists of disabled people, who are not easy to find. In this study, nongovernmental organizations and social institutions were used to reach both visually impaired and orthopedically disabled people. First of all, the researcher made contact with İzmir Governorship of the Disabled and Visually Impaired Federation, who directed the researcher to the managers of the following associations: Atatürk City Public Library, Buca Disabled Association manager, Aegean Disabled Environment and

Culture Cooperative manager. These people helped the researcher reach to volunteer disabled people.

The sample was composed of disabled people residing in İzmir. The sample is divided into two groups, visually impaired and orthopedically disabled people. It was aimed to achieve the elimination of obstacles in disabled people daily life and participation into social life for people having these two types of disabilities.

Totally, interviews were conducted with 20 disabled people. 10 were women and 10 of were men. 6 were visually impaired people and 14 were orthopedically disabled people. 4 orthopedically disabled people had myopathy, and 10 used a wheelchair. Interviews were conducted at the associations and at the library in order to provide convenience to the disabled people. All interviews were recorded with a tape recorder with the permission of respondents.

The demographic characteristics of disabled people, such as age, gender, occupation, marital status were taken into consideration. The demographic characteristics of 20 disabled people are as follows:

Table 3: Demographic Characteristics and Type of Disabilities of the Respondents

DEMOGRAPHIC CHARACTERISTICS AND TYPE OF DISABILITIES					
Interviewee	Gender	Age	Occupation	Marital Status	Type of Disability
Respondent1	Male	59	Engineer (Retired)	Married	Visual
Respondent2	Male	26	Student	Single	Visual
Respondent3	Male	57	Coiffeur (Retired)	Married	Orthopedic
Respondent4	Female	76	Housewife (Retired)	Single	Orthopedic
Respondent5	Female	63	Officer (Retired)	Single	Orthopedic
Respondent6	Male	53	Musician	Married	Visual
Respondent7	Male	56	Journalist (Retired)	Single	Orthopedic
Respondent8	Female	37	Student	Single	Orthopedic
Respondent9	Male	64	Repairman	Married	Orthopedic
Respondent10	Male	50	Machinist (Retired)	Single	Orthopedic
Respondent11	Male	30	Production Manager (Retired)	Single	Orthopedic
Respondent12	Female	47	Unemployed	Single	Orthopedic
Respondent13	Female	60	Unemployed	Single	Orthopedic
Respondent14	Female	52	Officer (Retired)	Married	Orthopedic
Respondent15	Female	56	Unemployed	Single	Orthopedic
Respondent16	Female	45	Unemployed	Single	Orthopedic
Respondent17	Male	45	Unemployed	Married	Orthopedic
Respondent18	Male	24	Student	Single	Visual
Respondent19	Female	19	Student	Single	Visual
Respondent20	Female	40	Student	Married	Visual

CHAPTER-5

ANALYSIS

5.1. Grounded Theory Approach Analysis

Theoretical sampling was also used as analysis techniques for qualitative data. Data collected as a result of interviews in the process beginning from the theoretical sampling to the theoretical saturation were analyzed in accordance with the principles of grounded theory.

Unlike many other types of the research, in grounded theory study, data analysis is carried out on small amounts of data. Data collected after immediately each interview was analyzed throughout the study. In this study, two points were taken into consideration when analyzing the data: making comparison of data continuously and applying encoding stages respectively. These activities are carried out simultaneously. When collected data was coded, data was maintained in a continuous comparison. As a result of this comparison, categories were formed from raw data. In coding method made by continuous comparison, experiences and opinions of different participants were compared; data in a category were compared with another category. The reason for applying this process, defined as continuous comparison method, is to reveal inherent theoretical elements.

By analyzing data, interviews recorded were decoded into the text line by line. Then coding was conducted with continuous comparison of data. Grounded theory analysis was carried out in three stages to achieve central categories that ideally describe the research subject.

5.2. Coding

The analysis of thesis is carried out through three type of coding which are open coding, axial coding and selective coding.

5.2.1. Open Coding

This initial step in coding assists in later decisions about defining our core conceptual categories. Open codes are provisional, comparative, and grounded in the data (Charmaz, 2006). They are provisional because the researcher aims to remain open to other analytic possibilities, and create codes that best fit the existing data.

In open coding, the first step of conceptual analysis, data collected by interviews were divided, compared and categorized. With the continuous comparison of data, the similarities and differences of data were revealed, and conceptual labels were given to them. Conceptual codes, such as “inability to find products on the shelves”, “lack of ramp”, “disrespect of society”. In a sense, data were broadly classified. Descriptive and conceptual codes were given to this selected situation.

5.2.2. Axial Coding

Axial coding is the second phase in coding. These codes are more directed and conceptual than word-by-word, line-by-line, and incident-by-incident coding (Glaser, 1978). This is achieved by using the most significant or frequent earlier codes to examine through large amounts of data. Axial coding requires decisions about which initial codes are most appropriate for effective and complete data categorization. This coding relates categories to sub-categories, and specifies the properties and dimensions of each category.

In the second stage defined as axial coding or theoretical coding, it was aimed to link the categories revealed as a result of open coding. Data were assembled again to make connection between categories revealed in open coding and sub categories having properties of these categories.

“Shopping Mall” category is a category revealed as a result of associated of open codes (inability to read numbers in elevators, inability to carry food in food court, products located between aisles etc.) with each other. Each piece of data has become characteristic of a higher-level category with axial coding.

5.2.3. Selective Coding

The final step is selective coding, which conceptualizes and explains relationships between categories in higher levels of abstraction. Categories and their mutual relations were integrated to create a storyboard in the final stage of data analysis. By creating core categories, it was aimed to ensure the integrity of research data. It is an important point that core categories are seen as themes. In this study, two core categories were identified: stating challenges disabled people encounter, and their expectations in different areas.

In the study, the first core category is “difficulties”. This core category constitutes sub-categories such as “shopping mall”, “municipality” and “society”. The “Expectations” category was determined as second core category, and was conceptualized in terms of “shopping mall”, “municipality” and “society”. Both core categories were explained in the form of a storyboard to reflect the integrity of collected research data. The final stage of process of data analysis was the determination of sub categories of core categories.

The core categories and their sub-categories which were revealed as a result of grounded theory are shown below.

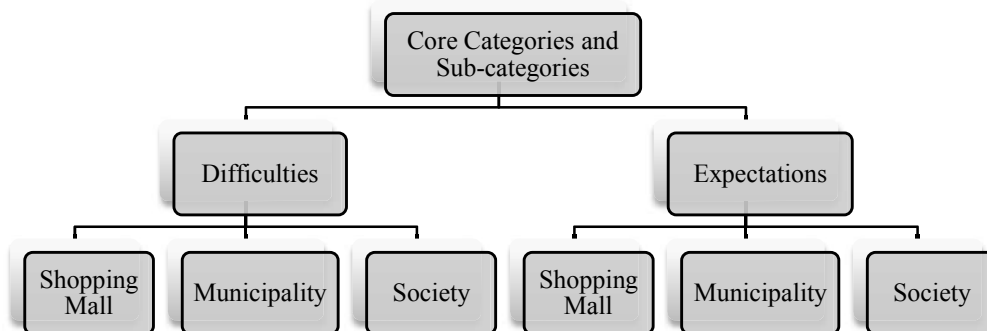


Figure 2: The Core Categories and Sub-categories Achieved As a Result of the Analysis of Grounded Theory

5.3. Validity and Reliability

In order to reach findings, interviews were conducted with disabled people who experience difficulties, which make them the main source of information. To obtain valid responses, it is necessary to create an appropriate environment for disabled people. Therefore, interviews were conducted in the associations where disabled people feel comfortable. Firstly, preliminary interviews were conducted in order to test questions were appropriate for disabled people or not. This pilot study had an important place in efficient and effective design of the interviews to be conducted. Questions found unsatisfactory were redesigned. After ensuring the interview questions were understandable and relevant to the purpose of the research, then interviews were conducted.

Interviews with disabled people were conducted between 28.11.2016- 25.12.2016 after taking into account weather conditions and buildings. For disabled people, not only space design is important but also weather should be convenient, rainy and snowy weather causes problems for people who use wheelchairs and crutches. Questions were asked by making explanations where there is a necessity.

As grounded theory was used in this research, the coding obtained from the interviews with disabled people was continued to be made until reaching theoretical saturation. After ensuring the iteration of the data, researcher stopped conducting interviews. This is important in a grounded theory to ensure reaching sufficient data. Additionally, each code was crosschecked by advisor of the thesis. Appropriate codes were formed.

After findings of the research had been acquired by the interviews conducted with disabled people, an interview was conducted with the marketing managers of shopping mall in İzmir on 21th of March 2017. Potential improvements in service designs were evaluated with the managers of the shopping mall, in the light of the opinion of the experts.

CHAPTER-6

FINDINGS

6.1. Findings from Disabled People

The questions posed to disabled people are evaluated with two different core categories which are difficulties and expectations. In this section, the difficulties experienced by disabled people and expectations of disabled people in different fields of daily lives are presented.

6.1.1. Difficulties Experienced by Disabled People

Unhealthy and unplanned urbanization lead to various problems in different areas of disabled people' lives (Gezen, 2014). However, it is a fact that unplanned urbanization causes larger problems to disabled people from different angles. Disabled people, who are unable to move independently, lose their movement area as a result of unplanned constructions and inadequate traffic regulations. Lack of designed roads, pavements and traffic in an appropriate manner are the major problems for disabled people. Also, urban area of disabled people is occupied because of insensitivity attitude of society.

For shopping mall, as Baker (1998) emphasized that the store environment and areas inside shopping mall such as elevator, toilet, parking area, food court, open area should be related to both retailer and disabled people since they need special service that is different from nondisabled because some attributes in a retailer may not conform to the disabled people. Also, negative attitudes and prejudice of nondisabled against disabled people are crucial problems that are affecting feelings of disabled people adversely.

The challenges experienced by the disabled people are not limited to the physical structure of the city. Disabled people experience difficulties in different areas of their lives. Society occupies the usage area of disabled people both in shopping malls. In this study, sub categories of core categories are formed based on the difficulties of disabled people. These sub categories are shopping mall, municipalities and society.

6.1.1.1. Shopping Mall

Disabled people experience difficulties related to shopping malls resulting from architectural inadequacy of design of shopping malls. In shopping malls stores' and cinema's managements do not depend on the general management of the shopping mall. Therefore, by determining the difficulties of shopping mall categorization was made under this logic.

Table 4: Difficulties Arising from Shopping Mall

Shopping Mall			
Store		Cinema	Shopping Mall Facilities
Interior Difficulties	Store Staff	Darkness	Security Gateway -Inability to retrieve belongings
Inability to read the price tags	Inconsistency in attitude of store staff	Inability to perceive details in film	Elevator -Inability to read the numbers -Crowdedness -Malfunction -Narrowness -Inability to access buttons
Occupation of ramps	-	The lack of platform for disabled	Escalator -Malfunction
Stairs	-	Inability to sit comfortably	Stairs -Inability to see stairs -The height of the stairs
Narrowness of changing room	-	Stairs	Toilet -The lack of disabled toilet -Inconvenient disabled toilets -Dirtiness -Queue in flush toilets -Creating disabled toilets separately like a third gender
Crowdedness	-	-	Food Court -Barriers at the food court

			-Inability to carry food -Crowdedness
Doors	-	-	Parking Area -Narrowness
Shelves	-	-	Open Area -Darkness -Lack of smooth ground -Architectural barrier
Narrowness of aisles	-	-	-

Table 4 (continued)

6.1.1.1.1. Store

6.1.1.1.1.1. Interior Difficulties

First, among store-related issues, disabled people complain about interior difficulties of the stores. These problems are associated with the shelves, price tags, aisles, ramps, stairs, doors, changing room and crowdedness of the stores. Visually impaired people have problem related to the price tags while orthopedically disabled people experience difficulties in ramps, stairs, changing room and crowdedness. Both visually impaired and orthopedically disabled people have difficulties in doors, shelves, aisles.

- Inability to read the price tags

The other issue is associated with the price tags. Visually impaired people especially express they cannot read the price tags of the products. A visually impaired complains about writing price tags on top. Store managers do not write the price tags in stores in alignment that a visually impaired can see.

“For example, we cannot read the price tags in stores. I do not face problem in exit and entrance but I cannot read the tags, I cannot see it.” (Respondent 18, Male, 24)

“When I buy a product, I cannot read the price of the product. It is also a problem.” (Respondent 2, Male, 26)

“They arrange the price tags upwards in stores, we cannot see as a result”.
(Respondent 2, Male, 26)

- Occupation of ramps

Ramps are crucial to enter into and exit from the stores for orthopedically disabled people. Orthopedically disabled people mention about occupation of these ramps by stores. When orthopedically disabled people enter to or exit from the stores in shopping malls, they faced with a difficulty lack of ramp. This problem derives from the layout of the stores.

“Stores cover the ramps with the products to display their products.” (Respondent 7, Male, 56)

“There is not any ramp nearby stairs in the store. There may be something there that I like.” (Respondent 12, Female, 47)

“None of our stores has disabled ramp. Unfortunately many places do not have a ramp.” (Respondent 3, Male, 57)

“Let’s say that I see a blouse in front of the door. There are three steps to buy this blouse. Then, I ask to the staff the colors of the blouse and she/he says me that it has pink, black colors etc.” (Respondent 8, Female, 37)

“Some stores have very convenient exits and entrances. The slope of ramp is quite fine, there. We are able to enter and go freely. However, we may experience problems in some of them when there is no ramp.” (Respondent 13, Female, 60)

- Stairs

Orthopedically disabled people also indicate the difficulty relating to not having ramps if there are stairs inside store. Store management does not pay attention to internal regulations. When they try to create an ambiance they may ignore the layout problems that orthopedically disabled people may have.

“They put in a few stairs in some shopping malls.” (Respondent 12, Female, 47)

- Narrowness of changing room

As orthopedically disabled people use wheelchair, space becomes important in areas including changing rooms. An orthopedically disabled emphasizes on this difficulty as follows.

“The changing rooms are very small. It is really difficult to dress and undress alone for us.” (Respondent 8, Female, 37)

- Crowdedness

Orthopedically disabled people experience challenges when stores are crowded. Particularly, disabled with myopathy faces with balance problem.

“If stores are crowded in shopping malls, there will be a problem.” (Respondent 4, Female, 76)

“For example, sometimes stores are too crowded. I find the balance difficultly. When I see people coming towards me, I panic. Most of the time I fell.” (Respondent 5, Female, 63)

- Doors

A visually impaired states that there is a difficulty in finding exit doors because he/she cannot count steps.

“There is no trouble in entrance but there is in exit. Sometimes there could be moments that I get confused because the area is large. When we go to the store’s interior depth, finding direction can be weakened. We cannot count specific points inside. Therefore, estimation becomes difficult.” (Respondent 6, Male, 53)

In shopping malls, some stores may have doors with sensor. These doors are opening and closing on their own. An orthopedically disabled emphasizes on squashing risk because of self opening-closing doors.

“In some places, doors are closing suddenly. Squashing risk happens at this situation. Even though the doors see you, they may close. Other than that, there is no problem for exit and entrance.” (Respondent 15, Female, 56)

- Shelves

A visually impaired states that place of the products changes in a shopping mall frequently. This continuous change of place of the products makes difficult to find the products. In stores, visually impaired people have also difficulty to find what they want on the shelves. Visually impaired people also experience with the difficulty about shelves standing above. They emphasize on these problems as follows:

“They often change the place of the products. There was a pullover at the point where you entered in the shopping mall before; there is a chocolate there now. They change consistently the place of products because they want to attract consumer attention. This makes difficult for people to find anything” (Respondent 1, Male, 59)

“You are looking at the shelves and looking for deodorant for men. I find deodorants but it is impossible to find ‘For Men’ deodorants.” (Respondent 1, Male, 59)

“We have difficulty in finding some products. Besides, it is not so bad.” (Respondent 20, Female, 40)

“They put the products at high; as a result of this we cannot reach even we know the place of products.”(Respondent 2, Male, 26)

Orthopedically disabled people face with difficulties relating to the shelves as well. They stress problem about accessing the products on shelves. Orthopedically disabled people also state that, they are not able to reach shelves standing at high because they use wheelchair.

“There is a problem about accessing the products that you would like to buy. But since they want to earn money, somebody comes and helps you immediately.” (Respondent 9, Male, 64)

“Access to the products inside stores is another difficulty for us.”(Respondent 15, Female, 56)

“Shelves are on top and our orthopedically disabled friends are unable to raise their arms. These should be taken into consideration”. (Respondent 11, Male, 30)

“You cannot take anything. The maximum length that you can reach is a human height”. (Respondent 17, Male, 45)

“Shelves are always on top. When I go to the store, I cannot reach products. We have to receive support from someone.” (Respondent 14, Female, 52)

- **Narrowness of aisles**

Due to narrowness of aisles in stores, passing space of disabled people becomes narrow and they have to pass through congested aisles. A visually impaired states this problem as follows.

“We crash to rayon and shopping trolley. I have, but I do not know other friends.” (Respondent 2, Male, 26)

Orthopedically disabled people emphasize on the same nuisance as follows.

“I do not go around inside the store because of narrowness.” (Respondent 13, Female, 60)

“Some aisles of the stores are too narrow, some of them are nice. When I would like to buy something, I tell to staff. Some places are very narrow and it is very difficult to go there with wheelchair.” (Respondent 12, Female, 47)

“Only this affects to us in stores: It is necessary to adjust the gaps in aisles and rayon considering baby carriage and disabled wheelchairs.” (Respondent 11, Male, 30)

In order to display wide variety of products, passing ways inside stores become narrow. Store managers do this to attract consumers, but it results in narrowed passing space of disabled people, especially for orthopedically disabled people.

“We generally encounter this: Stores selling different variety of products to place many types of products tighten passing space. Sometimes I have asked the staff to remove the things on the way and I have said: I want to pass here although I do not need to.”
(Respondent 9, Male, 64)

“Store aisles are narrow. In addition, ways are narrowed to display more products. You put one set to display in front of rayon. This is not enough and then you put the second set. Then my way is shrinking. Store is yours but money is mine, so I will not come to buy something.” (Respondent 7, Male, 56)

“Some stores are putting their products in the middle. It creates difficulty based on the size of the stores.” (Respondent 16, Female, 45)

6.1.1.1.2. Store Staff

Second, among store-related issues, disabled people complain about staff of stores. Both visually impaired and orthopedically disabled people express store staff sometimes pay attention to us but sometimes they do not. This creates an inconsistency in attitude of store staff to disabled people. Store staff also approach to disabled people uninterestedly. This difference depends on the different elements such as staff’s character, attitude, and workload.

- Inconsistency in attitude of store staff

Visually impaired people complain about inconsistency in attitudes of store staff and explain this issue as follows.

“It depends. Some of store staff care for you very well but some don’t at all.”
(Respondent 19, Female, 19)

“Generally store staff is fine. However; there are store staff who does not help at all.”
(Respondent 1, Male, 59)

“It varies by the place. Some of them look very interested in you; some of them are not interested at all.” (Respondent 2, Male, 26)

Orthopedically disabled people point out the same topic.

“In fact, this is related to the communication of the store staff with customers. Some are acting that you do not have any disability, some do not want to take on you.” (Respondent 14, Female, 52)

“When you enter the store, staff take care of you, of course. But the attitudes of people are changing. When you enter the store because you want just to have a look at the products, it sometimes creates an adverse action because staff want you to do shopping. Apart from that, it does not cause any problem.” (Respondent 4, Female, 76)

“Store staff are generally nice. But there could be a situation like this: If a bit more respectable customer enters the store, store staff leaves me alone and starts to take care of that customer when dealing with me. This does not only apply to me but also to the unimpeded.” (Respondent 7, Male, 56)

Store staff may act to disabled people uninterestedly. An orthopedically disabled explains this.

“I say to the girl: What colors does the blouse have? And she tells me that there are black and pink. She does not bring it. I say to her: May I look at the colors? She goes and does not come for hours.” (Respondent 8, Female, 37)

6.1.1.1.2. Cinema

Disabled people experience difficulty in the cinemas. Cinema management does not depend on the general management of shopping malls as well. Therefore, the management of cinema and film production company are responsible for these difficulties. Visually impaired people have difficulty in darkness, perception details in film. Orthopedically disabled people have difficulty in the lack of platform for disabled people and inability to sit comfortably in the cinemas. Both visually impaired and orthopedically disabled people are exposed to discomfort of cinema because of the stairs in the cinemas.

- Darkness

Because the movie theatre is dark, visually impaired people cannot see the stairs or choose their seats in the cinemas. Also, they slog on finding rise and fall.

“Dimness, darkness... There may be yellow strips in the cinema like on stairs. Darkness and colors which are not contrast. If cinemas are dark, then there is distress.” (Respondent 1, Male, 59)

“We cannot see the stairs sometimes. Rise and fall could be difficult.” (Respondent 2, Male 26)

“Because cinemas are dark, we cannot find our seats in the dark.” (Respondent 18, Male, 24)

In cinemas, when seats are written with small numbers, a visually impaired has difficulty in reading the number of the seats in the dark.

“It will be better if the numbers of the seats are written maximal such as B1. They wrote tiny.B1 can be capitalized.” (Respondent 18, Male, 24)

- Inability to perceive details in film

A visually impaired watches film in the cinema without seeing, they follow the story of the film by hearing. Visually impaired would like to catch the details of film which are not seen, as well.

“I am watching the film and catch all details, but I cannot see girl’s clothing style. My wife tells me that the girl’s dress is very absurd. Perhaps this is the very important detail of film. Because the boy uses a wheelchair in the film and he is impressed by the style of the girl. If I had watched this film alone, I’d have missed this detail absolutely.” (Respondent 1, Male, 59)

- The lack of platform for disabled people

Orthopedically disabled people cannot have a seat that they want. Cinema staff guide disabled people to have a seat to a ringside seat. It causes physical problems at the end of the film.

“The eyes become enormous at the end since you watch from the front. Because you cannot see the whole screen.” (Respondent 10, Male, 50)

“Cinemas are not like theaters. Cinemas have a smooth picture transition. So, you are sitting at the front. First, you are looking to the right and then you are looking to the left. That day, I had neck pain and my eyes were tired. We had a seat too close. I would want that there would be a band without stairs in any of aisles of the cinema hall. I can go with my companion. I want to have seat from front or behind or somewhere in the middle. But I think that there needs to be a place. I cannot go to the cinema and I dearly love to do. Except for the shopping malls, this applies to the other cinemas.” (Respondent 9, Male 64)

“We cannot go to the cinema because entrances are without stairs. They take us from the front door. There are emergency exists. We are sitting on the front in cinemas except for Forum Bornova. We are watching films in a bad position at all times. It will be better that they leave middle of the hall blank. It is a place which disabled can watch the films without disturbing anyone.” (Respondent 11, Male, 30)

- Inability to sit comfortably

Orthopedically disabled people with myopathy cannot have a seat in cinema for hours. Because of that reason, conditions should be appropriate for them.

“I do not go to the cinema. Because I do not sit there comfortably. I need to lie. I cannot sit very long time.” (Respondent 5, Female, 63)

- Stairs

Both visually impaired and orthopedically disabled people experience difficulty in stairs in the cinemas. A visually impaired does not see the stairs.

“In cinemas, there is stairs problem. We cannot see the stairs in the dark. Raise and fall is very difficult for us.” (Respondent 2, Male, 26)

Orthopedically disabled people have the same problem but from different aspect. Since entrances are not appropriate and have stairs, staff take orthopedically disabled people in using other entrances.

“Because entrances are not convenient for us, we enter the cinema from different locations. People may desire but can never go.” (Respondent 15, Female, 56)

“My daughter never takes me to the cinemas because of the stairs, for instance.” (Respondent 4, Female, 76)

“We have to go to cinemas which are without stairs. I do not want to bother to people by embracing me.” (Respondent 8, Female, 37)

6.1.1.1.3. Shopping Mall Facilities

Apart from the store-related and cinema-related issues, disabled people experience difficulties in some areas of the shopping mall including security gateway, elevator, escalator, stairs, toilet, food court, parking area and open area. Due to having different types of disability, visually impaired and orthopedically disabled people state that their difficulties differ a lot.

6.1.1.1.3.1. Security Gateway

Firstly, security gateway may create difficulty for the disabled people, especially visually impaired people.

- Inability to retrieve belongings

When disabled people pass through the security gateway, they are unable to take back the belongings because they cannot catch the passing.

“When my wife is with me there is no problem, but when I go alone there is. Security staff ask me to leave my phone on the band and I leave my phone. However, I cannot take it back at the end of passing through the band.” (Respondent 1, Male, 59)

6.1.1.1.3.2. Elevator

Second, among the areas of shopping mall, disabled people encounter difficulties regarding elevator. The only problem in elevator of visually impaired people is inability to read numbers. However, orthopedically disabled people experience difficulties concerning crowdedness, malfunction, narrowness of elevators and accessing buttons in elevators.

- Inability to the read numbers

Visually impaired people express that they are unable to read the numbers in elevators

“If I get on the elevator alone, I cannot read the number. As I do not see, I cannot read whether I push to fourth floor or fifth.” (Respondent 1, Male, 59)

“I cannot read the buttons of floors on elevator like 1,2 or -1,-2. The help of someone is needed.” (Respondent 20, Female, 40)

- Crowdedness

Shopping malls are visited by a lot of customers. Because of this reason, orthopedically disabled people suffer from crowded elevators.

“A crowd of people emerges. At that time, I’m in big trouble. After I get on the elevator, there are people who get on and get off the elevator. People push at me.” (Respondent 5, Female, 63)

“Elevators are very crowded.” (Respondent 8, Female, 37)

- Malfunction

Some of orthopedically disabled people points out that elevator are out of order. They have big trouble at that time.

“If elevator is out of order in a shopping mall, then I never go up. I do not want people embrace me. I do not want to excruciate to someone. I’m staying on that floor.” (Respondent 8, Female, 37)

“Under normal conditions, an elevator lifts maximum 3 or 4 disabled people using wheelchair. When a lot of people get on elevator, it breaks down. However, we are again victims.” (Respondent 11, Male, 30)

“Sometimes elevators may be out of order. Particularly in shopping malls, we experience the problem of malfunction of elevator.” (Respondent 16, Female, 45)

- Narrowness

Because orthopedically disabled people use wheelchair, they suffer from narrowness problem in elevators.

“Elevators should be a little wider. We should be able to get on; disabled who uses a wheelchair and do not use wheelchair should be able to get on elevators.” (Respondent 15, Female, 56)

“Also, elevators are too small in shopping malls.” (Respondent 12, Female, 47)

- Inability to access buttons

The other issue is associated with buttons in elevators. Orthopedically disabled occupies in wheelchair, they are unable to access buttons above.

“When you enter the elevator, please look at the position of the buttons. Imagine that you sit down and you cannot upraise your arm. We have some friends who are unable to upraise their arms. Buttons should be up to the breast. They should be arranged based on your hand. This is an important detail. We face with this, as well.” (Respondent 11, Male, 30)

6.1.1.1.3.3. Escalator

Escalator is different area that only orthopedically disabled people indicate having problem.

- Malfunction

Orthopedically disabled people using escalator emphasize on going south of the escalator in shopping malls.

“If escalators run (they are out of order in some places), I can go downstairs or upstairs easily.” (Respondent 5, Female, 63)

6.1.1.1.3.4. Stairs

Third, stairs in shopping malls pose a risk for both visually impaired and orthopedically disabled people. Visually impaired people experience with problem related to inability to see stairs. Orthopedically disabled people slog on the height of stairs. Both visually impaired and orthopedically disabled people experience the danger of falling down from stairs.

- Inability to see stairs

A visually impaired points out that they cannot see stairs in shopping malls.

“We cannot see each step of the stairs. Our foot trips and we fall.” (Respondent 2, Male, 26)

Visually impaired people need colors that would create contrast. Visually impaired people are able to see more clearly the surrounding by help of such colors. In the same way, this applies to the stairs.

“The colors of stairs are similar. We have to scrape our feet when we climb up the stairs.” (Respondent 18, Male, 24)

- The height of the stairs

An orthopedically disabled with myopathy slogs on to take a step if there are high stairs.

“Stairs...I cannot go up places having stairs easily. If the places of stairs are high, I slog on to take a step. When we go to the place like this, my son or my wife embraces me since I cannot take a step.” (Respondent 3, Male, 57)

Visually impaired people emphasize on danger of falling down from stairs. This fact creates a fear in the mind of disabled people. As it can be seen from the statements, they have to be careful with their movements in a shopping mall.

“Our foot stumbles on the stairs, for example. We first grab somewhere and are hardly able to climb up the stairs. We are moving very slowly.” (Respondent 2, Male, 26)

“To illustrate, we think that there is not any stairs but there is or we think that there is stairs but in fact there is not. Our foot trips and we fall.” (Respondent 18, Male, 24)

An orthopedically disabled faces with the same fear.

“Stairs with steps are not comfortable since the risk for falling down is too high. Actually, I do it but my wife does not allow me to. She still loves me, thank you!” (Respondent 17, Male, 45)

6.1.1.1.3.5. Toilet

Another area where disabled people experience difficulty in shopping mall is toilets. In fact, visually impaired people do not have any distress in toilets but orthopedically disabled people encounter many challenges including the lack of disabled toilets, inconvenient disabled toilets, dirtiness and queue in flush toilets.

- The lack of disabled toilets

Orthopedically disabled people need disabled toilets except for toilets used by nondisabled.

“Our major requirements are proper toilets and elevator. We face with a problem when there is no toilet.” (Respondent 12, Female, 47)

“It is required that there need to be disabled toilets. There are some places not having disabled toilets.” (Respondent 3, Male, 57)

“It is fact that there are not toilets everywhere.” (Respondent 8, Female, 37)

- Inconvenient disabled toilets

Convenience of disabled toilets is another important thing for orthopedically disabled people. There are disabled toilets but some of them are constructed improperly. As orthopedically disabled people have difficulty in inward opening door, they indicate the need for an outward opening door.

“Entrance of the disabled toilets does not comply with Turkish standards. Orthopedically disabled with wheelchair cannot enter the toilet or the doors of toilets do not close.” (Respondent 14, Female, 52)

“There is a problem related to disabled toilets in shopping malls. Bars inside the toilets are not appropriate for us.” (Respondent 12, Female, 47)

“There could be a problem in Agora’s toilets. They are small, narrow and not appropriate.” (Respondent 16, Female, 45)

“Since they do not have any information whether it is appropriate for disabled or not, they are doing all of the things depend on what they want. Disabled toilets’ door should be outward in terms of safety.” (Respondent 7, Male, 56)

Flashing lights are opening and closing on their own. People generally need to move their body to activate it again. However, orthopedically disabled people are not able to do such movements.

“My biggest problem is bar, squat toilets and lamp with sensor in toilets. You know flashing lights that you are moving your hand or arm. While I am up, the lamp lights up and I am sitting. Utter darkness... I wave my hand or arm.” (Respondent 12, Female, 47)

When toilets are constructed narrowly, orthopedically disabled people squash into toilets.

“This happens sometimes in toilets. There could be a problem in Agora’s toilets. They are small, narrow and not appropriate.” (Respondent 16, Female, 45)

Orthopedically disabled people with myopathy experience difficulty in squat toilets. They complain about sitting down and getting up.

“My biggest annoyance is squat toilet.” (Respondent 12, Female, 47)

“I suffer if toilets are squat toilets. Because when I stoop, the moment I want to stand up is death for me. I hold on uncleaned walls to stand up. Did I make myself clear? These things really happen. I have too much difficulty in this. For instance, I was at Karşıyaka on this Sunday. I encounter such a toilet that I strain. When I strain, I feel discomfort.” (Respondent 5, Female, 63)

Another problem experienced by disabled people in toilet is associated with both bidet nozzle and taps in front of the lavabo. An orthopedically disabled with myopathy expresses difficulty in reaching bidet nozzle because of having a problem with one hand. The disabled wants people to make bidet nozzle for both right hand side and left hand side. Another orthopedically disabled has difficulty in taps below.

“They are putting taps below in flush toilets. When I stoop, there is a terrific pain. Now, I feel also a terrific pain as I reach out my hand to you. You can touch it and you will see how I strain.” (Respondent 5, Female, 63)

“Bidet nozzle must be placed on both sides of the toilet. It is a small detail but it really complicates the life of a disability group. A disabled must open the tap before sitting. In fact, this is very simple.” (Respondent 11, Male, 30)

An orthopedically disabled indicates that disabled toilets are misused in some public enterprises including shopping malls.

“Disabled toilets are used as cleaning store or material store in shopping malls, public enterprises and public places.” (Respondent 7, Male, 56)

- Dirtiness

Orthopedically disabled people complain about the toilets which are not cleaned.

“There are toilets which are not cleaned. I do not approve this and go to the toilet. Due to the myopathy, I have sitting problems and also different problems. That’s why, I have difficulty.” (Respondent 3, Male, 57)

“Even there are disabled toilets, they are not clean. Only hospitals’ toilets are clean. Because of that reason we go to nearest toilets which are in hospitals.” (Respondent 8, Female, 37)

- Queue in flush toilets

When shopping malls are crowded, toilets are also affected because of this crowd. Orthopedically disabled people have to wait in the queue of flush toilets.

“A strange queue occurs in front of the flush toilets. I have a big panic since I feel that I would miss my bus. If I wait in the queue, I will save more time. Both sitting there and standing up are big issue.” (Respondent 5, Female, 63)

- Creating disabled toilets separately like a third gender

In some places, disabled toilets are constructed under separate cover. These toilets are not inside the toilets for men and women. Therefore, orthopedically disabled people perceive this as discrimination.

“For example, our friends need a companion to help in toilets. I oppose that there are toilets for men, toilets for women, and toilets for disabled as if they were a third gender. There should be toilet for disabled inside toilets for men and a toilet for disabled inside the toilet for women. The important thing is to make appropriate standards. All of them should be under a single roof without any discrimination.” (Respondent 11, Male, 30)

“There is a perception actually here. They divide human race into three: men, women and disabled. They do not split disabled toilets into women and men. There is only disabled toilet. In many organizations including shopping malls, there is only one disabled toilet; both men and women use this toilet together. There is no distinction as men and women. They suppose that we are the third gender. You are a woman and I cannot understand you as a man, while you cannot understand me. Then you should ask me if you want to do something for me.” (Respondent 7, Male, 56)

6.1.1.1.3.6. Food Court

Food court is another area that needs to be focused on in shopping mall. In a food court, disabled people experience with different problems. They cannot meet their requirements freely in that area. Orthopedically disabled people complain about barrier in front of the self service. Both visually impaired and orthopedically disabled people have difficulty relating to carrying food and crowdedness of food court.

- Barriers at the food court

An orthopedically disabled indicates that, in some places there is a barrier in front of the self-service in the food court.

“There is a barrier in place where you take self-service. You have to push it with your hand. This barrier buggers around because you carry tray. Sometimes you buy stew. Do you know what I mean?” (Respondent 17, Male, 45)

- Inability to carry food

Particularly visually impaired people need help of someone for carrying food.

“I have no troubles because I go with my wife. I suppose I cannot carry food myself. If I do it myself, there may be crash. I cannot put food on the table after I bought self service food on my own.” (Respondent 1, Male, 59)

“There are challenges in the food court. We cannot buy food and put them on the table ourselves.” (Respondent 19, Female, 19)

“We cannot meet this requirement ourselves. There is no problem if self-service is closed. However, for the food that we buy as self-service, we need to definitely use help of someone who can see. This is because we do not know the environment.”(Respondent 6, Male, 53)

This also applies to orthopedically disabled people as well.

“I cannot bring the things to table especially coffee and tea in the food court. I would definitely spill. When I want to be careful, I strain and then spill the food.” (Respondent 5, Female, 63)

“I cannot carry the tray. I have to say to someone, but I cannot ask it anywhere. My left hand does not work, the other hand depends on command.” (Respondent 12, Female, 47)

Visually impaired and orthopedically disabled people suffer from difficulty in carrying food and this results in crash in the food court. Visually impaired people emphasize on this as follows.

“It is impossible to buy food and put them on the table by ourselves. We can crash with other people and split them.” (Respondent 19, Female, 19)

“There is no problem in your home. But since you do not know the environment outside, there may be a variety of accidents, for example a crash may occur. You can split the food that you buy. Therefore, you use help from others.” (Respondent 6, Male, 53)

“You need to be careful to prevent crash while you are going to the table.” (Respondent 20, Female, 40)

For orthopedically disabled people, wheelchairs can be a risk while they are passing through tables.

“How can I pass with my wheelchair? Disabled having crutches or visually impaired may crash to tables. Customers are disturbed because of that.” (Respondent 7, Male, 56)

- Crowdedness

Crowdedness of shopping mall reflects on crowdedness of food court as well. This prevents movements of the disabled people.

A visually impaired expresses this crowdedness.

“Food courts are too crowded.” (Respondent 18, Male, 24)

Likewise orthopedically disabled people are unhappy with such crowdedness.

“Businesses are trying to put too many tables and chairs to attract customers. They forced us to change the direction of the chair when we go to the shopping malls. They are planning this without thinking about it. Sitting becomes difficult for me.” (Respondent 14, Female, 52)

“You move slowly, people are accumulating on your back. They are impatient and try to pass you.” (Respondent 17, Male, 45)

Because of the crowded food court, a disabled cannot find a chair in the food court. An orthopedically disabled complains about this as disabled with myopathy.

“You want to have a seat but there are no chairs. There need to be another area that disabled can sit. That would be good. They see me, my foot is really bad.” (Respondent 3, Male, 57)

6.1.1.1.3.7. Parking Area

In addition such areas of the shopping mall, orthopedically disabled people have difficulty in parking area about narrowness.

- Narrowness

An orthopedically disabled’s opinion is on being constructed of parking area more widely.

“Parking areas need to be constructed more widely. Here, the biggest problem derives from people.” (Respondent 17, Male, 45)

6.1.1.1.3.8. Open Area

Open area is one of the areas where disabled people have difficulty. Visually impaired people have difficulty in open area in the dark, while orthopedically disabled people suffer from the lack of smooth ground and architectural barriers.

- Darkness

A visually impaired person's view becomes narrow in the dark open area. Such areas are required to be enlightened.

“When the night is dark my view decreases. That's why; I need to have someone by my side absolutely. But there is no problem during daytime.” (Respondent 20, Female, 40)

Orthopedically disabled people have different problems with open area.

- Lack of smooth ground

When ground is not smooth in open area of shopping malls, orthopedically disabled people are imperiled due to using a wheelchair. Shopping malls may lay nostalgia stones in open area to create ambience. Orthopedically disabled people also suffer from these stones.

“For example, when paving is not proper this creates danger to us. We could be attached and our crutches could be attached. Our wheelchairs are shaking. This also applies to visually impaired people.” (Respondent 14, Female, 52)

“In general, there are nostalgia stones everywhere. They are trying to create nostalgia. One day, I want to make those people sit on a wheelchair and have a tour around. Let's see how they react. I swear to you that organs inside of me replace. I already have toilet problems. I need toilet. It happens mostly in Kemeraltı and shopping malls as I said. They have such stones there. I am uncomfortable with that stones. I do not know what I will say to whom. I want to smooth asphalt. I am happy with asphalt and I do not want nostalgia. I want to go to proper places, I want to travel more.” (Respondent 12, Female, 47)

“There is a problem in the open area because of the stones in shopping malls such as Forum Bornova and Mavibahçe.” (Respondent 16, Female, 45)

- Architectural barrier

Sometimes there may be missing points while shopping mall would like to do architectural design. Architectural barrier in the open area of shopping malls may obstruct passing of orthopedically disabled people.

“Let’s say they have constructed ramp that fits the entrance. But there is a large water slot where the ramp ends. So, they missed the point how we swing it.” (Respondent 17, Male, 45)

6.1.1.2. Municipality

Disabled people experience difficulties related to municipality. Such difficulties arise out of the vehicle, road, station and driver. Thus, a categorization was made under this logic by determining the difficulties of disabled people.

Table 5: Difficulties Arising from Municipality

Municipality			
Vehicle	Road	Station	Driver
Nonadmission of companion to the disabled bus	Lack of pavement	Lack of emergency door at a subway station	A bus driver that applies the brakes suddenly
Inability to read the bus number	Lack of contrast color of the pins	Lack of a ramp at bus stops	-
The height of the bus steps	Silenced motorbikes with battery	The ramps being away from bus stops	-
-	Lack of ramp	Malfunction of elevator at stations	-
-	Improper roads	-	-
-	Malfunction of traffic light	-	-
-	Traffic jam	-	-
-	Hazardous pavement	-	-
-	Stairs on roads	-	-

6.1.1.2.1. Vehicle

First, disabled people experience difficulties related to vehicle. While visually impaired people have difficulty in nonadmission of companion to the disabled bus and reading the bus number, orthopedically disabled people suffer from the height of the bus steps.

- Nonadmission of companion to the disabled bus

Since companion does not have a card for transportation, the companion cannot get on the disabled bus and accompany the disabled.

“There are disabled buses. There is a bus taking just disabled on the street. Companion cannot get on the bus and they cannot benefit the bus. If companion has also a card, we can get on the bus together.” (Respondent 1, Male, 59)

Visually impaired people need companion when they take the road. Disabled people have disability card to get on the bus, but companion of the disabled people would like to take disability card as well.

“I cannot move alone. I have a disability card. It is required to have a card for companion.” (Respondent 1, Male, 59)

- Inability to read the bus number

Visually impaired people have a problem to read the bus number.

“We cannot read the bus numbers. This could be a problem. There is not anything else.” (Respondent 2, Male, 26)

“I am having trouble to read the bus numbers on the buses.” (Respondent 6, Male, 53)

“There need to be someone with us. If we go to the shopping mall by bus, we cannot see the numbers of buses.” (Respondent 20, Female, 40)

Orthopedically disabled people have difficulty in buses relating with the stairs.

- The height of the bus steps

Orthopedically disabled people slog on going down and going up the stairs of the bus because of the height.

“When I was getting off a municipality bus, I could not do that. The door was opened, but I could not get off the bus. Because of the stairs I fell.” (Respondent 3, Male, 57)

“I cannot get on the bus. Steps are too high. I have to go up by clinging with both hands. It results in a terrific pain in my arms’ muscles.” (Respondent 5, Female, 63)

6.1.1.2.2. Road

Second, road is the point that both visually impaired and orthopedically disabled people have difficulty in. Visually impaired people experience difficulties when they face with the lack of pavement, lack of contrast color of the pins on roads, silenced motorbikes with battery, lack of ramp while orthopedically disabled people suffer from improper roads, malfunction of traffic lights, traffic jam, hazardous pavement and the height of the stairs on road. Both visually impaired and orthopedically disabled people suffer from many problems because of the stairs on road.

- Lack of pavement

A visually impaired indicates that municipalities apply something on the road like rubber instead of pavement.

“There is no pavement. It is impossible for even nondisabled to walk on the pavement. They make ‘Barrier-free life’ for Izmir. How do we overcome obstacles just by putting something like rubber?” (Respondent 1, Male, 59)

- Lack of contrast color of the pins

Pins are imposed on the road to prevent cars from parking. A visually impaired cannot see these pins on road.

“They are putting pins because cars are parking on the road. The colors of pins are not contrast.” (Respondent 1, Male, 59)

- Silenced motorbikes with battery

Motorbikes with battery on roads cause danger since a visually impaired cannot hear that motors are coming.

“For example, motorbikes with battery on the road are very dangerous to me. Because I can hear aurally that cars are coming. Once I am convinced that there no cars coming, I

cross over. But motorbikes with battery do not give this opportunity aurally.”
(Respondent 1, Male, 59)

- Lack of ramp

After a visually impaired gets off the transportation vehicle, they would like to use ramp instead of stairs thanks to easiness of the ramp.

“Stairs can be a real trouble. Some shopping malls have ramps, some have stairs. Stairs cause distress to us. It would be better if all of the shopping malls have a ramp. It is easier to go up and down the ramp.” (Respondent 2, Male, 26)

- Improper roads

Orthopedically disabled people complain about improper roads and road works.

“We are on the biggest issue. Poor roads, chuckhole, digging of roads... The other day, I was attached to loophole and then fell, for example.” (Respondent 16, Female, 45)

“Poor roads... A bullet passed inside me and my spinal cord was splintered. Half-hour inner city travel tires people like 5 hours journey because of poor roads.” (Respondent 17, Male, 45)

On roads, poor ramps can also be problematic for orthopedically disabled people as it is clear in their expressions.

“The lack of appropriate ramps in some places is distress. There are ramps but not appropriate for us. Transportation, road are trouble.” (Respondent 16, Female, 45)

“I do not remember which place was it. But there was a ramp there. The ramp was standing upright. What is the ramp good for? You say to man ‘please can you help me?’ They create a barrier to disabled.” (Respondent 10, Male, 50)

Because of poor roads, orthopedically disabled people hang by a thread of falling.

“Poor roads, chuckhole, digging of roads... The other day, I was attached to loophole and then fell, for example.” (Respondent 16, Female, 45)

- Malfunction of traffic light

When traffic lights are out of order and orthopedically disabled cannot go through the traffic lights.

“I went through an event in Optimum. Traffic lights had a problem. I cannot stop on traffic lights and they do not work properly. I need to go to the opposite side. Also, I have to go to the pavement of shopping mall. But it does not function correctly in a systematic way.” (Respondent 9, Male, 64)

- Traffic jam

Orthopedically disabled people point out that traffic jam can create stress and be an obstacle for transportation.

“As I said traffic... It is really hard to reach somewhere in traffic. We have to be exposed to traffic jam since we use public transportation.” (Respondent 14, Female, 52)

“We have this kind of problems. Besides that, there is traffic jam, stress.” (Respondent 17, Male, 45)

- Hazardous pavement

Incorrect positioning of pavement can harm orthopedically disabled people and make their life difficult.

“I broke my foot twice because of pavements. I sprained my ankle on the pavement. Disabled people need to be an acrobat on the pavement. I express this everywhere I go. The managers of the city who are nondisabled should sit on a wheelchair and show around. Then we will see whether they can go or not. You give their family whether they can walk or not.” (Respondent 3, Male, 57)

“I swear when I went to visit my friend living in Karşıyaka. To get on the bus, we make neighborhood tour. I belong to Konak district; I am responsible for those districts. I say that I am not responsible for your region Karşıyaka. You will submit a petition with your name, surname and tr identity number. Then they put processing your request. Yesterday

for example, to get on bus 121 we had neighborhood tour in Bostanlı.” (Respondent 8, Female, 37)

“On roads, there are generally pavement problems.” (Respondent 15, Female, 56)

- Stairs on roads

Stairs can create danger for both visually impaired and orthopedically disabled people. Visually impaired people emphasize on problem relating to stairs as follows.

“Stairs cause problem for us. There should be a ramp everywhere.” (Respondent 2, Male, 26)

“Stairs are usually problem for us.” (Respondent 6, Male, 53)

Orthopedically disabled people are confronted the same difficulty.

“You are sure to encounter three or five stairs everywhere you go.” (Respondent 14, Female, 52)

“Some places are very nice. Ramps suit us. However, there are some places having steps. You cannot go up the steps. They put ramp but there is a step before the ramp. How do I swing this step? I need to ask for help of someone.” (Respondent 12, Female, 47)

“Because of the ramps, stairs we faced with difficulties.” (Respondent 16, Female, 45)

On the road as stairs are problem for orthopedically disabled people, the height of the stairs can also create difficulty.

“Stairs are too high. I cannot raise my feet although I do not use a wheelchair or crutches.” (Respondent 3, Male, 57)

6.1.1.2.3. Station

Third, orthopedically disabled people have difficulty at stations including bus, subway stations until they reach to shopping mall or their dwelling. These difficulties are lack of

emergency door in subway station, lack of ramp at bus stops, being far away of ramp from bus stops, malfunction of elevator at stations.

- Lack of emergency door at a subway station

An orthopedically disabled states that there is no emergency door in subway station.

“On my route, there are no emergency doors. In fact, all the routes need to be proper. They know that there are no emergency doors.” (Respondent 11, Male, 30)

- Lack of a ramp at bus stops

At some bus stops, there are no ramps constructed to get on or get off the bus for orthopedically disabled people.

“We have talked about the ramp. There are some situations that there are no ramps to get on the bus in some stops. Let me tell you that we enforced them to be made one or two in Halkapınar. However, there are no ramps at Şirinyer bus stop to get on the bus.” (Respondent 9, Male, 64)

- The ramps being away from bus stops

An orthopedically disabled emphasizes on the distance of the ramp to the bus stops.

“In the city, there are so many difficulties. There are not any ramps nearby bus stops. You need to go long distances over a long time. These are such difficulties.” (Respondent 14, Female, 52)

- Malfunction of elevator at stations

Sometimes elevators at subway stations may be out of order. At that time, orthopedically disabled people have difficulty in accessing the shopping mall and their dwelling.

“If we include public transportation such as subway and İZBAN, the elevators of most of them are out of order. It is really hard to use elevators. We have to use escalators sometimes.” (Respondent 7, Male, 56)

“When an elevator is out of order, if I am in subway, I have to go one subway stop further. I have to go one step further to exit to the opposite line.” (Respondent 8, Female, 37)

6.1.1.2.4. Driver

Disabled people may have difficulty in public transportation because of the driver’s attitude. An orthopedically disabled emphasizes on this issue as follows.

- A bus driver that applies the brakes suddenly

An orthopedically disabled with myopathy tells about bus driver’s braking. Because of the braking suddenly, a disabled feels pain in muscles.

“As I said I cannot get on and get off the bus. If you are on your feet, drivers brake suddenly and then stop. At that time, while I am clinging I feel all of my muscles’ pain.” (Respondent 5, Female, 63)

6.1.1.3. Society

Disabled people experience difficulties associated with society. Insensitive attitude of society leads to the prevention of area of usage of disabled people. Also, individuals in society have different point of view to disabled people. This view affects the feelings of disabled people adversely. Therefore, a categorization was made based on the difficulties of disabled people arising from the occupation of disabled people area (tangible) and the view of the society (intangible).

Table 6: Difficulties Arising from Society

Society	
The Occupation of Disabled People Area (Tangible)	The View of Society (Intangible)
Occupation of disabled bus seats	Insensitivity of society
Fast cars	Being swindled
Leaving out shopping trolley in parking area	Conscienceless society
The use of elevators by nondisabled	Discrimination by society
Not giving a seat to disabled in public transportation	Sensitivity of society
Parking car on the disabled parking area	Prejudiced behavior of society
Occupation of disabled road	Disrespect of society
Occupation of pavement	-

6.1.1.3.1. The Occupation of Disabled People Area (Tangible)

The areas allocated to disabled are occupied by nondisabled. Such occupation may appear as occupation in many fields such as road, pavement, parking lots and even elevator. Disabled people experience difficulties which arise from the society in both urban transportation and shopping malls. Visually impaired people complain about occupation of disabled bus seats by nondisabled, fast cars on road and leaving out shopping trolley in parking area while orthopedically disabled people complain about the use of elevators by nondisabled, not giving a seat to disabled in public transportation, parking car on disabled parking area. Both visually impaired and orthopedically disabled people experience difficulties when disabled roads and pavements are occupied by nondisabled.

- Occupation of disabled bus seats

On buses, disabled bus seats are used by nondisabled according to one visually impaired person.

“There is no giving a place to disabled in buses. Disabled people have a place on the bus and have a seat on the bus. But, other people including children are sitting there.”
(Respondent 1, Male, 59)

- Fast cars

A visually impaired mentions people that drive cars fast.

“For instance, you are parking the car somewhere. When you want to cross over, cars are coming too fast.” (Respondent 2, Male, 26)

- Leaving out shopping trolley in parking area

A visually impaired person’s problem is leaving out customers’ shopping trolley in parking.

“Customers throw out their shopping trolleys in the parking area. They do this all the time.” (Respondent 2, Male, 26)

- The use of elevators by nondisabled

The use of elevators by nondisabled is one of the major issues among problems with elevators of shopping mall. This problem is again people-oriented as many orthopedically disabled people highlight.

“We have difficulty in elevators. Nondisabled people are using elevators. You are disabled and you wait for the elevator for a long time. Elevator comes and they get on the elevator while they are looking at you eyes. I raise my hand and I say ‘may I also get on the bus? I am disabled’. It is necessary to give priority to us. I refrain from saying anything to them. It is also something we encounter.” (Respondent 3, Male, 57)

“In small elevators, we experience difficulty. Society cannot empathize with us. They try to get on the elevator primarily instead of giving priority to disabled people. Even we are surprised to society’s approach.” (Respondent 14, Female, 52)

“One of the challenges we face mostly in elevator is insensitivity of nondisabled. They prefer to use elevators instead of escalators. As a result, we have to wait. Our wheelchairs are battery-operated ones. Our friends have a little heavier model of them. The weights of such models are equal to 3 or 4 human weights.” (Respondent 11, Male, 30)

- Not giving a seat to disabled in public transportation

Some people in society do not tend to give a priority for disabled to have a seat in public transportation. An orthopedically disabled indicates the importance of this situation.

“When I say, ‘please could you allow me, am I have a seat?’ at this time a person tells me ‘where is disability on you’. I said to that person ‘I am disabled and I do not have to tell all of the problems of me’. The man says to me ‘disability is on your mind’ directly.” (Respondent 3, Male, 57)

- Parking car on the disabled parking area

In shopping malls, nondisabled park their cars on disabled parking areas. This is not directly related to the shopping mall directly. In fact, this is closely associated with the attitudes of the society. Orthopedically disabled people using car are exposed to occupation of their parking area by nondisabled.

“I go to the shopping malls by car. Generally, parking areas are full with other cars. Nowadays, license plate is not given to disabled. There is no obvious sign on the license plate. But, traffic division is giving a plate written on ‘It is a disabled vehicle’. There needs to be put the plate on the glass of the car. I can prove that nondisabled vehicle parked there. I am going and looking at there. A man is not disabled and parking disabled area.” (Respondent 9, Male, 64)

“I do not go to the shopping mall by car, but I have friends going by car. People are parking their car on the disabled parking area. This is a big problem for them.” (Respondent 14, Female, 52)

“According to the law, if you are going to do a disabled parking are, this area has to be the closest place to door. All the shopping malls obey the rule. Here, there is no problem. The problem is the rudeness of our Turkish people. They are parking their cars intentionally.” (Respondent 17, Male, 45)

Apart from parked cars on the road, commercial taxis are parked on the road.

“Also, they put a lot of taxis. For example, they put taxi on cabstand where I get off the bus. How can I get off? We are having a lot of difficulty on this.” (Respondent 13, Female, 60)

- Occupation of the disabled road

Distinctively reserved spaces on the road for disabled are used by nondisabled as visually impaired state. This prevents passing of disabled on the road.

“Our walking band is not for disabled, it is for everyone. Two men are drinking tea on the disabled road and they are talking with each other. Yellow rubber way was made by municipality. Wasn't it? But, one of the municipality staff is coming and erecting a pin. There are so many pins that I do not want to walk down the street.” (Respondent 1, Male, 59)

Orthopedically disabled people generally complain about parked cars of nondisabled on the disabled passageway.

“Another problem is parking car on the disabled ramp. People are coming and parking their private cars on the way that disabled go down.” (Respondent 15, Female, 56)

“People are parking their cars on the ramps. In fact, ramps are suitable for us we can actually use them easily. But, there is a problem since people are parking their cars. Buses cannot come nearby pavement because people are parking their cars at the bus stops. We are forced to go down the road. I am going on road with a wheelchair. This time a person inside the car says to me that ‘you have to walk on the pavement.’ How can I walk from pavement, when you have already occupied pavement? There are similar problems for us.” (Respondent 7, Male, 56)

“I have a balance disorder. A person parked car the way that I would pass. I went up by difficulty and broke my ankle at that time. I also hurt my other ankle. There is a pain here. The man parked on the disabled road and the disabled broke both of the ankles. I have suffered from the pain for months. As you cannot do anything, you are in need to someone. Parking of cars unnecessarily is my biggest problem.” (Respondent 10, Male, 50)

A visually impaired says that people sometimes park their cars on the road. This situation hinder passing through the street.

“If there is a condition occupying the front of the door such as a parked car on the road, there will be a problem.” (Respondent 6, Male, 53)

An orthopedically disabled’ passing is also affected by parked car on the road.

“This time there are traffic problems. After you exit from the subway station to go down from the pavement you need to be an acrobat. Because the garage of the shopping malls is not used, parking of the shopping mall is not used. People leave cars on the road. Traffic is not interested in this. Even police are closing these ramps. So, they do not pay attention. Stimulants are not available.” (Respondent 9, Male, 64)

“I am walking down the road. In fact, I am going with my wheelchair. People inside the car call me that you should walk on the pavement. I say that you occupied pavement, how should I go on the pavement? So, there are similar problems.” (Respondent 7, Male, 56)

“I cannot walk on the street because of parking of the cars. We live many challenges in the cities.” (Respondent 15, Female, 56)

- Occupation of pavement

Apart from the occupation of disabled road because of the parked cars, disabled pavement is also occupied resulting from many reasons based on visually impaired.

“I never walk on the pavement. If I walk alone, I walk on the road not on the pavement. There are a lot of risks on the pavement that I cannot see. There are no risks on the

road. There are just cars as a risk on the road. I can see them since they are big. For me, cars are not risky for me as I understand the arrival of the car aurally.” (Respondent 1, Male, 59)

“In some places, there is no yellow strip. Even there is, people occupy pavements. I experience with difficulty something like that.” (Respondent 19, Female, 19)

Orthopedically disabled people dwell on the same issue.

“In addition to this, pavements are occupied constantly, for instance. It is always the same wherever you go down İzmir. Nothing has changed. We have just encountered at noon in front of the municipality.” (Respondent 3, Male, 57)

“Because we use public transportation, we have to walk on the street. There are too many pavement occupations. You cannot go on the pavement. Crafts have occupied the pavements. That’s why; you have to go on the street.” (Respondent 14, Female, 52)

6.1.1.3.2. The View of the Society (Intangible)

Disabled people consort with society and encounter some attitudes of people in their daily life. These attitudes can be negative and positive. Disabled people generally suffer from disrespect, prejudice, being swindled of the society. Orthopedically disabled people suffer from the insensitivity, being swindled, conscienceless and discrimination of society. However, there are some sensitive people treating disabled people insightfully in society as well. Both visually impaired and orthopedically disabled people point out prejudiced behavior of society and disrespect of society to disabled. The relationship between individuals in society and disabled people affects feelings and thoughts of disabled people.

- Insensitivity of society

Orthopedically disabled people express that society may be insensitive in some situations that disabled people need to help.

“People are insensitive. As my friend said, we are opening the ramp and people are just looking. They should get away since I will get on the bus.” (Respondent 13, Female, 60)

“We have very nice buses and we can go up and down the ramps. But some people are so insensitive. On buses, there are only a few places for us. People usually stand there. They must go forward so that we can get on the bus. We do not have different opportunity.” (Respondent 12, Female, 47)

“Let me tell you a memory. I was about to get off a municipality bus. The door was opened, but I could not get off. I fell on my face because of the stairs. I got muddy because it was a rainy day. I fell. Nobody said let me come and help. Everyone just looked from a distance. I was trying to stand up, but I could not. I raised my head and started to laugh. My nerves were shot. ‘Why are you looking at, you might be also like me, please help me’, I said.” (Respondent 3, Male, 57)

- Being swindled

Disabled people may be deceived by society when they trust and want people to overcome a matter. An orthopedically disabled emphasizes on this topic.

“Most of the disabled get swindled when they want to withdraw their money from atm. Disabled cannot withdraw money and give password to someone.” (Respondent 3, Male, 57)

- Conscienceless society

An orthopedically disabled points out that society treats disabled unconscientiously.

“I said ‘how is this humanity, how is this conscience’. You must to be a sensitive because the person that falls might be your wife, sister or even yourself. Please let us help each other, let us love each other.” (Respondent 3, Male, 57)

- Discrimination by society

An orthopedically disabled indicates that disabled people are abstracted in society because they are regarded as third class.

“We should evaluate the situation more comprehensively. Disabled people have architectural problems, employment problems, and economic problems. However, they

have the problem beyond everything 'social perception'. Unless we change the social perception, this perception will always be. Disabled people are no longer on the stage, not in front of the stage. They are playing at theaters, cinemas and doing fashion shows. They are in life. Even you see disabled as a third class, we are human. Firstly, you need to look at not as disabled, as human.” (Respondent 7, Male, 56)

- Sensitivity of society

Besides the negative attitude of society, some people in society may approach to disabled as socially minded.

“Our people are very sensitive. They are trying to help us such as elderly women, elderly uncles, women at my age, guys older me, including girls like you.” (Respondent 9, Male, 64)

“Apart from this, our people are very sensitive. For example, when we enter the supermarkets, they want to help us. When you mince matters, you can lean on. But, if you compel someone to do something, this time there may be problems.” (Respondent 13, Female, 60)

“Sometime people say that ‘I will take you.’ I am a huge man, I cannot tell you constantly. Calling for a taxi is the best way to go somewhere. I am telling the customers to help me. Everybody helps, stops the car. They also help me to get on the car.” (Respondent 10, Male, 50)

- Prejudiced behavior of society

Society does not believe that disabled can accomplish everything they want to do, as noted by a visually impaired.

“They say to me that ‘how can you be a choirmaster? You are a visually impaired.’ I say to people ‘what would happen if I saw the choir, the choir will see me.” (Respondent 1, Male, 59)

Orthopedically disabled people emphasize on the same issue but in a different view.

“Society has a prejudice to disabled. When you get on the bus, nobody gives a seat to disabled.” (Respondent 3, Male, 57)

“There is also a problem. When we take our books on hands and want to have a seat to a place, people keep an eye on us. A disabled is reading a book or reading a newspaper. At that time, we feel ourselves as a circus monkey.” (Respondent 7, Male, 56)

- Disrespect of society

Visually impaired people are exposed to some attitudes of society that arise out of not being familiar with how to treat a disabled. Society treats to visually impaired people as they are deaf mute or mentally disabled people. The most important point is that they do this ungraciously.

“People should know how to help before help. Someone who wants to help a visually impaired should not call from far away. Calling from far away distracts disabled’ concentration and makes him or her confused. For example, you need to draw near to disabled and you do not yell from far away. This is possible with complete education. A man sometimes considers you mentally disabled or sometimes deaf mute and speaks to you by yelling at you. Such behaviors seriously disturb us. Either you do not help or you help politely. You will help with polite questions such as ‘do you need help?’. Disabled people will welcome you with such sweet questions. In this sense, both disabled and nondisabled are equal.” (Respondent 6, Male, 53)

Orthopedically disabled people encounter disrespect of society in their daily lives including transportation and shopping mall.

“One day, we went to Şirinyer. I was on the bus. Someone got off the bus. Someone who I did not see the face said to me ‘what is the point even if they live’. When he got off the bus, I also wanted to get off and I said that ‘gentleman is it easy to die? How can we enter into the grave? Your sentence is so wrong. You should not say what I am; you should say what I will be’. A couple of friends interfered in this event. After that day, I understand that people do not want disabled to live. It is a sin. This event is always in my mind. I will never forget that.” (Respondent 13, Female, 60)

“I go to the shopping malls especially during the weekdays and hour of works of people since shopping malls are too crowded at the weekends. So many people mean so much disrespect.” (Respondent 17, Male, 45)

“While I am going up the stairs, I am going up from the left side since my right hand does not work. People coming down say to me that ‘why don’t you go to the other side, you are on our way.’ They suppose that I did it intentionally. Do you understand? They annoy me. Is it really necessary to talk like that? I forced myself to use stairs when elevators are out of order. People come across me and say these sentences.” (Respondent 10, Male, 50)

Disabled people’ feelings and thoughts are affected because of the events between disabled people and society. These feelings are revealed as desperation, embarrassment and stress for orthopedically disabled people. Both visually impaired people and orthopedically disabled people are swindled many times by nondisabled and distrust emerges at the end.

- Feeling of desperation

When orthopedically disabled people cannot find someone to help them, they feel being left helpless. At this time, desperation emerges.

“In such a situation, my son or my wife takes me on their lap me because I cannot go up stairs. In the place where there is no escalator, I turn to the right and left. At that moment I feel in despair. You cannot say to someone. You can say your wife or your son. In our society, there is a prejudice.” (Respondent 3, Male, 57)

- Feeling of embarrassment

Orthopedically disabled people emphasize on feeling ashamed because of the situation that they are in.

“We were also normal. We became disabled later; we did not want to be disabled. But for example, we ask a question and we do not understand because of that reason we ask again. Sometimes we forget. Due to behçet’s disease and myopathy, my cerebrovascular

does not function. I do not understand. I was not like that before. I feel ashamed when I ask twice or third. I want to understand you; I look into your eyes.” (Respondent 3, Male, 57)

“As I said, nowadays are better than previous. In the past, I supposed that I was the only person disabled in the country. If you saw me during my youth, everybody envied my hair. Now, I feel ashamed to go outside.” (Respondent 13, Female, 60)

- Stress

An orthopedically disabled has difficulty in carrying food in the food court. When nobody helps to disabled, stress reveals at that time.

“People surrounded me, look at me what I would do. When I say that ‘someone carry food for me’, there occurs a problem at that moment. It will be better being hungry instead of getting stressed.” (Respondent 17, Male, 45)

- Distrust in someone

As disabled people are swindled in some situations, they experience some problems in trust to someone. A visually impaired shares a situation as follows.

“If people help us such as staff, then we can do shopping. By the way, we cannot see the money. For example, may be I will give 200 TL instead of 20 TL. We do not trust people.” (Respondent 18, Male, 24)

An orthopedically disabled touches on the trust problem as distinct from the visually impaired.

“The other day, we went to Karşıyaka. The elevator was out of order. One person said that ‘we can hold’. I said that ‘I cannot trust’. Our security is helping in this regard.” (Respondent 13, Female, 60)

6.1.2. Expectations of Disabled People

Service delivery is an important concern to make urban space livable for disabled people. Services should be designed to meet all needs of disabled people. In traffic and

urban space, expectations of disabled people to reach shopping mall and their dwelling differ a lot based on types of disability. The needs of visually impaired people differ from the needs of orthopedically disabled people in municipalities. It is required to meet these expectations separately to respond to the expectations. Many organizations have responsibility to meet expectations of disabled people.

In shopping malls, disabled consumers like nondisabled consumers wish to minimize the costs that are expended on products/ service procurement and parking as well as the time spent in the mall, energy to find products and waiting time in the cashier queue (Kang and Kim, 1999). Because of their disability, they need some services in the shopping malls' areas such as elevator, parking, toilet, food court and cinema in order to overcome difficulties. Apart from these areas, disabled people expect new services to meet their shopping activities easily.

In the society, disabled people are perceived as different from others. Efficiency is expected from each individual in the society. The conformity of the ideals of perfection and beauty is sought in disabled people as well in the society. In this context, everyone is expected to comply with these rules without disabled-nondisabled separation barrier. Disabled people are waiting to be accepted by society and making an effort to respond to the expectations created by those rules. Even if disabled people can overcome social boundaries more easily, they could feel the attitude of society (Tufan and Arun, 2006).

In this study, sub categories of core categories are formed based on the expectations of disabled people. These sub categories are shopping mall, municipalities and society.

6.1.2.1. Shopping Mall

Disabled people expect some services from a shopping mall resulting from stores, cinema, restaurants and shopping mall facilities. As stores, restaurants and cinema have different management than general management of shopping mall, the expectations of disabled people are categorized under this logic.

Table 7: Expectations from Shopping Mall

Shopping Mall					
Store		Restaurant	Cinema	Shopping Mall Facilities	Miscellaneous Services
Interior Expectations	Store Staff	Embossed menus	Placing yellow strips	Security Gateway -Suitable X-ray devices for disabled people	Wideness of shopping mall
Electronic swipe devices	Trained staff	Help of staff in the food court	Capitalizing the number of the cinema seats	Elevator -Embossed buttons -Sensor telling elevator floors -Wideness of elevators - Automatically opening and closing doors	Ramp at shopping malls
Audio machine or staff reading price tags	Easy access store staff	-	Disabled discount	Stairs -Placing yellow strips -Placing colorful lamps	Use of glasses describing the details in shopping mall
Embossed tags	Attentive store staff	-	Describing details of film	Toilet -Bright and voiced toilets -A companion in toilets -Wideness of toilets -Specially	Embossed panels displaying which stores are available on which floors

				designed toilets for orthopedically disabled people	
Capitalizing tags	-	-	Help of staff	Food court -The reservation of tables for disabled people	Help of staff for disabled throughout the shopping day
Contrasty tags	-	-	Platform for disabled people	Parking Area -Wideness of disabled parking area -Proximity of disabled parking to elevators -Security staff in disabled parking area	Sports equipment for disabled
Bright stores	-	-	Ramp in the cinema	Open Area -Sensitive floors -Goal ball, futsal playground -Flat ground -Rest area	A solution organization to solve problems
Rest chairs	-	-	-	-	Walking

					platform
Giving priority to disabled for cashier in stores	-	-	-	-	A notice before visiting a shopping mall
Ramp at the exit and entrance of the stores	-	-	-	-	Shuttle service for disabled
-	-	-	-	-	Belt conveyors

Table 7 (continued)

6.1.2.1.1. Store

6.1.2.1.1.1. Interior Expectations

First, among store-related issues disabled people expect interior changes in stores. Visually impaired people need some services related to understanding of price tags which are electronic swipe devices, audio machine or staff reading price tags, embossed tags, capitalizing the price tags, contrasty price tags. Visually impaired people also expect bright stores. The expectations of orthopedically disabled people differ from visually impaired people. They need rest chair, giving priority to disabled for cashier in store and ramp in exit and entrance of the stores.

- Electronic swipe devices

Visually impaired people cannot read the price tags and they would like to have electronic swipe devices.

“Disabled people that can afford an electronic swipe device overcome such challenges. However, it does not mean that this device performs a work very well.” (Respondent 6, Male, 53)

- Audio machine or staff reading the price tags

Visually impaired people touch on same subject by expecting an audio machine or staff reading price tags.

“It would be better that there is staff for us when we buy a product in a store. Let’s suppose, we would like to buy a t-shirt or shirt, they put a machine to detect the price and size of the products. This machine says us this t-shirt is at that price.” (Respondent 2, Male, 26)

“While walk around, there is no problem. But, there need to be someone saying writings written on tags. There could be an audio system telling the price of the products.” (Respondent 19, Female, 19)

- Embossed tags

Visually impaired people also need embossed label in stores to read tags in a better way.

“Pressing an embossed label is not difficult. It is not difficult to design a normal tag in the embossed way. I do not know if you ever seen in Braille. If people press these labels, our lives will become easier.” (Respondent 6, Male, 53)

- Capitalizing tags

A visually impaired also states that price tags should be printed in capital letters.

“It is not necessary to write 89 TL with tiny letters of numbers. A huge 89 TL can be written.” (Respondent 1, Male, 59)

- Contrasty tags

Visually impaired people want price tags to be printed as contrasty as they can choose the tags with contrasty colors.

“If price tags are written in contrasty, it would be good for us.” (Respondent 1, Male, 59)

- Bright stores

Visually impaired people have difficulty in a dim environment. They emphasize on the need for the bright stores to get better vision.

“They can make stores brighter by considering visually impaired people. There is no sense in making the place dim to be romantic. There is no sense in making dim in order to demonstrate products as pretty. Brightness is very important.” (Respondent 1, Male, 59)

- Rest chairs

Orthopedically disabled people would like to rest while they are doing shopping in store.

“As the most recent example, I went to Optimum. There is no place that a disabled can sit for 5 minutes. You have to remain standing. You may want a chair from store staff, but if she or he gives you...” (Respondent 3, Male, 57)

- Giving priority to disabled for cashier in stores

An orthopedically disabled with difficulty in standing, does not want be in the queue for making payment. Giving priority to disabled for payment is expected.

“There is no any plate to give priority to disabled in place where we do shopping. But I cannot stand up. I request that ‘is there any priority to disabled in store to make payment in advance?’ Staff says me ‘you should ask, if customers give permission it could be.’ There need to be such priority, but there is not.” (Respondent 3, Male, 57)

- Ramp at the exit and entrance of the store

Ramps play an important role for orthopedically disabled people to access stores. The ramps should be constructed in convenient sizes.

“We should be able to have easy access to the store. At the entrance of the stores, a ramp which is 70 centimeters wide can be made in one section of stairs for orthopedically disabled. It should be considered that, orthopedically disabled people can also go to the stores. Not only orthopedically disabled people, but also elders should be considered. This ramp is always necessary. Someone may also wish to carry goods, for instance.” (Respondent 6, Male, 53)

6.1.2.1.1.2. Store Staff

Second, store-related issues are not limited to interior design. Another important point of expectations is people-oriented. It is related to services whether disabled people receive from store staff as they want or not. Visually impaired people highlight the importance of trained staff inside stores while orthopedically disabled people stress on easy access store staff. Both visually impaired and orthopedically disabled people expect attentive store staff.

- Trained staff

A visually impaired mentions that there need to be trained staff in the stores to deal with in each customer including disabled people.

“More training should be provided. If a sales staff selling a phone, phone line or modem in GSM Company, sales staff should be trained on that topic. Also, such staff should be trained for each customer.” (Respondent 6, Male, 53)

- Easy access store staff

Orthopedically disabled people with myopathy get tired quickly. Therefore, they would like to find store staff easily without walking around.

“For instance, I am looking for a product and I want staff to come and ask me what I want. But I cannot find in no way. I have to walk all around the store. This is terribly tiring for me. For example, when I buy a skirt, until I find the skirt, I get tired extremely. But if there some staff I will ask him or her to get what I want. If I like it I can buy it, but if I do not like I cannot.” (Respondent 5, Female, 63)

- Attentive store staff

Visually impaired people expect more attention of store staff so that they can get better service.

“They can help us better. For example, we are looking for a product at Teknosa by ourselves. Most of the time we do not ask. When we enter in the store with a walking

stick, staff or security may ask 'what would like to buy?' That's all." (Respondent 2, Male, 26)

An orthopedically disabled also emphasizes on the requirement of interested store staff.

"I want a store staff to be attentive, care for me. This kind of sales staff is not around, unfortunately there are not. We do not see them." (Respondent 5, Female, 63)

6.1.2.1.2. Restaurant

In restaurants visually impaired people expect embossed menus. Also, both visually impaired and orthopedically disabled people expect help of staff in restaurants.

- Embossed menus

Visually impaired people expect embossed menus in the restaurants of food courts to read menus.

"For example, you go to the food court and you look at the menu. You do not have any opportunity to read writing. Making embossed menus in the food courts would be better." (Respondent 6, Male, 53)

In restaurants, disabled people need some services regarding easiness to get food and support being provided by someone.

- Help of staff in the food court

In order to carry food of disabled people in the food court, both visually impaired and orthopedically disabled people need someone to take food for the disabled. Visually impaired people figure out this support as follows.

"Food courts should not be self-service. This would be good for us. We do not carry food ourselves, for example. Even we are able to carry, we may crash to tables or chairs. Staff can provide us support." (Respondent 2, Male, 26)

"It would be better if staff bring food for us instead of self-service." (Respondent 20, Female, 40)

An orthopedically disabled also needs the help of staff in the food court.

“I should tell someone what I am going to eat. Someone should bring food to me. I wish this happens a lot.” (Respondent 5, Female, 63)

6.1.2.1.3. Cinema

Cinema is another area preferred by disabled people in shopping mall. Cinemas must focus some critical changes to attract more disabled people. Visually impaired people expect placing yellow strip in the cinemas, capitalizing the number of the cinema seats, disabled discount, describing the details of film in cinema. Orthopedically disabled people expect help of staff in cinema and would like to be done platform for disabled. Both visually impaired and orthopedically disabled people expect ramp in the cinemas.

- Placing yellow strips

A visually impaired would like to have yellow strip in the cinema to facilitate their movement inside the cinema.

“It will be better if there are yellow strips in the cinema.” (Respondent 18, Male, 24)

- Capitalizing the number of the cinema seats

A visually impaired expects capitalizing the number of the cinema seats.

“They wrote the number of the cinema seats as tiny such as B1. Seat numbers can be capitalized like a big B1.” (Respondent 18, Male, 24)

In cinema, service expectations of visually impaired and orthopedically disabled people differ a lot.

- Disabled discount

In public transportation, discount is made for the disabled people because they have disability card. Visually impaired people expect discount for themselves in cinema as well.

“In cinema, ticket price is same for me as my wife. If shopping mall wants me to go to the cinema more, shopping mall should make discount for me. I have disability card but I do not have discount in cinema. There is a disabled discount in bus, in subway but there is no discount in cinema.” (Respondent 1, Male, 59)

- Describing details of film

Visually impaired people understand the incidents of film by following aurally. But, visually impaired cannot catch the details that they do not hear in film. At that time, they need to help to describe such details.

Visually impaired people point out the need of audio descriptions of the films in cinema

“I think that audio descriptions can be made and this system would describe the details to us.” (Respondent 19, Female, 19)

“There are some pictured films about this topic. Someone tell us details of film about what is going on. We can understand the film when we watch from beginning to end.” (Respondent 6, Male, 53)

A visually impaired proposes to be given headphones describing details of film in cinema.

“Headphones will be given to visually impaired people when they enter the cinema. A tape recording will be constituted. Headphones can be installed on the back of each seat. This is applied in planes and buses, you know. There is a place nearby seats for popcorn; this is also made for headphones.” (Respondent 1, Male, 59)

A visually impaired indicates that cinema room should be constructed for disabled people. In the cinema room, a pictured film will be released for visually impaired.

“A pictured film in a cinema room will be good for visually impaired. I would be glad if the cinema room is made in shopping malls.” (Respondent 18, Male, 24)

- Help of staff

An orthopedically disabled needs support to reach cinema seats.

“For example, in Optimum I need to say to the staff to go down or go up the stairs. Taking someone by the hand is required to reach there. I cannot have fun doing this. I tell security to help me.” (Respondent 10, Male, 50)

- Platform for disabled people

Orthopedically disabled people cannot have a position freely and disabled people are exposed to watch a film in front of the stage in the cinema. Therefore, they want that platforms to be designed to watch a film more easily.

“The expectations of disabled in the shopping malls are being provided all comfort and platforms in cinemas.” (Respondent 4, Female, 76)

“The architecture of the cinemas needs to be designed in a way that disabled can watch the movies. This is because a disabled person is a human who cannot carry his or her arm, cannot carry his or her waist and cannot position body itself. A place must be reserved in the center of the cinema hall for disabled people. Limiting a disabled person to an area by lifting up their neck during one and half hour is not right.” (Respondent 17, Male, 45)

- Ramp in the cinema

Both visually impaired and orthopedically disabled people indicate the importance of the ramp in the cinema as they cannot use the stairs. A visually impaired mentions this as follows.

“A small ramp instead of stairs gets better in cinema as the same with other areas. They will do ramp, not stairs. We will go down the ramp.” (Respondent 2, Male, 26)

An orthopedically disabled stresses the same important topic.

“We would like to enter the cinemas, disabled would like to access to cinemas easily. We do not expect something special. There can be a flat floor or ramp.” (Respondent 15, Female, 56)

6.1.2.1.4. Shopping Mall Facilities

Except for store, restaurants and cinema related expectations, there are some expectations of disabled people related to shopping mall facilities. It is necessary to be made some changes in specific physical facilities of shopping mall. These facilities are security gateway, elevator, stairs, toilet, food court, parking and open area. The improvements of physical facilities can be designed with minor changes. These changes differ depend on the type of disability.

6.1.2.1.4.1. Security Gateway

Security gateway is an area that disabled people encounter in a shopping mall. Generally, security staff do not allow disabled passing through the security gateway because of the retrieval system. But, orthopedically disabled people would like to have new arrangement for the security gateway to enter the shopping mall like nondisabled.

- Suitable X-ray devices for disabled people

Disabled would like to get through the X-ray devices like nondisabled. But, their iron in wheelchair signals when disabled get through devices. Therefore, they want retrieval system to be convenient for their wheelchair. Then, they can get through devices without giving the alarm.

“We can solve problems by ourselves. When we pass through the security gateway, we experience problem since we have battery-operated wheelchair. That’s why; we are exposed to pass sideling the door. Disabled may also be good or bad person like nondisabled. This should be taken into consideration. The standards of X-ray devices should be made based on disabled standards.” (Respondent 11, Male, 30)

6.1.2.1.4.2. Elevator

Elevators are other important physical facilities of the shopping malls. There are some expectations of disabled people in elevators facilitating going down and going down the floors. Visually impaired people expect embossed buttons on elevators and a sensor

telling elevator floors while orthopedically disabled people expect wide elevators and elevators having self opening and closing door.

- Embossed buttons

Visually impaired people would like to feel buttons on the elevators when they touch them. Otherwise, they will not be able sense which buttons are for which floors on elevators. Because of that reason, elevators should have embossed buttons for visually impaired people.

“If the numbers on the buttons in elevators are made embossed, then I can understand whether it is the fourth floor or the fifth floor. But, it is impossible to understand since they are touch pad. If there is any figure on buttons that I could feel, I can recognize the button. For example, number 5 is embossed on mobile phones. I know that number 4 is on the left side of number 5 and number 6 is on the right side of it. This can be made for elevators as well.” (Respondent 1, Male, 59)

“In some of the elevators there are embossed buttons so that we can know the floors. But, in some of the elevators there are not embossed buttons. It would be good, if all elevators had embossed buttons.” (Respondent 19, Female, 19)

“We do not have difficulty in elevators having embossed buttons. But some of them do not have embossed buttons. Having embossed buttons would be good for us.” (Respondent 2, Male, 26)

- A sensor telling elevator floors

Visually impaired people suggest making a sensor to understand the floors of the shopping mall.

“If a sensor is installed on the elevators, it will be good for us. In some hospitals, there are sensors. Audio apparatus are better in elevators.” (Respondent 18, Male, 24)

“In elevators, there would be devices telling the floors. We call the device sensor.” (Respondent 6, Male, 53)

“There are some situations even we cannot develop empathy. When you get on the elevator you realize that elevators are convenient and wide. But, there need to be voiced description system for visually impaired.” (Respondent 11, Male, 30)

- Wideness of elevators

Orthopedically disabled people emphasize on making wider elevators as they use wheelchairs.

“Elevators are a bit small. We have difficulty in opening and closing the door of the elevators. We cannot haul the door since we are weak. If elevators are wider, it will be good.” (Respondent 13, Female, 60)

“Elevators should be wider because we would like to enter the elevators easily.” (Respondent 14, Female, 52)

“Elevators should be a little wider.” (Respondent 15, Female, 56)

- Automatically opening and closing door

Orthopedically disabled people are more comfortable in the elevators that have automatically opening and closing doors because they indicate that it is really difficult to open the door using one hand.

“Some doors of the elevators have to be opened by ourselves. At the same time, I use control of my wheelchair and I open the door. My left hand does not work anyway. How will I do it? Automatically opening and closing doors are better in elevators.” (Respondent 12, Female, 47)

6.1.2.1.4.3. Stairs

Stairs in the shopping malls is one of the areas where disabled people have to use. Disabled people expect some changes in stairs of the shopping mall to facilitate their taking a walk. Visually impaired people expect placing yellow strips and colorful lampoon the stairs. Orthopedically disabled people do not have any expectations regarding stairs.

- Placing yellow strips

Visually impaired people wish that yellow strips are designed on the stairs in order to go down and go up the stairs easily.

“However, shopping malls need to put a yellow strip on the end point of the stairs. I cannot see where stairs end. I can see yellow strips placed on the floor.” (Respondent 1, Male, 59)

“For example, in Optimum there are escalators for visually impaired people. There is no need for an elevator. It would be enough, if there was a yellow strip.” (Respondent 18, Male, 24)

“If there is something like yellow strip on the steps of the stairs, we can go down and go up the stairs more easily.” (Respondent 20, Female, 40)

- Placing colorful lamps

A visually impaired indicates that colorful lamps can be used for each step to brighten the stairs.

“One more thing about stairs came to my mind. In order to brighten the stairs a bulb can be placed on every step on the stairs. Lamps can brighten there. In fact, these lamps can even be colorful. They can make one of the steps yellow, one of the steps pink to create contrast.” (Respondent 1, Male, 59)

6.1.2.1.4.4. Toilet

Toilets are one of the places that must be best suited in order to meet the basic needs of the disabled people. Visually impaired people expect bright and voiced toilets and a companion in toilets. Orthopedically disabled people expect wider toilets. They indicate some changes regarding specially designed toilets.

- Bright and voiced toilets

Visually impaired people want toilets to be bright enough. Also, voiced expressions can be used in toilets.

“Toilets should be bright enough. A lot of things can be converted to audio system for visually impaired users.” (Respondent 1, Male, 59)

Light colors make perspective of disabled people difficult. Therefore, visually impaired people need contrast colors to facilitate their vision.

“There is a counter and there are lavabos in front of this counter. For me, if the opposite side is white when you open the door, the back stage of that side should be contrast for low vision disabled. This time I need guidance. When you go to the left, toilets will confront you. Someone says to me ‘you should walk around it with U shaped.’” (Respondent 1, Male, 59)

In order to ease the viewpoint in the toilets, visually impaired people need yellow strips as well.

“There is no problem in toilets but if yellow strips are placed inside toilets I will be pleased.” (Respondent 18, Male, 24)

- A companion in toilets

A visually impaired would like a companion to accompany with the disabled. This companion will help and guide the disabled people to find toilets.

“I do not know where toilets are. I cannot see their exact locations. That’s why, we need to get help. Except for finding toilets, it would be better if a companion accompanies to us.” (Respondent 20, Female, 40)

- Wideness of toilets

Orthopedically disabled people expect wide toilets because they do not want restrict their mobility.

“I do not have problem in the toilets. But we need wider toilets. When toilets are wide, two people are able to enter into toilets.” (Respondent 13, Female, 60)

“Toilets are supposed to be wide. Because we have to come near to the toilets with our wheelchairs.” (Respondent 14, Female, 52)

- Specially designed toilets for orthopedically disabled people

Orthopedically disabled people expect specially designed toilets because of their physical position.

“There is no problem in toilets for visually impaired ones. There are some problems in the toilets for orthopedically disabled ones. They need to have specially designed toilets. Closet and lavabo of toilets need to be proper.” (Respondent 6, Male, 53)

“There will be no problem with toilet architecture. We do not want anything else, actually. We are physically disabled so we should not have physically challenges.” (Respondent 8, Female, 37)

“Disabled toilets should be made in appropriate sizes. There are chairs in bed position. Chairs lie in very convenient way.” (Respondent 11, Male, 30)

An orthopedically disabled with myopathy needs to reach for the taps.

“I want to reach out to taps easily in flush toilets by making taps above.” (Respondent 5, Female, 63)

Orthopedically disabled people indicate that there need to be bars on the walls of toilets. They are clinging to move there.

“There are some standards. When they look at the standards, they will see well. Toilets need to have hold barrier. This barrier supports you while you are sitting and getting up. These are the best things for us.” (Respondent 15, Female, 56)

“When I go to the Forum Bornova, disabled toilets are not convenient for me. I absolutely need bars in toilets. I have to hold bar and then stand up in that way.” (Respondent 12, Female, 47)

In order to facilitate entrance and exit to/from the toilets, an orthopedically disabled wants that there should be sensors in front of the doors of toilets.

“You just show your hand and then the door is opened automatically thanks to a special mechanism. Once you get inside, the door swings shut.” (Respondent 11, Male, 30)

An orthopedically disabled expects a separate disabled toilet in shopping mall.

“Apart from this, we demand disabled toilets separate from normal toilets in the shopping mall.” (Respondent 4, Female, 76)

6.1.2.1.4.5. Food Court

In the food court, disabled people spend time when they are inside the shopping mall. They need some changes in food courts as well. Both visually impaired and orthopedically disabled people expect to be made a separate area of tables for disabled people in food court.

- The reservation of tables for disabled people

In food court, disabled people emphasize that some tables should be reserved for them. Through to this implementation, they can get their food and sit tables reserved easily. These tables should not be used by nondisabled. A visually impaired touches on this service design as follows.

“It must be written that ‘these tables are reserved for disabled people and the use by nondisabled is prohibited.’ Let’s say you got meatball from a grilled meatball restaurant. You should walk one meter and then sit. Searching a table is a job which cannot be performed by disabled. Marking tables closest to encounter as ‘disabled tables’ will be good idea. Nondisabled will never sit there. Although tables are empty from morning till the night, nobody will sit on these tables. Shopping malls should not be so commercialized.” (Respondent 1, Male, 59)

Orthopedically disabled people have difficulty in carrying food in food court like visually impaired people. Therefore, they also expect reservation of the tables in the food court on behalf of the disabled people.

“For instance, you go to the food court and you carry yourself difficultly. I never use crutches. I try to remain standing myself. I do not say myself ‘I cannot walk anymore.’ I would like to encourage myself. There is no seat in food court, when you want to sit. We really need to have a separate sitting area in food court.” (Respondent 3, Male, 57)

“If tables are juxtaposition, then I open that place for me. I make suggestion about made of a separate area for disabled in food court. These areas will be reserved for disabled.”
(Respondent 8, Female, 37)

6.1.2.1.4.6. Parking Area

Orthopedically disabled people accessing to shopping mall by their car use disabled parking area of shopping mall. They mention some points that need to be devised for the disabled parking area. Orthopedically disabled people expect wide disabled parking area, proximity of disabled parking area to elevators, security staff in disabled parking area although visually impaired people do not have any expectations.

- Wideness of disabled parking area

An orthopedically disabled expects making disabled parking areas more widely.

“We demand that disabled parking areas should be designed on a large extent.”
(Respondent 17, Male, 45)

- Proximity of disabled parking areas to elevators

An orthopedically disabled would like to reach elevators after they get out the car.

“There is very nice application in Samsun. I have hardly ever seen here. 3 elevators are in juxtaposition. They put 3 elevators in front of the disabled parking area. So, you are doing your shopping you can reach your car after you walk just 3 meters.” (Respondent 9, Male, 64)

In disabled parking area, disabled demand service not to be occupied their parking area.

- Security staff in disabled parking area

An orthopedically disabled needs a security to prevent the use of disabled parking area by nondisabled.

“In fact, the main problem arises from human. Controlling someone is incorrect but we are forced to do this. Because Turkish people violate the rules. If you construct a

disabled parking area, you should to assign a security in that area. Otherwise, someone may park in the disabled parking area for use. These are people oriented problems.”
(Respondent 17, Male, 45)

6.1.2.1.4.7. Open Area

Open areas are other areas that disabled people spend time in shopping malls. Disabled people especially suggest architectural arrangements in shopping malls. Disabled people express some arrangements based on their disability. Visually impaired people expect playground and sensitive floors while orthopedically disabled people expect flat ground and rest areas in open area.

- Sensitive floors

In order to ease the access of disabled, visually impaired people need sensitive floors in the open area.

“For example, we need more punctuation describing the danger and sensitive floors in open area.” (Respondent 6, Male, 53)

- Goal ball, futsal playground

Visually impaired people would like to spend their time by playing games in open area. These games are designed for visually impaired. These kinds of activities can be provided for the disabled.

“For example, we can play goal ball or futsal. While nondisabled are playing golf and bowling, we are playing goal ball and futsal. This would be good for us.” (Respondent 19, Female, 19)

“If goal ball is provided for visually impaired, this would be a good activity.”
(Respondent 18, Male, 24)

- Flat ground

Orthopedically disabled people would like to have flat ground since they do not would like to face any barrier in open area.

*“We have no difficulty in open areas of shopping malls so long as the ground is flat.”
(Respondent 3, Male, 57)*

“Ground should be designed as smooth as possible. I am happy with asphalt. I do not want nostalgia stones. I want to go to some places thoroughly; I want to take a walk some places.” (Respondent 12, Female, 47)

- Rest area

Orthopedically disabled people want areas to sit comfortably in the open area.

“I wish shopping malls had more rest areas in open area. I wish I had a seat in a green field. For instance, benches are uncomfortable. When I seat back, I have back pain. My spinal cord bends. I will remain almost hump.” (Respondent 5, Female, 63)

“We have minimalist approach. I am saying on my own behalf. I do not have any child but I am saying for people having child. There need to be areas where we can rest or drink coffee or tea in open area.” (Respondent 9, Male, 64)

6.1.2.1.5. Miscellaneous Services

Miscellaneous services are the needs making shopping easier by creating new services which are expected by disabled people. Here, the main idea of disabled people is to design new services to become shopping malls more preferred by disabled people and convert shopping malls into centers of attraction.

Disabled people expect some arrangements regarding general architectural texture of shopping mall such as placing yellow strip both inside and outside of the shopping mall, wideness of the shopping mall and ramp inside shopping mall. Visually impaired people expect placing yellow strip both inside and outside of the shopping mall and orthopedically disabled people expect wide shopping malls. Both visually impaired and orthopedically disabled people emphasize on the need of ramp inside the shopping malls.

- Placing yellow strips both inside and outside of the shopping mall

Since visually impaired people move inside the shopping mall by following yellow strips, it is underlined that they need yellow strips in every areas of the shopping mall.

“Both inside and outside of the shopping mall, the yellow strips are crucial for us. I highlight again that the yellow strips are everything for us. We are moving by following the yellow strips.” (Respondent 19, Female, 19)

“Apart from these things, we need in every area of the shopping mall to have yellow strip that you see on the floor. But of course, they should be made in a way that is not being prevented by people.” (Respondent 6, Male, 53)

“I have never seen yellow strips in the shopping malls so far. It has to be yellow striped floors in the shopping malls for visually impaired people.” (Respondent 11, Male, 30)

- Wideness of shopping mall

An orthopedically disabled wants to have large areas where they take a walk in shopping mall.

“Then, for example areas need to be large. Nowadays the conditions are much better compared to the past.” (Respondent 13, Female, 60)

- Ramp at shopping malls

A visually impaired wishes ramps to be made because ramps make the movement of the disabled easier in a shopping mall.

“It will be better constructing ramps in shopping malls for both visually impaired and orthopedically disabled.” (Respondent 19, Female, 19)

Orthopedically disabled people also support the idea of having ramp inside the shopping mall.

“The ramps would be good in the shopping mall.” (Respondent 13, Female, 60)

“I have to have a ramp for places where I go. After all I travel freely without having to ask anybody about anything, I can go everywhere.” (Respondent 12, Female, 47)

Also, disabled people expect service improvements including new service design that eases going around of disabled people in the shopping malls. These expectations are the use of glasses describing the details in shopping mall, embossed panels displaying which stores are available on which floors, help of staff throughout the shopping, sport equipment for disabled people, a solution organization to solve problems, walking platform, a notice before visiting a shopping mall, shuttle service and belt conveyors to disabled people. Although there are some similar service designs that both visually impaired and orthopedically disabled people expect from the shopping malls, these services differ depending on the type of disability. Visually impaired people demand new service expectations as use of glasses describing the details in shopping mall, embossed panels displaying which stores are available on which floors, help of staff for disabled people throughout the shopping day while orthopedically disabled expect sports equipment for disabled, a solution organization to solve problems and walking platform. Both visually impaired and orthopedically disabled people expect a notice before visiting a shopping mall, belt conveyors and shuttle service.

- Use of glasses describing the details in the shopping mall

A visually impaired would like to get glasses when they enter into shopping mall. Such glasses describe all details in shopping mall.

“Let’s say you are walking down the road. You are visually impaired. You are walking down the road wearing glasses. The glasses tell you that there is a dog lying on the right side one meter from you. Glasses warn visually impaired people about the things that they do not see. The glasses tell that there is a traffic lamp straight ahead. Such glasses are available in The United States of America and can be provided to visually impaired passing through security gateway of the shopping mall. When we exit, we can get back these glasses.” (Respondent 1, Male, 59)

- Embossed panels displaying which stores are available on which floors

A visually impaired indicates that there needs to be an embossed panels displaying which stores are available on which floors.

“At the entrance of a shopping mall, it would be better if an embossed panels for visually impaired understanding Braille. These panels explain which stores are available on which floors.” (Respondent 6, Male, 53)

- Help of staff for disabled throughout the shopping day

A visually impaired would like a companion to accompany throughout the shopping day. Someone should meet the disabled at the door and guide him/her wherever she/he wants to.

“I want shopping mall to give someone who will help me when I say ‘I am coming to the shopping mall today.’ Someone meeting me at the door will take me to the cinema or to the food court. When I want to get a t-shirt from Koton, a companion should take me there. Of course, a salary will be given to this companion. But, by doing this shopping mall can attract disabled people.” (Respondent 1, Male, 59)

- Sports equipment for disabled people

An orthopedically disabled would like to spend their leisure time in the shopping mall by doing physical exercise.

“For example, you cannot see any sports equipment for disabled. How can disabled go to the gym with the money they received 1100 TL month by month? Making sports equipments would be great for the disabled in a shopping mall. This is a need for disabled people.” (Respondent 3, Male, 57)

- A solution organization to solve problems

An orthopedically disabled requests for an organization to mention their problems. Such organization will search for solutions by paying attention the suggestions of disabled people.

“You must have heard a word ‘operational blindness’. We are going to the same place every time, we see something but we do not notice them. Even we see something, we cannot find an interlocutor. I request for disabled desks or solution organization where disabled people share their problems. I want this organization also to consider the

proposals submitted by disabled when the entity searches for solutions. It is something like consultancy.” (Respondent 11, Male, 30)

- Walking platform

An orthopedically disabled would like to use walking platform instead of elevators nearby stairs.

“There need to be second elevators formula if elevators are out of order. Nowadays, there is walking platform made nearby stairs. They are operated by a control. You press on the control and the walking platform takes off you like stairs. There need to be a plan B. If plan B does not work then plan C should be tried.” (Respondent 8, Female, 37)

- A notice before visiting a shopping mall

A visually impaired wishes to notify the relevant management before going to the shopping mall. Thanks to this application, they believe that shopping mall can assign a companion to disabled people.

“Shopping malls can do this. If I go to the shopping mall, I will notify that I would go to the shopping mall via internet or phone. If they have this application, I can go to the shopping mall.” (Respondent 1, Male, 59)

An orthopedically disabled emphasizes on the same topic.

“When I say, ‘I am going to visit shopping mall today’; related shopping mall management should be able to provide this.” (Respondent 4, Female, 76)

- Shuttle service for disabled people

A visually impaired indicates the requirement for a shuttle service for disabled people. Since they have problem about transportation, they expect a shuttle to reach shopping malls.

“There was an implementation sometime, I do not know whether there is everywhere now or not. Let’s say Optimum had a service from a point of Karşıyaka. In the past,

Kipa provided this service. Kipa may still use. It would be better if a service is arranged.” (Respondent 20, Female, 40)

An orthopedically disabled also expects that a shuttle service is provided for the disabled people.

“Also, I want to mention about that. Shopping malls provide services. But, service for disabled is not considered. Services are passing through the streets. They are passing at specific times. A service taking disabled in front of their door would be good idea.” (Respondent 4, Female, 76)

- **Belt conveyors**

A visually impaired has difficulty at stairs and elevators. They wish to have belt conveyors to go down and go up in the shopping mall.

“For example, it would be better if there is a system something like that. Instead of stairs, they can build a belt conveyor inside the shopping mall. This would be great for us.” (Respondent 2, Male, 26)

An orthopedically disabled also wishes that belt conveyors to be constructed in the shopping malls.

“I do not remember in which shopping center was that but I suppose that in Balçova Kipa there is a belt conveyor. For instance, this kind of device can be used in shopping malls for us.” (Respondent 4, Female, 76)

6.1.2.2. Municipality

Disabled people also expect some changes in municipality. Expectations from a municipality are related to the station and the driver. These changes again differ depending on disabilities of visually impaired and orthopedically disabled people.

TABLE 8: Expectations from Municipality

Municipality	
Station	Driver
A sensor telling bus stops	Help of driver
Devices to travel in a bus station	-

6.1.2.2.1. Station

First, disabled people expect services related to the station. While visually impaired people expect sensor telling bus stops, orthopedically disabled people need devices to travel at bus station.

- A sensor telling bus stops

Visually impaired would like to have made audio system in bus stop station. This system will tell disabled bus numbers aurally.

“I wish I knew the bus numbers while bus is arriving to stop, such as number 77. This would be better because we are in need someone. We have difficulty on this.”
(Respondent 18, Male, 24)

- Devices to travel in a bus station

Orthopedically disabled cannot position themselves on the vehicle. When they travel by bus, they need devices to provide comfortable trip.

“I want to go by bus. I want to go excursively because I am fond of my comfort. There are simple ways to travel by bus. These technological products are 25000 or 3000 TL. One should be kept in district station. That device will not be used 5 times totally. It needs to be on every bus station.” (Respondent 11, Male, 30)

6.1.2.2.2. Driver

Another expectation is people-oriented. Orthopedically disabled people indicate the expectation related to the driver of public transportation.

- Help of driver

“Drivers should put disabled down the vehicle securely. If I fell off the ramp, I will be worse than my current condition. Why would I take that risk although this order is given to the driver?” (Respondent 9, Male, 64)

6.1.2.3. Society

Disabled people expect positive behavior from society. Sensitivity of society, help of society, being trained and being respectful are the expectations of disabled people from society. Visually impaired people underline the help of society and trained society; orthopedically disabled people highlight the importance of respecting. In fact, both visually impaired and orthopedically disabled people address to sensitivity of society to disabled people.

TABLE 9: Expectations from Society

Society
Help of society
Trained society
Respectful society
Sensitivity of society

- Help of society

A visually impaired emphasizes on the importance of help of nondisabled to disabled.

“There is something that I want to add. The help of the society is important for us. Before help, they need to know how to help. For example, someone that will help should approach to disabled should not yell from far away.” (Respondent 6, Male, 53)

- Trained society

In order to know how to treat disabled people, society should be trained as a visually impaired indicates. Otherwise, people treat disabled people as they were deaf mute or mentally disabled. This distracts the concentration of disabled people.

“It is important to treat a disabled properly. This is only possible with education. People should be trained about this.” (Respondent 6, Male, 53)

- Respectful society

An orthopedically disabled wants society to act deferentially.

“You should not put an obstacle to disabled. Because we are affected by conditions. The only thing we want about disability is this. We expect a little respect from society, we have no more expectations.” (Respondent 10, Male, 50)

- Sensitivity of society

Disabled people expect sensitive approach from society. That sensitivity needs to be mutually depending on a visually impaired expression.

“Everyone is equal, disabled or nondisabled. We want everyone to be mutually sensitive. Disabled should also be sensitive towards nondisabled.” (Respondent 6, Male, 53)

An orthopedically disabled touches on the same issue.

“They need to think by putting themselves into disabled shoes. People should be a little sensitive to be able to move freely and paddle disabled own canoe.” (Respondent 12, Female, 47)

“We want people to be a little more sensitive. Thanks to this, we can have freedom of movement.” (Respondent 16, Female, 45)

6.2. Findings from Shopping Mall Managers

This section of findings includes the evaluation of service design and proposals with the managers of a shopping mall regarding findings of disabled people. According to the

interviews conducted with disabled people, unstructured interview was conducted with the managers of a shopping mall.

In accordance with the aim, the difficulties and expectations of disabled people were shared with the managers of a shopping mall on 21th of March 2017. They have commented to our findings related to difficulties and expectations of disabled people in shopping mall. The service design proposals that were shared with the managers of the shopping mall and their expressions about these expectations are as follows.

- Providing a shuttle service

“Our department is interested in services one to one. We can do guidance about this topic. This is something that can be done. Because we already have a service to Fahrettin Altay at specific hours. A location can be chosen for disabled such as Fahrettin Altay. By contacting with disabled association, a location to pick up disabled people can be determined. But we need a special service for them especially for orthopedically disabled people. Their seats differ.” (Manager 1)

- Making embossed panels

“I think that I probably get panels with embossed and aurally done.” (Manager 1)

- Assignment of staff throughout the shopping day

“Assignment of staff is not easy. But a person from consultation can be directed. For example, Kosgeb has employment projects. University students can be assigned for this job if they apply to Kosgeb. The wage would be paid by the government. Volunteer students can be selected. As you mentioned, the interaction will be the main theme of the topic. Awareness can be increased and a connection between students and disabled can be created.” (Manager 2)

- Making bright and voiced toilets

“There was a project of shopping mall related to this topic. But I do not know the final situation. This case is very important. In the short term, this is something to be taken into consideration. However, I know that negotiations regarding the topic continue.”

They are sensitive about this topic. This system needs to be installed at any shopping malls, but it is costly.” (Manager 1)

- Assignment of a companion for toilets

“If we talk with Kosgeb staff that we mentioned at the beginning, this assignment can be carried out. Someone who will be direction inside shopping mall can help in toilets at the same time. As you said there can be a button. When disabled people need, the staff come to help.” (Manager 2)

- Making a platform in the cinema

“The management of cinema is different. This management does not depend on us. We need to ask the management of cinema. I do not have a grasp of cinema.” (Manager 1)

- Disabled discount in cinema

“We can present suggestions about it. I do not think that they do not pay attention. Because they are so sensitive so they can support about discount. On certain days of the week, shuttle service is provided. Likewise on the days selected, cinema can unspool the films for disabled at the same time.” (Manager 1)

- Describing details of film in cinema

“As I said, the film production company should be doing it. This does not concern us directly. If there is such a technique, then this technique can be arranged by shopping mall. But, it is the fact that film production companies will describe the content of the film.” (Manager 1)

- Making embossed menus in food court

“It is not exactly something to do with us. By contacting with stores individually we can arrange it. Obviously, we cannot interfere with the internal affairs of the stores. But of course we have certain rules and the shopping mall can guide the stores. For example, we can prepare a text related to the appropriate proposals for us in order to present to restaurants and stores. We say: ‘we want to show sensitivity and we also want you to

show sensitivity about these topics.’ We are also able to reach their marketing manager, get access to corporate communications. People, who we will contact with, will be sensitive really. If we want to do this, we can get in contact with them.” (Manager 1)

- Rest areas

“Yes, it may be done. We are taking recommendations about the rest areas not only from disabled but also from nondisabled people. This is another thing that we would like to evaluate.” (Manager)

- Giving priority to disabled for cashier in the store

“This plate can be placed in the food court: ‘Disabled, pregnant women and elderly have priority’. For example, there is a plate like this abroad. That is why I said that we will say to the stores with the all suggestions.” (Manager 2)

- Attentive store staff

“This is also something that we can make suggestion to the stores. As I said before, here is not a government office. Stores always have circulation; staff get a job even for one day.

- Embossed tags in the stores

“In fact, this is not a difficult thing. Now I think that, when you adjust standards you will press one more tag. Staff will do this at the same time, there is no extra workload. We can prepare a text and present it to the top management. I would like to share this with top management, but unfortunately some things happen with the sanction power. In fact, most of the things expected based on human sensitivity. Except for the technological devices, this subject is completely people-oriented. We have to be behaved a little more sensitively, society needs to become self-aware.”(Manager 1)

The managers of the shopping malls indicated that, the managements of the cinema, restaurants in food court and stores in the shopping mall are different from the shopping mall general management. Therefore, the service designs related to the cinema, stores

and restaurants depend on their management not on the general management of the shopping mall.

In the light of our suggestions that were acquired by disabled people, managers highlighted that they would prepare a text for the top management about the expectations that can be realized. Then, based on the decisions of top management of the shopping mall, service designs can be started to perform. Such service designs that can be realized consist of providing shuttle service, embossed panel displaying which stores are available on which floors, assignment of staff throughout the shopping day, audio system inside shopping mall, assignment of companion for toilets and rest areas in the open areas .

For the suggestions that are not directly related to the shopping mall management, the managers of the shopping mall will reach marketing managers of the stores and restaurants. For the proposals related to the cinema, shopping mall management will communicate with the film production companies. By getting in contact with the managers of them, shopping mall management will attract the notice about the sensitivity of the subject.

CHAPTER-7

DISCUSSION

7.1. Implications from Literature and Regulations and Standards

In this section, it is aimed to present the results of the research in relation to regulations and standards in disability, and other studies conducted with disabilities in the literature. At the same time, the findings are also specified in the scope of the research questions.

According to the findings obtained in this research, it is determined that visually impaired and orthopedically disabled people experience many difficulties in accessing to the shopping malls, movement inside the shopping malls and accessing to their dwelling. Disabled people also have some expectations regarding the difficulties experienced. As a result of the findings, two core categories describing the difficulties and expectations of disabled people have been revealed. Each category consists of three parts, related to difficulties and expectations; these are shopping mall, municipality and society. The reason for creating such categories is that these parts represent the source of difficulties and expectations of disabled people.

According to the results from the interviews conducted with disabled people, they experience difficulties arising from the shopping mall. Shopping mall difficulties have been divided into four groups, relating to stores, shopping malls, cinemas and restaurants. The reason for classification is that stores, restaurants and cinemas inside shopping malls have separate management. According to the results from inside the shopping mall, visually impaired people have many difficulties in stores. Generally they experience price tags problems because they cannot read the statements on the tags. Inability to find products on the shelves is another problem for visually impaired people. Orthopedically disabled people's difficulties differ due to their specific disability. They experience problems related to the shelves. Since orthopedically disabled people use wheelchairs, they are exposed to difficulties related to access products on shelves, particularly on high shelves. Lack of ramps hinders entrance and exit to the stores. When stairs are located at entrances and exits of the stores, or inside the stores, ramps are needed.

A difficulty experienced by both visually impaired and orthopedically disabled people is related to the position of products. Store management places products on high shelves, not considering that a person having disability cannot reach these. However, as “accessibility” term states in Article 3 in Disabled Law 5378, products inside stores should be reachable for disabled customers. Both visually impaired and orthopedically disabled people experience problems arising from narrowness of aisles, due to the position of products. Store management tends not to consider the disabled, and narrows the aisles in order to display more products. Sometimes this situation occurs due to the inappropriate interior design of the stores. Whereas, according to the Regulations of Buildings Resided by Disabled People, published by Turkish Standards Institute, the layout must be arranged to allow wheelchair users to move freely. The needs of visually impaired people are also covered by this regulation. Because the regulation indicates that, providing circulation a more comfortable way for visually impaired people is necessary.

In addition to store related difficulties, the attitudes of the store staff may differ. Behavior of the store staff towards disabled is people oriented, and therefore, can change from person to person. Disabled people may experience helpful store staff, however, others may ignore them, and focus on other consumers, as respondents stated in expressions.

As well as difficulties related to store management, there are difficulties arising from shopping mall management, seven locations where disabled people experience difficulty inside shopping mall were identified: elevator, security gateway, toilet, stairs, parking area, open area and food court. Cinema and restaurants in food court have separate management themselves like stores. These seven locations were identified as being time consuming for disabled people. In elevators of shopping mall, the difficulty for visually impaired people is the inability to read numbers. Orthopedically disabled people complain about the crowded stores, inability to access buttons in elevators, and the malfunction of elevators. These difficulties prevent the accessibility of disabled people to areas in shopping malls.

The security gateway is another location at which disabled people have difficulty. When visually impaired people enter into or exit from the shopping mall, they cannot retrieve belongings from the gateway without help. However, orthopedically disabled people do not have this difficulty.

In the toilet, although visually impaired people do not have any difficulty, orthopedically disabled people encounter many problems. Mostly respondents pointed out that there are often no disabled toilets in shopping malls, and even if there are, they were not be designed according to the standards for disabled users. For example, toilets for orthopedically disabled need bars for support, and to be specially designed. Otherwise, orthopedically disabled cannot use the toilets, and meet their one of the vital needs. The use of toilet is explained in Disabled Law 5378 in Article 3 under the “discrimination” term. Discrimination can be divided into two categories, direct and indirect discrimination. Direct discrimination represents limitations in which restrictions make it difficult to gain an equal level of access compared with the nondisabled. Indirect discrimination means being at a disadvantage to meet vital needs fully and equally despite the presence of apparently nondiscriminatory applications. This situation can be shown as an instance of indirect discrimination regarding toilets, because there is a disabled facility but the disabled cannot fully and effectively benefit from this. Toilet cleanliness is another difficulty. Orthopedically disabled, especially with myopathy, cannot use dirty toilets since they have difficulty standing and need a wall or barrier for support. Indeed, The Regulation about Shopping Mall covers this topic. According to the regulation, both squat and flush toilets must facilitate hygienic conditions. Creating disabled toilets, separately like a third gender is a problem regarding the perception of the disabled. Disabled people oppose creating separate disabled toilets as if they were third gender. There should be disabled facilities inside men’s and women’s toilets, which meet appropriate standards. Men, women and disabled toilets should be under a single roof, without any discrimination. This situation is not a conscious action but rather an indirect discrimination. To avoid these difficulties, the basic needs of the disabled should be taken into consideration.

In stairs, visually impaired people have difficulty since they cannot move out the individual steps. This derives from designing stairs with similar colors. As a result, disabled people are confronted with the danger of falling. Orthopedically disabled people with myopathy cannot use the stairs if the steps are too high. As a result, there is also a danger of falling because of the height of the stairs for orthopedically disabled people.

In the parking area, visually impaired people have difficulty arises from shopping trolleys that are left out on parking area, obstructing the movement of disabled people. Orthopedically disabled people complain about the narrowness of the parking area. Therefore, the dimensions of disabled parking area should be constructed in a way that the movement of disabled people will not be obstructed.

The open area is another point of the shopping mall in which disabled people experience difficulty. Since the vision of the visually impaired is very limited in the dark, they need help. Orthopedically disabled people do not would like to encounter architectural barriers preventing the maneuvers. In order to create different atmospheric, shopping malls may be paved with nostalgia stones. Orthopedically disabled people' wheels are affected negatively because of the stones that are placed in the asphalt. Shopping malls are trying to create architectural distinctness; however, minor detail such as this may affect greatly disabled people's movement.

As well as the difficulties associated with shopping mall management, it is important to discuss the difficulties experienced regarding cinema management. The vision of the visually impaired is affected by the dark, and they cannot clearly see the stairs or passage in cinemas. Another problem experienced by visually impaired in the cinema is the inability to read cinema seats. The numbers in cinema need to be in large font to be noticeable by visually impaired. Visually impaired people cannot perceive the details of the film, which are missed as a result. This is an important problem as it may prevent a full understanding of the film. Orthopedically disabled people face different problems in cinemas; they cannot wait in the queue because of their myopathy. Also, orthopedically disabled people need a special platform in the cinema, because cinema seats do not allow them to position their body comfortably. Stairs in the cinema create problem for

both visually impaired and orthopedically disabled people. Because of the lack of ramp, disabled people have to access to cinema from different entrance. The lack of platform for wheelchairs and lack of ramps are serious deficiencies of cinema management. According to the Disabled Law 5378, disabled people are exposed to restriction regarding social rights. The management failure to consider disabled people makes it difficult to benefit from the social rights equally.

The area of food court provided by shopping mall is related to the shopping mall management. Crowdedness of food court and inability to find a place to sit are problems within the area of the shopping mall. This area could be enlarged with the arrangements in the shopping mall design. However, in food court, restaurants have different managements. Both visually impaired and orthopedically disabled people are unable to carry food in food court because of their disability, and need help of someone to carry food. When they try to carry food, they face possible accidents which not only harm disabled people, but also affect other consumers.

According to the findings, disabled people experience difficulties arising from the municipality, in terms of travel to and from the shopping malls. These difficulties can be divided into four categories: vehicle, road, station and driver. First, among vehicle related difficulties, visually impaired people state the need for a companion. Due to the nonadmission of the companion of disabled people, they experience a problem with buses, because they cannot move on their own and need help while the vehicle is in motion. Also, visually impaired people are unable to read bus destination and numbers. It is clear that, although the rules are presented in Turkish Standards Institute's rules under the name of Design Rules of Structural Measures of Local Roads, Squares and Streets for Disabled People and Elderly, some municipalities do not enforce the rules. According to the rule, public transportation stops must have an informing, flashing stop light and legible sign board that indicates the number and name of route. Furthermore, there is a requirement for embossed and large font city maps, route plans, visual information and public transportation vehicle tariff. Orthopedically disabled people have different difficulties regarding vehicle compared to visually impaired people. They cannot easily get on and get off due to height of bus steps without support from

someone. In the Design Rules of Structural Measures of Local Roads, Squares and Streets for Disabled People and Elderly, steps are also considered but there is a missing point. It is considered that steps are obstacles for the accessibility of disabled people and should be avoided in pavement construction. The height of the stairs in buses however is not considered in the rules. Therefore, municipalities should reconsider this condition as well.

Second, in the road, disabled people have different problems. Visually impaired people have difficulties when there are no pavements on the road. Also, pins on the road are not designed with contrasty colors and cannot be seen easily. There are many people using motorbikes with battery, which are quiet, and therefore not easy to detect by visually impaired people. So, these motors can be a risk for them. Orthopedically disabled people emphasize inappropriate roads, poor ramps on roads, pavement, and traffic lights. Holes on road create danger of falling for disabled people. The dimensions of ramps are often not suitable for disabled people in wheelchairs, who experience with difficulty in passing over them. This is also contrary to the rules stated in Universal Standards for Persons with Disability regarding ramps on roads. Furthermore, pavements pose a danger for disabled people because of the architectural barrier. Design Rules of Urban Roads, Rail Transport System for Disabled People and Elderly emphasize that billboards, poles in the roadway should not obstruct pedestrian crossings. There should be no obstacles on the roads that prevent disabled people using pavements and walking freely. However, this is also not implemented by municipalities. The movement of the traffic lights is another difficulty that disabled experienced on road. Traffic lights may be out of order, or operate irregularly. Disabled people cannot adjust their movements in these conditions. Both visually impaired and orthopedically disabled people experience difficulties of stairs on roads. After disabled people get off the transportation vehicle, they are faced with stairs and there is no ramp nearby. There is lack of ramp nearby the stairs. Consequently, they cannot access shopping malls. This leads to the danger that disabled people will be unable to enter or exit the shopping malls. However as stated in Universal Standards for Persons with Disability, accessible and useable of public transport and ramps should be provided. According to the regulations, entrance and exit must be designed for disabled people to utilize, without any impediment.

The third category is subway and bus stops. Orthopedically disabled people experience many problems at these places. The lack of emergency door may pose a problem in subway stations, because those are mostly used by disabled people. Also, elevators may be out of order. In this situation, disabled people will need to be physically moved by someone. There need to design subway stations for a long walk and without any obstacles for disabled passengers, as described in Design Rules of Urban Roads, Rail Transport System for Disabled People and Elderly. Bus station difficulties are regarding ramps. In some stations, there are no ramps to help them get on or get off the bus. Even where they exist, they may be far away from the bus stations. This makes impossible getting on the bus for disabled people. In the Article 3 in Disabled Law 5378, “accessibility” term not only involves the buildings, but includes transportation. In the context of the law, transportation should be reachable and useable. Hence, the barriers for disabled in transportation should be eliminated. This is possible only with the municipalities’ cooperation.

Finally, the difficulties associated with drivers arise from their lack of caution. Orthopedically disabled people with myopathy have balance disorder. When drivers brake suddenly, they cannot remain standing and this affects their health. Drivers of buses should be more careful, and consider the disabled people who are affected negatively by any circumstance inside buses.

Disabled people encounter many problems due to society. The occupation of disabled area is a tangible obstacle caused by insensitive behavior by society. Disabled people experience occupation in public transportation, on roads and in shopping malls. In public transportation, an able-bodied person may occupy the disabled seats or although people notice the disabled person they do not give up their place. On the road, people park cars in ways that prevent the movement of the disabled. In subway stations, especially people park cars at the exit of stations, instead of using the parking area of shopping mall. The regulation which is Design Rules of Urban Roads, Rail Transport System for Disabled People and Elderly refers to this issue related with subway stations. Therefore, subway stations should be designed without any obstacles for disabled. This also applies for disabled road; although these are separated as disabled road, people do not realize this

and occupy them. Pavements entail a risk because of the tradesmen' stall or pins. However, according to the Design Rules of Urban Roads, Rail Transport System for Disabled People and Elderly, this expression places and these kinds of occupations on road should be prevented. Sanctions should be increased by municipalities; hereby occupations can be reduced. In shopping malls, disabled parking area are used by the nondisabled; shopping mall managements should employ staff to prevent this. Occupations of disabled area in shopping malls are not limited to disabled parking area usage. In elevators, people do not give priority to disabled. Although there is a sign in front of the elevators indicating their use for disabled, elderly and pregnant, these are used by the nondisabled.

The difficulties experienced by disabled people are not limited to physical space. The disabled are perceived in society mainly in terms of physical differences. This perception leads to attitude discrepancies of society in the approach to disabled people. Attitude discrepancies of society bring inability to meet the needs of disabled people. According to the results of the research, difficulties experienced by disabled people due to the society were classified into two groups, which are the views of the society, and the occupation of disabled area. The view of society is intangible. This reflects the attitudes of society to disabled people. The insensitivity of society is a subject that orthopedically disabled people frequently emphasize. Even when society realizes the needs of disabled people, they make no effort to help them. Discrimination by society is another problem, and society considers the disabled as disabled, rather than a human. This leads to attitude discrepancies in society. Okur and Erdugan (2010) indicate that society should have responsibility for providing support for a person who is in need of help. In some conditions, respondents were swindled when they tried to help someone. This is a deficiency of conscience. Individuals in society should not forget that one day they themselves could face with such a situation. Both visually impaired and orthopedically disabled people are confronted prejudiced behavior of society. Society does not believe that a person with disability can succeed or improve themselves. Before anything else, society should feel empathy with disabled people, then notice that disabled people are human and can succeed in every area of life. Disrespect is related to the approach of society to disabled. Society is also inconsiderate and acts as heart breaking with the evil

tongue. People should approach to disabled and ask what they need politely. When people approach to disabled with polite questions, they will guide people about how to react. This is possible by raising awareness of society to disabled. Society does not include only insensitive people; there are also volunteers positive about to disabled people. As positive behavior, disabled people are met with sensitivity in society. Sometimes people would like to help disabled. This makes life easier in both shopping mall and transportation.

As a consequence of approach of society to disabled, feelings and thoughts come to light. Desperation and embarrassment due to the having disability, and distrust towards people because of being cheated by the society are the feelings of disabled. Unfortunately, the events experienced by disabled, along with approach of society, cause them to feel that way. Primarily, society needs to have awareness, and with this awareness they should act more consciously and positively towards disabled. In order to provide this awareness, not only society is responsible but also stakeholders including state, municipality and service providers have to participate. This resembles with the Akbulut (2012) emphasis. Thus, first state should establish regulations; municipality should take effective action on roads, and public transportation and then service providers (shopping malls in this research) should implement the regulations. By doing this, creating awareness will be achieved in society as well.

According to the results from the interviews conducted with disabled people, they have expectations arising from their difficulties. This constitutes other core category of the research. Expectations have been categorized into three groups, regarding shopping malls, municipality and society. Because of having different management, shopping mall expectations have been divided into four: stores, shopping malls, cinema and restaurants. The expectations of disabled people differ according to the type of disability. First, among store expectations, visually impaired people need audio devices to read tags on products. Also, contrasting colors should be made on price tags and letters on the tags should be written with largish letters. This facilitates understanding of price tags for visually impaired people. Other expectation of visually impaired people in stores is embossed labels. Through these labels they can read the prices and sizes written on tags.

Ramps in exits and entrances of the stores are another expectation of disabled people from the stores. To be able to access stores, ramp is a necessity. Although the requirement of store accessibility and accessible physical environment are stated in Universal Standards for Person with disability and Construction Law 3194, there are some instances of rule violation. Orthopedically disabled people expect priority at cash desks in store. A sign can be put in front of the cashier explaining this. This can be provided through displaying sensitivity of store management. In order to rest, disabled people need a chair in store. This is another expectation of disabled people from the stores in shopping malls. Store environment conditions are very important. As Baker et al., (2007) mention, services cape such as layout, furnishing are under the retailer's control. When the attributes in stores do not match the expectations of disabled consumers, necessary arrangements should be fulfilled. So, stores should acknowledge the customer expectations if they are particularly disabled. Disabled people do not only expect structural support, but also need to negotiate barriers relating to store staff. They expect a tolerant approach, staff should ask what disabled people want and show interest in their needs, in line with Baker et al., (2007). In fact, store staff should be trained on the way to approach consumers. Psychological feelings and interactions with store staff have great effect on the disabled. This appropriate level of help implies facilitating the meeting needs of disabled people in shopping.

Second, among shopping mall expectations, disabled people demand minor improvements on current physical facilities and new service expectations. As improvements on physical facilities, disabled people expect to be made ramps inside shopping malls and visually impaired people expect raised yellow strips inside and outside of the shopping malls. These are the changes about general architectural texture of the shopping malls. Furthermore, disabled people need expectations in the fields of shopping malls. They have some expectations in elevators. Visually impaired people expect embossed buttons in elevators to reach the appropriate floor. Sensor equipped elevator floors can also be beneficial for visually impaired people. Orthopedically disabled people's expectations regarding elevators are sufficient width and having self opening and closing doors. They do not want to be limited in their maneuver.

In toilets, visually impaired people expect contrasty colors to perceive and find the direction. Also, respondents indicate the requirement of an audio system. They expect bright and voiced toilets for visually impaired people. Therefore, sound reflective surfaces should be arranged to help for direction of visually impaired. This expectation of the study is covered by The Regulations of Buildings Resided by Disabled People published by Turkish Standards Institute. Placing a yellow strip in the toilet makes finding direction easier for disabled. Indeed, yellow strip is very important for visually impaired people. Installing the yellow strip in toilets is necessary to meet their vital needs. One of the expectations of orthopedically disabled people regarding toilets is wideness. Orthopedically disabled people with myopathy experience support problems in both squat and flush toilets. Therefore, their expectations are associated with toilets specially designed to meet their needs. The design of toilets is crucial for orthopedically disabled people, and doors, bars and taps should be made based on their requirement.

Visually impaired people have expectations about stairs. They again expect yellow strips to be placed on stairs. To enlighten the stairs, lamps can be used. These lamps may be upholstered different colors. This is one of the creative opinions of visually impaired. In parking area, orthopedically disabled people expect a special area for them nearby the exit and entrance door of the shopping malls. Also, they expect extensive parking. In open area, as orthopedically disabled people have difficulty with stones, they prefer flat ground, to avoid any obstacles both inside and outside of the shopping mall.

The expectations relating with the cinema management differ. For visually impaired people, placing a yellow strip again has vital role. According to the interviews, visually impaired people also prefer clearly labeled cinema seats. Orthopedically disabled people stress the need for a platform in the cinema because of difficulty in using cinema seats also problems in the position of their body. Both visually impaired and orthopedically disabled people expect ramps in the cinema. This is a key necessity to meet social needs of the disabled. According to The Regulation about Shopping Mall, social and cultural areas in shopping mall need to be free. The architectural design should be made by providing social and cultural needs of the disabled. In restaurants in the food court,

embossed menus are expected by visually impaired people. This could be possible if the managements of restaurants show sensitivity.

As a new service design, disabled people expect some general services in shopping malls, regardless of the area. Visually impaired people make a suggestion about the use of glasses describing the details in shopping mall. These glasses will warn the visually impaired people about what they will encounter inside. Visually impaired people would like to be assigned special staff to accompany them throughout the shopping. Furthermore, visually impaired people expect embossed panels located at entrance of the shopping malls to direct them about stores in floors. In order to do this, shopping mall need to arrange panels as voiced and embossed. Orthopedically disabled people suggest creating an area including sport equipments, as they do not have a chance to use sport centers. A solution organization to solve problems is another recommendation of the orthopedically disabled people. When they face with a problem, they would like to consult to this entity about what should be done. Actually, they would like to have an interlocutor. In the conditions that elevators are out of order, a walking platform can be a rescuer for the orthopedically disabled people providing a walking platform is a good idea of orthopedically disabled people. Both visually impaired and orthopedically disabled people would like to notify that they will go to the shopping mall. Based on this notification, disabled people expect a shuttle service from the shopping mall. This shuttle service will be provided depending on the location of their dwelling. Due to this service, they can access to shopping malls and return to their dwelling easily. Belt conveyors are other service expected by both visually impaired and orthopedically disabled people. Instead of using stairs or elevators, they prefer belt conveyors which can guarantee their security.

There are also new service expectations of disabled people concerning fields of the shopping mall. In toilets, visually impaired respondents emphasize on the requirement of a companion to help disabled people to meet their needs. Orthopedically disabled people would like disabled toilets inside shopping mall. This service must be a priority for shopping mall management. As it is stated in The Regulation about Shopping Mall, separate toilets are required for women, men, elderly, children and disabled people. If

there is still shopping mall which is nonobservant, then immediate action should be taken, because using toilets of disabled is one of the vital needs of disabled people. In food court, both visually impaired and orthopedically disabled people would like to have a separate area exclusively for disabled people. Implementation of this kind of service will prevent the obstacles that may occur in food court. In open area, visually impaired people would like to have playing areas. There are some games that are played by disabled people, such as goal ball, futsal. Therefore, constructing playground in open areas allows disabled people to participate in social life. Visually impaired people also expect sensitive floors warning of danger. To be able to walk around freely in open area, visually impaired people need this arrangement. Orthopedically disabled people expect rest areas. Since the benches in shopping malls are uncomfortable, they would like more suitable facilities. In The Regulation about Shopping mall, the requirement of made of adequate number and quality of the rest areas is highlighted. It should be constituted to meet the needs in shopping mall. In security gateway, orthopedically disabled people would like suitable X-ray devices, since currently these devices may give an alarm for a wheelchair. In terms of preventing security problem, suitable X-ray devices that can be used with disabled people should be taken into consideration. In disabled parking area, in order to obviate parked of the cars by the nondisabled, orthopedically disabled people need special staff. Through the assignment of security staff, parked by nondisabled in disabled parking area will be prevented in shopping mall in the line with Burnett (1996). Burnett emphasized the rest rooms and parking. Resting and parking area are important factors for consumers, and should be provided to do shopping.

Third, in restaurants of food court, both visually impaired and orthopedically disabled people would like to be assigned staff by restaurant management and to help to carry food.

Fourth, in cinema, visually impaired people made some suggestions about perception of details of the film that are silent. Using headphones in cinema is one of the services to solve this perception problem. These headphones will describe the details of the film that cannot be perceived by the disabled. Another suggestion of visually impaired people

is a cinema room describing the details of film. In these rooms, visually impaired people can watch the film. By providing these kinds of services, visually impaired people can benefit from the social and cultural rights. Another expectation in cinema is related to the discounts. Disabled people have financial difficulties, and because of that, they expect discounts in cinema, in line with Kwong and Jang's (2012) concept of equity. They indicate that tools needed by the disabled should be given for free or very cheaply. Cinema management can give such a discount, as they do for students and the retired. In cinema, orthopedically disabled people would like to receive help from staff to go up and down the stairs. This staff will accompany the disabled.

If the improvements and new services designed mentioned above are implemented, shopping malls can be converted into centers of attraction. Disabled people spend much time in shopping malls, and greater participation of disabled people into social life will be provided. Also, the number of the visitors of the shopping malls will increase. In the end, both disabled people and shopping malls benefit from these implementations.

According to the results, disabled people have expectations from the municipality. These expectations will facilitate the access of disabled people to the shopping malls and access to their dwelling from the shopping mall. Disabled people will also be able to walk around freely. The expectations of disabled people have been divided into two categories: station and driver. Visually impaired people expect a sensor announcing bus stops. Through this system, they will be able to understand the numbers of the buses. Orthopedically disabled people expect devices to help them travel. These devices will be provided at bus station and distributed to the orthopedically disabled. Comfortable seats inside the buses will be provided and disabled can travel easily. The other expectation category is driver. Disabled people expect help of driver while they are getting on and off the bus. Driver should tilt the vehicle and help disabled. Municipalities should give training to drivers about developing empathy with disabled. By this means, disabled people can get on and off the bus easily.

Disabled people have expectations from society as well. Society is inconsiderate to disabled people and act unfairly. Disabled people expect from society to be treated with respect and understanding. Disabled people also expect sensitivity from society. People

should put themselves in the place of the disabled. According to the statements of disabled, society should be made aware of disability. This is essential to feel empathy with disabled.

After the analysis results of interviews which were conducted with disabled people, unstructured interviewing was conducted with the managers of a shopping mall. During the interview, difficulties and expectations of disabled people were shared. At the end, improvements and new service design proposals were evaluated with the managers of the shopping mall. After marketing managers consult with top management, the possible service designs will be taken into consideration. These services can be listed as providing shuttle service, embossed panel explaining the layout of the shopping mall, assignment of staff throughout the shopping day, audio system inside shopping mall, and the assignment of a companion in toilets and rest areas in open area.

The managements of the stores, restaurants in food court and cinema in shopping mall have separate management than shopping mall's general management. For the suggestions that do not directly belong to the shopping mall management, the managers of the shopping mall will communicate with the marketing managers of these areas. For the service design relating with the cinema, shopping mall management will consult the film production company and cinema management. In order to raise the sensitivity of the topic, the marketing managers of the shopping mall will inform each management.

It is a reality that there are similar and different aspects of access to shopping malls, movement inside the shopping malls and access to their dwelling from the shopping malls of disabled people with the theories in the literature in the light of the core categories revealed with grounded theory.

According to the results of findings, disabled people experience difficulties in access to shopping malls, movement inside shopping malls and access to their dwelling from the shopping malls. This access regarding shopping malls and dwelling also refers to the consumer logistics problem. Consumer logistics is stated as consumers' participation in the movement and handling of the goods from points of origin to consumption,

according to Granzin et al., (1997). Disabled people have difficulties to engage in this process.

It is clear that disabled people experience elements of consumer logistics within the Granzin and Bahn (1989) consumer logistics concept. These elements coincide with the Bowersox's (1978) framework, including location, transportation, inventory, handling and storage. The model of Granzin and Bahn (1989) includes planning of shopping, access to store and store accessibility within the consumer logistics concept. Therefore, these activities can be evaluated under consumer logistics regarding disabled people. First, for the planning of shopping to avoid crowds, disabled people prefer to shop on weekdays. This applies not just to the shopping malls, but also to traffic. In order not to experience any difficulty in transportation, disabled people plan their shopping accordingly.

Second, the transportation activities of disabled people affect their selection of shopping mall. Disabled people emphasize transportation related problems. Shopping malls without a ramp are not preferred by disabled people since this is an obstacle in access to shopping malls. Also, if there are difficulties on the way of the shopping malls because of the design of urban space, disabled people prefer to avoid this shopping mall. These problems are generally related to the municipality although there are some obstacles arising from the society, mentioned above. Disabled people point out that places with inaccessible conditions are not attractive for them, in line with the remark of Baker et al., (2007) on the importance of accessibility. Although nondisabled people generally choose shopping malls depending on facilities and services, this is not the only factor. Their biggest problem is accessibility compared to nondisabled. Therefore, when appropriate accessibility conditions are provided, shopping malls can also be centers of attraction for disabled people.

Third, store accessibility is also an element of consumer logistics. According to the results of findings, disabled people emphasize the difficulties and their expectations regarding stores in line with the requirements. These difficulties and expectations are in line with the requirements of disabled people. Due to the inappropriate conditions inside stores of the shopping malls, stores become unpreferable places for disabled people.

This also plays a huge role in the selection of shopping malls. Product range, product availability on shelves, pricing and quality of service can also be indicated as difficulties experienced by disabled. Store staff have also effect on their preferences. Psychological feelings, interactions of store staff are factors in perceptions of welcomeness. Trained staff can build great relationship so that they can help to disabled people and meet their requirements. This creates appropriate level of help for these individuals.

According to the interviews, it is quite apparent that disabled people are not able to carry out these activities alone, they need someone to do their shopping, and to provide transportation activities for both access to shopping malls and their dwelling. Seamless access to shopping malls, movement inside the shopping malls and access to their dwelling can be provided through awareness on this topic. As a consequence, eliminating barriers for disabled people and ensuring their participation in social life can be achieved.

7.2. Theoretical Implications

In this section, similar and different aspects of the findings with the theoretical perspectives are presented.

7.2.1. Vulnerability Theory Perspective

Disabled people constitute a minority group exposed to exclusion and discrimination in social life. This condition leads them to experience disadvantages compared to the nondisabled. According to the findings, disabled people continuously experience negative treatment in society. As a result, both visually impaired and orthopedically disabled people feel vulnerable. The vulnerability derives from the difficulties experienced in many areas of their life. As Fineman (2010) stated in the vulnerability theory, discrimination arising from vulnerability is not just located in the body alone, it may also originate from social harm. The overlapping point of these research results and vulnerability theory is the disabled's exposure to exclusion by the nondisabled from social aspect. This is related to the both tangible and intangible findings of the research, as the areas for disabled people's use are occupied by nondisabled people. This is one reason of why disabled people feel vulnerable. They are exposed to vulnerability both in

shopping malls, and access to shopping malls and their dwelling. Another reason is exposure to adverse treatment by society. This negative behavior emerges as intangibly; prejudices, disrespect, insensitivity, being swindled and conscienceless come to light at the end. This fact overlaps with the Satz's (2008) point of view, because disabled people are not only vulnerable in their home, and working life, but also in the social environment.

When disabled people experience this kind of treatment, then they feel weak and isolated. Due to the friction experienced between the disabled and society, disabled people feel different emotions: desperation, embarrassment, and distrust because of being cheated, as a consequence of society's approach to the disabled.

According to vulnerability theory, the state must provide equal access to the societal institutions. It helps to strengthen the laws which comprise the important social welfare system. The state has an obligation to reduce and compensate for that vulnerability. This reduction can be achieved by policies applied by state. The statement of the Kohn's (2014) about compensation for vulnerability coincides with the findings of this research about difficulties and expectations of disabled people. By implementing this, vulnerability theory will provide a helpful framework for promoting social responsibility. Through the increase in social responsibility in society, individuals may react to disabled people more sensitively and the difficulties experienced will be reduced by state actions. This role of the state should address both to retail sector and individuals in society. This also accords with the Kirby's (2006) expression about response of the state to the individuals who experience vulnerability.

The oversight point of the Fineman's (2010) vulnerability theory is that state should not only provide equal access to social institutions, but also provide the access to all areas in which disabled people can take part and spend time. As part of the research, these areas can also include shopping mall retailers, because the research results have shown that the disabled should be included in social life and be accepted as part of life. Managers of the shopping malls can raise awareness of vulnerability in society, through the use of media, and advertisements.

This awareness provides a sharply contrasting alternative to the formal equality principle for understanding the role of the state, and it may help policymakers to imagine effectively how society might be restructured in order to better meet the welfare needs of all.

There are differences between difficulties and expectations of the visually impaired and orthopedically disabled. This fact overlaps with the view point of Cutter et al., (2003) viewpoint. From this approach, policies may target people based on their vulnerability to a particular threat or problem. This will be consistent with vulnerability, not as an innate quality of a person, but rather as a result of a relationship between individuals and their environment. Because vulnerability theory only focuses on the reality of the applying policies of state, it is less helpful in choosing particular policy interventions to reach these goals. This is a gap in vulnerability theory is closely related with our research. Although vulnerability theory can be useful in applying policy goals, it is also necessary to formulate policies to solve the problems of disabled people because of the differences in difficulties and expectations between different groups of disabled people.

Theory helps society to understand the disabled, and reduce prejudiced behavior. It should be noted that all human beings are vulnerable and prone to dependency. There need to increase awareness of society that people of any age may need care if they are disabled. Society must eliminate prejudices against disabled and accept them as equal with nondisabled. Society also has responsibility to support disabled people who need assistance in the framework of the principle of social solidarity. This will give an opportunity to change the view that disabled are merely consumers, or more clearly label as parasites. Thus, spread of social welfare to large masses will differentiate current share perceptions.

7.2.2. Equity Theory Perspective

According to the equity principle, people are equal value and no one should be discriminated. Adams (1965) determined inequality by comparing the input and output rate of individuals. Equity theory provides a social explanation of this research, due to the inequality and injustice regarding the disabled's access to shopping malls, movement

inside shopping mall and access to their dwelling from the shopping mall. In shopping malls, in order to buy a product or receive service, disabled people need to spend more time and effort compared to others. To illustrate, in stores of shopping mall visually impaired people are unable to access shelves or read the price tags, obliging disabled people to seek help from staff inside the store. Another example is that, orthopedically disabled people who would like to watch film in a cinema cannot access the cinema because of the lack of ramp. Even when there is ramp; they cannot position their body comfortably because of the lack of platform. As a result of these conditions, although disabled pay the same price to buy a product or receive service as nondisabled, they are forced to spend more time and make effort than nondisabled. They are unable to receive seamless service that all consumers expect. This condition applies also for transportation. Due to the missing points in regulations and municipality implementations, disabled people experience many difficulties. Inability to get on and off the public transportation, the poor conditions of ramps and pavements on roads, and occupation of area of usage by nondisabled can be shown as the sufficient reasons of why disabled people need more effort and time compared to nondisabled. In fact, these are the results of the municipalities' disregard and lack of enforcement of rules regarding use of disabled spaces. As it is seen, disabled people's inputs and outputs are not the same conditions compared to others. Thus, the difficulties experienced by disabled in shopping mall and transportation relate to Adam's (1965) equity theory.

Equity structure is crucial to realize the consequences of service failure. This service failure affects buying trends of the disabled, as specified in the interviews. Disabled consumers avoid shopping in the shopping malls which have unsuitable conditions. Therefore this statement accords with the expression of Palmer (2000). However, this kind of service failure leads to not only inequity for disabled people, but also adversely affects the number of the visitors of shopping malls, in contrast to Palmer's views on equity structure. The consequences of service failure should not be considered from only one perspective in marketing. Service providers in retailing themselves are also affected, since they serve consumers.

As Oliver (1997) pointed out the importance of satisfaction and dissatisfaction of consumers in equality, this importance also applies for disabled consumers, because they are unable to receive seamless service in shopping malls and they are dissatisfied with the conditions they encounter. Disabled people also experience inequalities in accessing shopping malls and their dwellings. Due to vehicle, station, road and driver related factors, they encounter with many obstacles in their daily life in agreement with Oliver's signification about satisfaction and dissatisfaction. Disabled people emphasize dissatisfaction, as they encounter many difficulties both in the shopping malls and transportation. They also express in the interviews that they will be satisfied if their expectations can be met, and allowing them to participate in social life effectively.

In the scope of the research, there need to be evaluated equity theory with dyadic perspective between customer and service providers. Equity condition for industries is an important factor in terms of service quality, customer satisfaction, customer loyalty and trustworthiness of service providers. However, rather than take a unilateral viewpoint, we need to consider the retailer perspective as well. This aspect of the research is not covered by the equity principle in Kwong and Jang's (2012) research. According to the research findings, the expected requirements are increase customer satisfaction, customer loyalty and trust in a shopping mall. Disabled people can shop easily and comfortably if relevant service designs are implemented. This facilitates receiving seamless access of disabled, and makes the disabled independent. From the shopping mall perspective, customer satisfaction and loyalty to shopping malls make shopping malls preferred by more customers, and gain more profit accordingly.

7.2.3. Social Justice Theory Perspective

On the one hand disability is perceived as a societal problem; on the other hand managing disability is the duty of responsible authorities in this regard. Ensuring social justice is not only duty of the individuals in society, but also duty of all stakeholders. In our research, these stakeholders are the state, municipalities and retailers. Among these, the state and municipalities play an enormous role in compensating for the difficulties of disabled people, because the social model requires an understanding of social responsibility. At this point, state and municipalities have certain responsibilities in

terms of ensuring economic, social, political and cultural equality. From this aspect, equity theory intertwines with social justice theory. The equal utilization of the rights and freedoms of the disabled is a necessity of equity theory. There should be guiding rules to grant equal rights to all individuals in society, according to Giarratano and Riley (1998), and this is reflected in the findings of the research. The topic is access to opportunities, and the main question is how these opportunities can be equalized, according to the formal justice perspective advocated by Silvers (1998).

Accessibility to various buildings for disabled people with wheelchairs should be provided. Such buildings include shopping malls and areas where the disabled people spend time. The areas require architectural and technical solutions to be able to reach for disabled people. In this context, the architectural barriers they experience on the way and in the shopping malls should be removed, in correspondence with social justice theory expressed by Wasserman (1998).

Social justice concerns play important role in certain groups. Disabled people in our research are more vulnerable than the nondisabled in society. Establishing and enforcing a formal justice policy can remove the obstacles that prevent equal opportunities for the disabled in both shopping malls and transportation. In our research, the difficulties experienced by disabled can be prevented by the implementation of policies and meeting the expectations of disabled people, involving municipalities, shopping malls and society. Therefore, the expression of Lind and Tyler (1998) about the role of social justice theory overlaps with this research.

Meeting the social, economic, and cultural needs of disabled is possible through the establishing state regulations, as envisaged by Miller's (1999) conceptualization. Social justice is a situation where requirements, legal rights and equity are balanced. On the basis of social justice theory, the state is obliged to offer all economic and social rights to disabled. This obligation should have understanding of equity, continuity and quality service. The state is responsible for guaranteeing a certain standard of life for disabled, and also rights to social security and an accessible physical environment. The realization of these rights will create a position to exist in a free life and overcome the obstacles.

When we compare these three theories in the literature with the results of the study, it is seen that similar and different aspects exist together. From this perspective, the research results reflect themes from the literature; however, the results do not verify or falsify these theories. The results reflect themes from each theoretical approach, but also have innovative aspects.

Overall, first the state must establish regulations to create social welfare; second municipality must take effective actions to enforce these regulations. Municipalities must intervene in conditions that prevent disabled people claiming their rights arising from several reasons in urban life. Also, they must increase sanction and punishments due to obstructing on roads, public transportation and other disabled area of usage. Third, service providers must apply the regulations established by the state. Shopping malls as service providers in our research must apply standards and regulations regarding disabled people. Then, shopping malls should take into consideration the service design proposals determined, in the interview conducted with the shopping mall marketing managers. These service design proposals will provide insight for other shopping malls. Shopping malls will have an opportunity to develop themselves and increase the number of the visitors. Besides, removal of obstacles will increase the participation of disabled people into social life. Through applying of the regulations properly, and improvement of service designs, new settlement of the society will be provided as well. Gradually, creating awareness in individuals of society will be achieved.

CHAPTER-8

CONCLUSION, LIMITATIONS AND FUTURE RESEARCH

8.1. Conclusion

According to the research conducted by State Institute of Statistics Prime Ministry Republic of Turkey and the Turkish Prime Ministry Presidency of Administration on Disabled People (2002), disabled people constitute approximately 12.29% of the total population in Turkey. People with orthopedic, visual, hearing, mental and speech and language disability represents 2.58% of the total population. According to the “National Database of Disabled”, orthopedically disabled people constitute 8.8%, and visually impaired people constitute 8.4% of the total disabled people population. (TUIK, 2011). This ratio is a considerable amount for a country.

This research identified difficulties experienced by visually impaired people and orthopedically disabled people in access to shopping malls, movement inside the shopping malls and access to their dwelling from the shopping malls. Expectations of disabled people in these areas have also been revealed. In these fields, there are great differences between the visually impaired and orthopedically disabled in terms of both difficulties and expectations.

According to the results achieved within the framework of two core categories, disabled people have many difficulties arising from the shopping mall, municipality and society. In shopping mall, disabled people experience difficulties in different fields of shopping mall such as elevators, stairs, security gateways, toilets, stores, cinemas, restaurants, parking areas, food courts and open areas. In these areas, difficulties originate from the lack of interest from the shopping mall management and insensitivity of society. Due to these factors, disabled people are unable to receive the level of service that they expect from the shopping malls. As difficulties related to the shopping mall, visually impaired people experience difficulties regarding perception. Visually impaired people experience the lack of viewpoint and this leads to have difficulty in many fields of shopping malls such as stairs, elevators, security gateways, toilets, stores, cinemas, restaurants, parking areas, food courts and open areas. As difficulties related to the shopping mall,

orthopedically disabled people have difficulty in stairs and areas without ramps or with conditions preventing their movement in the shopping mall. The disabled parking area is used inappropriately and priority is not given to disabled people in shopping malls.

In access to shopping malls and access to their dwelling from the shopping malls, disabled people also experience difficulties, are related to the nonconformity of use of urban space. At the same time, disabled people are unable to benefit from the public transportation. These difficulties derive from both the municipality and from society. Municipalities do not provide appropriate conditions on roads, pavements and public transport. They do not prevent in rule violations, and society occupies the disabled area of usage such as parked cars on roads and tradesmen' stall. Visually impaired people have difficulty recognizing the public transportation vehicles, and inappropriate urban planning includes poor ramps, stairs and pavements. Orthopedically disabled people experience difficulties regarding malfunction of elevators in stations, improper urban planning, including poor ramps, stairs and pavements. The difficulties experienced by disabled people cannot be limited to physical space. Society occupies the disabled space in shopping malls, transportation and urban space. In addition, society treats the disabled unfairly. Disabled people experience with negative results in social sense due to the insensitive, disrespectful, and prejudice behavior of society to disabled.

Disabled people have expectations regarding shopping mall, municipality and society. As expectations of disabled people from the shopping mall, visually impaired people generally would like audio systems and yellow strips in many areas of the shopping malls, and orthopedically disabled people generally would like to have ramps and wide spaces to maneuver freely. From the municipality, visually impaired people would like voiced directions and embossed panels on public transportation, while orthopedically disabled people would like ramps, proper pavements and roads that they can access comfortably. Disabled people expect society to be more sensitive, respectful and helpful, and treat them in a non-discriminatory manner.

The prevention of discrimination against disabled people, and struggle against this discrimination is a basic human duty. In order to ensure the integration of disabled people into society, and ensure full and effective participation in social life, all

stakeholders, including the state, municipalities, service providers and society have responsibility. In this context, public authorities should take effective measures to ensure the “enjoyment of equal rights” on the basis of the equality principle of the Constitution. Municipalities should intervene in conditions that prevent disabled enjoying their rights. Shopping malls, which are service providers, should apply standards and regulations established by the state. In this research, there are proposals regarding the provision of mobility of disabled people and their social and cultural rights in shopping malls. These service designs consist of providing shuttle services; embossed panels displaying which stores are available on which floors, the assignment of staff throughout the shopping day, audio systems inside shopping mall, assignment of a companion in toilets and rest areas in open areas. For the proposals related to the stores, restaurants and cinema, shopping mall management will communicate with the managers of the stores, restaurants, film production company and cinema management.

Collaboration of all members of society is a prerequisite to achieve this success. In this way, awareness of society to disabled people will increase. This will contribute social cooperation and well-being to a great extent.

8.2. Limitations

One of the substantial limitations of this research is the sampling method. Theoretical sampling method was used in this research. In order to meet the numerical requirements of theoretical sampling, snowball sampling was used. As disabled people constitute the sample, snowball sampling was used by contacting with the nongovernmental organizations. In grounded theory, there is no specific sampling method. The number of the sample has been specified in the principal of theoretical sampling by reaching theoretical saturation. In addition, the sample itself is another limitation of the research. It has been only conducted with visually impaired and orthopedically disabled people and excludes other types of disability. Interviews were conducted with disabled people living in the city of İzmir only. Another limitation is conducting interviews in a single shopping mall in Izmir. Due to the time restrictions, the number of the shopping malls and the number of the disabled respondents remained limited.

This research is exploratory by its nature. Due to the logic of exploratory research, this research cannot be generalized. To be more generalized, more respondents, different methodologies can be applied to a range of malls. In fact, this research was planned to conduct focus group discussion with mall managers. However, due to the managers' tight schedule, interview was conducted instead.

8.3. Implications for Future Research

Further research is also needed on the concept of the social marketing. Difficulties experienced by disabled people and their expectations can be investigated in different fields. Focusing on different areas could differentiate the results. Also, a certain theoretical support has been founded by using grounded theory. These studies can be used as a basis for future studies and generalizations could be made. Different methods including focus groups can also be used, based on groups of people from similar backgrounds or experiences. Future studies should address different retail stores in retailing sector instead of shopping malls. Future studies conducted with more respondents, more shopping malls may produce different results. In addition, other countries should be used. Comparisons between countries could be beneficial for marketers aiming to enter a foreign market.

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APPENDIX

APPENDIX-A Semi-Structured Interview Questions in Turkish

- 1.) Kendinizden kısaca bahseder misiniz (yaşınız, en son mezun olduğunuz okul vb.)?
- 2.) Kişisel tüketim ihtiyaçlarınızı nasıl karşılıyorsunuz?
- 3.) Hangi alışveriş merkezlerini tercih ediyorsunuz? Neden?
- 4.) Tercih etmediğiniz alışveriş merkezleri var mı? Neden?
- 5.) Alışveriş merkezlerine ne sıklıkla gidiyorsunuz?
- 6.) Alışveriş merkezlerine haftanın hangi günleri gidiyorsunuz?
- 7.) Alışveriş merkezlerini hangi amaçlarla tercih ediyorsunuz (alışveriş, vakit değerlendirme, dinlenme vb.)?
- 8.) Alışveriş merkezlerine nasıl ulaşıyorsunuz? Alışveriş merkezlerine giderken ve alışveriş merkezlerinden dönerken size eşlik eden biri var mı?

-Evet ise, eşlik eden birisi olmadığı takdirde alışveriş merkezlerine ve yaşadığınız yere rahatça erişim sağlayabiliyor musunuz?
- 9.) Alışveriş merkezlerine gidiş ve dönüşlerde hangi ulaşım aracını kullanıyorsunuz?
- 10.) Evinizden alışveriş merkezlerine ulaşana kadar ve/veya alışveriş merkezlerinden evinize ulaşana kadar karşılaştığınız zorluklar var mı?
- 11.) Alışveriş merkezleri içerisinde karşılaştığınız zorluklar neler?

-Mağaza içi

-Güvenlik girişi

-Asansör

APPENDIX-A (continued)

-Merdiven

-Tuvalet

-Sinema

-Yemek alanı

-Otopark

-Açık alan

12.) Alışveriş merkezlerinde (konuşulan alanlarda) size neler sağlansaydı kesintisiz dolaşım özgürlüğüne sahip olurduunuz?

13.) Bu alanlar haricinde alışveriş merkezlerinde daha çok vakit geçirebilmek için ne tür hizmetlere ihtiyaç vardır?

14.) Mağaza personelinin size karşı tutum ve davranışları nasıl?

15.) Personelden rahatça alışveriş yapabilmeyi sağlayacak hizmeti alabiliyor musunuz?

APPENDIX-B Semi-Structured Interview Questions

- 1.) Could you tell us briefly about yourself (your age, the last school you graduated from etc.)?
- 2.) How do you meet your needs for personal consumption?
- 3.) Which shopping malls do you prefer? Why?
- 4.) Are there any shopping malls which you do not prefer? Why?
- 5.) How often do you go to shopping malls?
- 6.) What days of the week do you go to the shopping malls?
- 7.) For what purposes do you prefer shopping malls (shopping, spending time, relaxation etc.)?
- 8.) How do you reach the shopping malls? Is there someone accompanying you when you go to shopping malls and return from shopping malls?
 - If yes, can you provide convenient access to shopping malls and your dwelling if you are not accompanied?
- 9.) Which transportation vehicles do you use to go to the shopping malls and return from the shopping malls?
- 10.) Are there any difficulties you experience when you reach to shopping malls from your dwelling and / or reach your dwelling from shopping malls?
- 11.) What are the difficulties you experience in shopping malls?
 - In store
 - Security gateway
 - Elevator
 - Stairs

APPENDIX-B (continued)

-Toilet

-Cinema

-Food court

-Parking area

-Open area

12.) What would you have in shopping malls (in the spoken areas) to go around freely and uninterruptedly?

13.) What kind of services is needed to spend more time in shopping malls apart from these areas?

14.) How are the attitudes and behaviors of the store staff towards you?

15.) Can you get a service that will allow you to shop easily?