

Experiences of Blind People in Supermarkets: Insights from Transformative Service Research

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Abstract

This study aimed to understand the impediments that blind people face when visiting and consuming in supermarkets in Brazil using the TSR theoretical approach. The research was conducted on a qualitative exploratory methodology, based on in-depth interviews with blind person leaders in their regional communities in Brazil. The interviews were transcribed and treated by content analysis. The analysis revealed that blind people are prevented from acting, doing, consuming, interacting, and coming and going, which directly impacts their independence and well-being. The impediments come from the lack of compression of rights and the prejudice constantly suffered by the environment's elements of offer, processes, people, and physical aspects. The presented results serve to identify insights and develop marketing strategies that support the proposition of well-being policies, prioritizing actions that enhance the supermarket experience, enabling blind people to consume autonomously.

Subject Areas: *Consumer Behaviour, Service Marketing*

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