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RESEARCH TITLE: A Qualitative Research Evaluation Of Pick n' Pay Against The Healthy Brand Criteria

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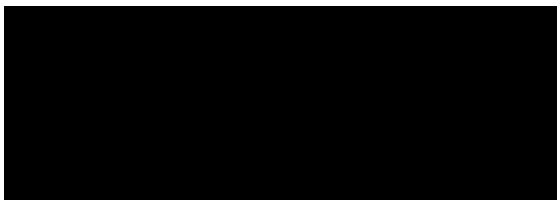
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Abstract

The aim of this research project through a literature review, interviews and surveys include:

- (a) Explore through a theoretical model the retail brand as “meaningful” or a brand “with purpose” with respect to food waste.
- (b) Explore how the retail brand’s meaning and purpose creates awareness and understanding to reduce food waste.
- (c) Explore the factors that influence consumer decision making in reducing food waste and how is it incorporated in the meaning and purpose of the brand.
- (d) Explore retail brand management interventions to improve awareness and understanding to reduce food waste.
- (e) Explore food waste reduction as a personal value and how can this be enhanced through awareness and communication through the meaningful and purposeful brand.

A qualitative research method was used with one on one participant interviews. An interpretivism research paradigm was adopted. The Vega meaningful brand criteria was used as the theoretical framework. The following were the key conclusions from the research project:

- Pick n’ Pay provided a sufficient level of awareness and understanding towards food waste to contribute to an effective value chain as a retailer.
- There were areas of improvement highlighted from participants with recommendations to address a sub optimal brand, lack of communication and an improved sustainable carrier bag option.
- Pick n’ Pay provides meaning and purpose in their brand with respect to variety, price, quality and location as part of competitive advantage.
- Pick n Pay has a brand that has sustainable relations given their involvement in charities and sustainable events and further add to meaning and purpose.

1. Introduction

(a) Purpose

The purpose of the study is to evaluate the impact of the Pick n' Pay retail brand against the meaningful brand criteria with respect to the purchase of foods products , expiry dates and brand communication and messaging using the meaningful brand criteria. The purpose of the evaluation using the criteria will be to enhance Pick n' Pay as a meaningful and purposeful brand, together as a sustainable consumer brand that remains competitive and relevant within current and emerging food waste management imperatives. The study highlights the following opportunities:

- The failure of consumers to purchase ugly foods even though the quality remains edible.
- The failure of the consumers to purchase food on the due date.
- The failure for Pick n' Pay to educate consumers on their understanding of labelling with respect to due dates and expiry dates.
- The failure of Pick n' Pay to create awareness of food wastage through its brand and communication campaigns.

(b) Background

According to the United Nations Sustainable Development Goal (SDG) of Responsible Consumption and Production, 1.3 billion tonnes of food is wasted annually. The target is to halve per capita global food waste directed at the retail and consumer level and reduce food losses across the production and supply chains which include post-harvest losses. The SDG for Zero Hunger indicated that 821 million people are undernourished. The target is to end all forms of malnutrition by 2030 (UNDP, 2020). South Africa is a signatory to the Sustainable Development Goals and integrated into the African Union Agenda 2063 to build a prosperous Africa, "the Africa we want" (Sustainable Development, 2019). Approximately one-third of food produced globally for human consumption is lost and wasted. This results in economic, social and environmental impacts of food waste (FAO, 2015). From a South African perspective the food waste numbers include 12 million people that go to bed

hungry; of the 31 million tonnes of food produced, 10 million is wasted; 70% of the food wasted is from fruits, vegetable and cereals; the cost of food waste is R61.5 billion and a typical household wastes half a kilogram a week (Schimke, 2020). A paradox exists to which we have an exponential amount of food wasted yet millions still go hungry every day (Nor, 2001).

Food loss is defined as “the decrease in quantity or quality of food” (FAO, 2013). Food waste is part of food loss and refers to discarding or alternative (non-food) use of food that is safe and nutritious for human consumption along the entire food supply chain, from primary production to end household consumer level. Food waste is recognised as a distinct part of food loss because the drivers that generate it and the solutions to it are different from those of food losses (FAO, 2013).

Hunger reigns as a constant threat to humanity. According to Maslow’s Hierarchy of needs theory, categories are outlined in which people are motivated to behavior. The first category on this hierarchy is defined as physiological. This refers to basic physical needs like drinking when thirsty or eating when hungry. Maslow considered physiological needs to be the most essential of our needs (Hopper, 2020).

This research paper will explore how brands are meaningfully conducting their businesses while providing preventative measures towards Food Waste Management practices: providing consumers, a high-quality experience and service while being consciously aware of the magnitude of a problem we face globally, which is also prevalent in South Africa. Pick n’ Pay is selected as the brand to understand the extent to which the brand can be described as a “meaningful” brand “with purpose” within the context of food waste management.

1.1 Rational

Food security is a global challenge given that by 2050 the world needs to feed 9 billion people. This relates to a 60% increase in food demand (Breene, 2016). There is also a growing change in diet requirements to more nutritional food and

selective choices due to appearance and nutritional value. In addition, climate change and the resultant negative impacts on food security will only worsen the situation (Breene, 2016). Finally, as an outcome of climate change, increasing water scarcity is also becoming a major factor that will impact agriculture and meat production (Breene, 2016). Therefore, with the increasing demand for food against a challenged supply projection, food waste becomes a relevant and critical topic for research. A retailer plays a critical role to create awareness and understanding with the consumer to influence behaviour to reduce food waste. The meaning and purpose of the brand is an area where the retailer can focus on through a theoretical brand model and consumer experiences. Food hunger, social instability, land fill waste and rising opportunity costs are directly affected by the mismanagement of food waste management. Food waste has taken its place on the global platforms of countries and the exploratory research into the topic is justified given its long-term impact on human quality of life.

1.2 Problem Statement

Determining whether the Food Waste Management Practices of Pick n' Pay contribute towards them being a Meaningful Brand.

Food wastage is a global dilemma that impacts humanity on both a social and environmental level. According to Du Plessis , managing director of FoodForward South Africa roughly 50% of our population is food insecure or at risk of food insecurity (Food Forward SA, 2018). This essentially is broken down into individuals skipping meals or starving so they can survive within a budget. To reduce hunger and capitalize on food wastage by turning it into a solution through intervention and innovation. The problem is a surplus of resources are used and wasted (Food Forward SA, 2018). This waste is in stark contrast to the millions of South Africans that are going hungry.

1.2.1 Food waste management practices of Pick n' Pay link to Paradigm

The research problem is defined as the heart of process and is influenced by the research paradigm chosen (Bezuidenhout et al., 2014:"65"). The paradigm chosen for this research project is interpretivism. It gains a deeper understanding of social life and human behaviour through empathy. The interpretivist gains an in-depth understanding of a phenomenon through the experiences that occur daily (Bezuidenhout et al., 2014:"65"). The research

problem for this assignment is to understand why people make daily choices that exacerbates food waste. The problem statement can be stated as: The lack of awareness and understanding towards food waste results in ineffective value chain choices across the production, retail and household level (Dahl, Dellaventura, Morabito, Perry and Sinodinos, 2014). Pick n' Pay consumers will be interviewed to gain further understanding into their mindset and habits.

1.2.2 Sub problems to the problem statement

Sub-problem are comprehensible units of research that add to the main problem statement and add to the significance and relevance of the study (Bezuidenhout et al., 2014). The following are sub-problems:

- (a) A failure to quantify the cost at each point of the value chain with respect to food waste results in poor focus to optimize processes to prevent the losses and access the opportunity cost.
- (b) Consumer's lack of understanding of the nutritional value of ugly foods and the cost benefit to choose results in sub-optimal choices based on appearance rather than value and contribution to food waste.
- (c) The lack of regulation with respect to due date and sell by date labelling results in poor governance across retailers to optimize the supply and demand balance and consequential food waste due to consumer behavior.
- (d) Retailers allocate a reduced amount of budget to food waste branding and campaigns given the less attractive cost to benefit ratio and resources allocated to reduce food waste thereby losing an opportunity to create a meaningful and purposeful brand.
- (e) Incentives to value chain owners across the value chain from producer, retailer and households are lacking to contribute to a reduction in food waste.

1.3 Research Goal

With the above stated research questions, it becomes clear that the fundamental aim of this research study is to understand the manner in which Pick n' Pay

operates and to evaluate whether or not the brand's meaningful behaviour is beneficial towards consumers and the communities they operate in.

This study will focus on applied research by studying the phenomenon of food waste and the resultant socio-economic impacts. From a perspective of objectives, the study will focus on exploratory research given the study of brand with respect to food waste is an area that is unknown from a South African perspective to prioritise a social need. The aim of the study will be focused on the retailer as primary production, processing, and manufacturing as part of the food waste value chain are out of scope of the study. The study will focus on South Africa data through the interview and survey process and will be focused at a Pick n' Pay store in the Hyde Park, Sandton area. It will include both males and females that are decision makers to purchase in the store and make decisions on preparing and storing food at their homes. It will therefore exclude age groups that are still in school.

The aim of this research through a literature review, interviews and surveys include:

- (f) Explore through a theoretical model the retail brand as "meaningful" or a brand "with purpose" with respect to food waste.
- (g) Explore how the retail brand's meaning and purpose creates awareness and understanding to reduce food waste.
- (h) Explore the factors that influence consumer decision making in reducing food waste and how is it incorporated in the meaning and purpose of the brand.
- (i) Explore retail brand management interventions to improve awareness and understanding to reduce food waste.
- (j) Explore food waste reduction as a personal value and how can this be enhanced through awareness and communication through the meaningful and purposeful brand.

1.4 Research Questions

Using the Vega healthy Brand criteria research questions will effectively be identified in order to analyse Pick n' Pay's business model. The objectives will play a vital role in giving the research direction by delving deeper into specific areas of interest. This analysis will be achieved through the discussion and investigation of primary and secondary data.

1. Particular Meaning

Research question: What particular meaning does Pick n' pay have associated with its brand name?

Objective 1: To evaluate the role Pick n' Pay plays in society.

Objective 2: To comprehend what value Pick n' Pay offers to its consumers.

Objective 3: To investigate what perception consumers hold towards Pick n' Pay.

To get the data needed to answer the mentioned above questions, primary research is needed through a one on one interview with the branch manager. The application of casual and exploratory questions would yield the data needed to conclude what the purpose of the brand. (RM. Bezuidenhout, 2014)

2. Unique Meaning

Research question: Does Pick n' Pay have a unique meaning against its competitors?

Objective 1: To evaluate Pick n' Pay differentiating factor against its competitors

Objective 2: To explore how consumers perceive Pick n' Pay.

Objective 3: To evaluate what innovative practice Pick n' Pay implemented.

Conducting secondary research online through the use of journals and articles. Primary research could be conducted through surveys as how do consumers perceive Pick n' Pay against other leading food retailers. (RM. Bezuidenhout, 2014)

3. Effective and Engaging communicator

Research question: What communication style has Pick n' Pay engaged in to effectively communicate with its consumers?

Objective 1: Establishing the engagement rate with consumers on social media

Objective 2: To explore digital media campaigns done over the course of three years to determine brand identity alignment

Objective 3: To evaluate if communication methods align with customer.

Primary research will be conducted through one on one interviews frequent buyers at Pick n' Pay. This method will be implemented in order to gain clarity on how brands communicate and whether that communication is effectively received. The form of questions asked would comprise of evaluative, historical and exploratory questions in order to gain a deeper understanding.

4. Adds value

Research question: Is Pick n' Pay a sustainable brand with regards to their food waste management systems?

Objective 1: To delve deeper into how Pick n' Pay defined themselves as a healthy sustainable.

Objective 2: To evaluate the brand efforts towards Pick n' Pay Food waste management.

Objective 3: To determine whether Pick n' Pay can contribute healthily towards their consumers and the planet.

Due to time constraints, secondary data would be the most time friendly form of research to collect data for this particular question. Online sources will yield information that is measurable against the meaningful brand criteria to understand the sustainability of the brand.

5. Transparency

Research question: Explore Pick n' Pay efforts to remain transparent with their consumers

Objective 1: To determine whether consumers can easily find the ingredients in each product sold by Pick n' Pay?

Objective 2: To evaluate the level of transparency Pick n' Pay expressed on every platform of the brand

Objective 3: To explore what protocol is put in place to rectify bad service towards consumers?

Primary and secondary questions can be used to highlight whether Pick n' Pay maintains a high level of transparency through their engagement with their consumers.

6. Sustainable Relationships

Research question: How does Pick n' Pay maintain sustainable relationships with its shareholders and consumers?

Objective 1: To delve deeper in gaining a better understanding on how the Pick n' Pay brand gives back to the community?

Objective 2: To evaluate the level of support Pick n' Pay provides to their sustainability programmes

Both primary and secondary questions can be used to explore how Pick n' Pay supports and gives back to the community.

7. Profit is not a driver

Research question: Are the profit schemes implemented by Pick n' Pay ethical?

Objective 1: To evaluate whether Pick n' Pay offers it's consumers value for their money.

Objective 2: To explore what strategies are implemented to keep businesses thriving and consumers satisfaction at a high level.

Primary research will effectively be used to determine whether consumer feel their purchases and product received is well worth it. The question of value of money will be explored further through the perception of consumers from Pick n' Pay.

2. Literature Review

Theoretical framework adopted for the research

The theoretical framework proposed for this research assignment is the Vega Health Brand Criteria based on Gordon Cook and associated writers (Because Branding, 2017). Pick n' Pay will be evaluated against the aforementioned criteria as a cited resource with respect to food waste management. Findings from the evaluation would be used as a basis to make recommendations.

The concept of a healthy brand is one that considers the notion of identity, value, sustainability and communication authenticity as well as being able to move away from being solely profit-focused and business driven. The Vega Healthy Brand Criteria highlights 7 different criteria that meaningful brands should fall under and include the following: (Because Branding, 2017)

- Clear meaning and purpose

The consumer buys into the brand because the brand has something it lives for. The brand is driven by an internal purpose.

- Distinctive identity

The brand stands in a lane of its own because its meaning and identity is different to other competitors.

- Effective communicator

The consumer has an easy and direct line into the brand as the brand is easy to reach out to and communicates all its internal morals and principles in everything it does, all stakeholders understand what the brand is offering.

- Adds value to people's lives

The brand promise is to enrich the lives of its consumer. The brand's purpose is to fulfil the needs of its consumer and offer value for money.

- Transparent

Consumers value a constant access to the brand. The brand promises and values are communicated through all the brand does.

- Sustainable

The brand gives back more than it takes. Considers the triple bottom line in all business ventures (people, place, profit)

- Profitable

Profit is seen as the consequence of meaningful brand behavior given the outcomes of the above six criteria.

2.1 Impacts of food wastage

Food waste management is a global phenomenon affecting all corners of the world. It is a global issue that impacts everyone on both a social and economic level. The devastating socio-economic implications, significantly reflected by the hunger seen in a number of countries. According to the UN's Food and Agriculture Organization (FAO), nearly one-third of all food produced in the world is either wasted or lost (Levy, 2017). Andy Du Plessis, managing director of FoodForward South Africa, explains that roughly 50% of our population is food insecure or at risk of food insecurity (Oxford, 2018). Du Plessis further expands by saying "people are hungry, some skip meals or go for days without food so they can survive" (Oxford, 2018). Food insecurity can be combatted and managed if better procedures were put into place to bridge the gap between food produced and food wasted.

Another serious threat that food wastage imposes to our society is environmental pollutions, health risks, and scarcity of dumping land (Compos, 2017). The first study that investigated the global impact of food wastage from an environmental standpoint was done by Food Wastage Footprint (FAO's). The first point established, the carbon footprint of food produced and not eaten, is estimated at 3.3 billion tons of greenhouse gases, making food wastage the third top greenhouse gas emitter after the U.S and China (DiBenedetto, 2013).

Secondly, globally the blue water footprint, the consumption of surface and groundwater resources of food wastage accounted for 250 cubic kilometres which is the equivalent to three times the volume of Lake Geneva the largest freshwater lake in Europe (DiBenedetto, 2013). South Africa is a water scare country and therefore should ensure efficient and effective use of its water resources. The third point accounts for 30% of the world's agricultural land area being occupied by uneaten food that is produced (DiBenedetto, 2013). Fourthly, 55% of the world's food wastage occurs "upstream" during production, post-

harvest handling as well as storage. About 46% transpires “downstream” during the processing, distribution and consumption stages.

To conclude the FAO’s findings, the fifth point deduces “food wastage unduly compounds the negative externalities that mono-cropping and agriculture expansion into wild areas create on biodiversity loss, including mammals, birds, fish and amphibians” (DiBenedetto, 2013).

2.2 Contributing factor towards food wastage

Food wastage occurs at the stage of production, retailing and consumption. At production level it entails everything from harvesting, storage, packing, transport, infrastructure, market mechanisms as well as legal framework. In terms of it on a household or restaurant level it entails the following; cooking too much food, forgetting leftovers in the fridge or freezer, poor preparation of food and incorrect serving and over stocking which results in food going off before the use-by date (Environmental Affairs, 2020).

The following are listed causes of food wastage on a production, retail and household level: (Dahl, Dellaventura, Morabito, Perry and Sinodinos, 2014)

- Excess food is produced by farmers out of concern for poor weather or pest attacks.
- Supermarkets have regulated appearance quality standards that are a criteria in order for product to be sold.
- Within Supermarkets food that is edible is rejected due to items being presented in a less favourable manner due to its size, shape or weight.
- Supermarkets exhibit a considerable quantity of food items that reach their sell-by date before being sold.
- Bulk sized packaging contribute toward food waste on a household level.
- Unreasonably large portions meals are served in restaurant that inevitably goes to waste.
- Households buy more food than needed .

2.3 Food loss in retail and the hierarchy of food waste management

a) Reducing food losses by intelligent food logistics

In order to understand food wastage on a broader spectrum, an investigation of the manufacturing phase needs to be explored. It is essential to understand the process behind getting food items onto shelves that are ready for purchase (Jedermann, Nicometo, Uysal and Lang, 2014).

A definition vital to comprehend namely "shelf life", it is a phrase that defines the number of days that a food product has left within the bounds of being viewed as "acceptable quality" and safe to consume. Shelf life is dependent on the temperature and transportation conditions of the fruit and vegetables. One third of global fresh fruits and vegetables are accounted to be thrown away due to their drop in quality (Jedermann et al., 2014). An astronomical amount of losses is dually related to non-optimized handling during the supply chain process. This highlights the importance of temperature and transportation procedures. Having correct temperature management is a basic requirement that needs to be met in order to extend longevity of shelf life. In addition to correct temperature, product packaging is a key concept with regards to airflow and thus providing efficient cooling to a product (Jedermann et al., 2014).

b) Waste management hierarchy in food waste management

Food service operators describe waste control through the phrase "Reduce, Reuse, Recycle". This represents a hierarchy of activities, starting with the most beneficial and moving to the least beneficial (LeanPath, 2008).

1. Reduce: Designing systems and policies to prevent, minimise and avoid waste in the first place giving an opportunity to save food while making the largest positive impact on the environment. When waste is prevented, raw materials are not discarded and there is an avoidance of hauling and landfill fees associated with recycling, composting or disposing of the waste. Source reduction is the most powerful and effective thing we can do to manage waste.
2. Reuse: The next viable option is reuse after source reduction. A secondary way to obtain value from a food item will be utilised that would otherwise be wasted. According to foodservice, the most common reuse opportunity involves redeploying overproduced food elsewhere on the menu and the

next option would entail donating to a food recovery program that will provide it to those in desperate need. Food can also be donated to feed animals provided it is handled with the utmost care.

3. Recycle: By recycling/ composting, waste is diverted from the landfill to ensure ongoing value when the item is converted into something useful such as a soil amendment with composting.

2.4 Consumer behaviour

Food loss is attributed to two factors, namely, waste owing to oversupply and losses owing to the natural decay of food products which can be accelerated due to the above mentioned factors of poor temperature management (Rohm, 2017). Consumer behaviour pays reference to the purchasing power that individuals hold towards brands. If a brand is considered meaningful and healthy consumers will be more inclined to support them and a good rapport will be built.

Many affluent economies show higher rates in oversupply in which supply can afford to throw food away. Consumers play a huge role in avoiding food wastage on both an indirect and direct level (Rohm, 2017). One of the ways in which consumers can reduce food wastage is if there was a willingness to accept food that is suboptimal. Suboptimal refers to food that deviates in sensory characteristics, odd shape or discoloration, or that has a best-before date which was approaching or has passed, but was still perfectly fine for consumption. The concept of devaluation of food are found at all levels, the most important key of knowledge is that the end user determines which food is bought in store and which food is consumed instead of thrown away in a household. Consumer perception is greatly taken into consideration as it would inevitably effect sales. In this instance more than another, the consumer is absolutely 100% correct due to their buying power.

Statistics have shown that consumers have an unwillingness to purchase suboptimal food items (Rohm, 2017). The consequence to this action is that these suitable for human consumption items are neither bought nor consumed yet are discarded. Producers discard up to 30% of fruit and vegetables because of aesthetic imperfections. Food that has gone past the best before dates are

accounted for up to 55% of consumer food waste. A sad reality is that 75% of this food wastage can be curbed if consumer perception could change towards making more sustainable choices when purchasing (Rohm, 2017).

2.5 Pick n' Pay Efforts against food waste practice

Pick n' Pay is one Africa's major retailers, which is focused on providing quintessential family products to their customers. Pick n' Pay strives to address socio-economic challenges through the supply of high-quality, affordable food while delivering employment and economic opportunities across its value chain. The group has built value within society by having a genuine desire to make life better for their customers and making a positive contribution to the communities (Food Business Africa, 2020).

According to Pick n' Pay, "working in partnership is essential in addressing global sustainability challenges and we are committed to work closely with our stakeholders towards achieving the UN Sustainable Development Goals." (PnP, 2020). Evidently a focus area to Pick n' Pay is food waste management. A goal for 2020 is waste reduction as well as diverting 20% of food waste from going to landfill. In order for the private- sector to fulfil their commitment towards the UN's Sustainable Development Goal Target 12.3, a 50% reduction in food loss and waste by 2030 worldwide needs to occur (Food Business Africa, 2020).

Pick n' Pay has joined the global food waste initiative and come up with a revolutionary movement called 10x20x30. The movement numbers are significant towards the initiative as it refers to 10 retailer engaging 20 of their suppliers to reduce food waste in half by 2030. Founding partners that have joined Pick n Pays initiative include Carrefour, Walmart, Ahold and Tesco. The 10 world's largest food retailer and manufactures are focusing on in-store and supply chain food loss and waste to play their part in effectively reducing food wastage to reach 2030 goals mentioned above (Food Business Africa, 2020).

Gareth Ackerman chairman of Pick n' Pay indicated that as part of their commitment, Pick n Pay engaged 20 of their biggest suppliers to help reduce food waste. Their support and commitment toward goals mentioned above aims to reduce waste by sharing information better, controlling waste within the

supply chain and working together collaboratively. He further added that this was the commitment of Pick n Pay to partner and be part of an initiative to build a sustainable world. Chairman of Pick n' Pay, Gareth Ackerman indicated that as a brand they are consciously aware of the food wastage crisis we face and that food that has reach its sell-by-date and is viable to consume is donated to those less fortunate (PnP, 2020).

Pick n' Pay's mission and values are as follows:

Mission: "We serve. With our hearts we create a great place to be. With our minds we create an excellent place to shop" (PnP, 2020).

Values: Pick n Pay is a much-loved brand, valued within society, built on a genuine desire to make life better for their customers and to make a positive contribution to the communities. Their strong and unique family values have guided the business for more than 50 years, providing a solid foundation for growth, innovation, service excellence and generosity (PnP, 2020).

2.5 OPPORTUNITIES HIGHLIGHTED IN THE LITERATURE REVIEW

The literature review highlights the opportunities in relation to Pick n' Pay as a meaningful and purposeful brand with respect to purchase of ugly foods, expiry dates and brand communication and messaging:

- a) The failure of consumers to purchase ugly foods even though the quality remains edible.
- b) The failure of the consumers to purchase food on the due date.
- c) The failure for Pick n' Pay to educate consumer on their understanding of labelling with respect to due dates and expiry dates.
- d) The failure of Pick n' Pay to create awareness of food wastage through its brand and communication campaigns.

The above problems identified creates an opportunity for further research as to enhance Pick n' Pay as a meaningful and purposeful brand with regards to food waste management.

3. Research Paradigm

A paradigm is defined as a set of beliefs and common agreements that influence the way data is interpreted within a specific fields of science. Paradigms are a mind-set we use to establish and seek truths (Bezuidenhout, David and du Plooy-Cilliers, 2014).

Thomas Kuhn, a historian, introduced the term paradigm. The interpretivist paradigm digs deeper in understanding the way things are with respect to social action and experience (Bezuidenhout et al., 2014).

Justification of the Research Paradigm

The research assignment is focused on understanding a meaningful and purpose brand with respect to food waste management at Pick n' Pay. It requires a personal and collective understanding of reality through the lens of experience and culture. Knowledge through empirical data, reality through laws, theories independent of culture, facts quantified and values independent of personality traits are the basis of the positivists paradigm and therefore not appropriate for the research assignment.

The paradigm of critical realism could be considered based on knowledge as a social construct, a change management plan through theory, and a biased approach in understanding values. However, societal myths about food waste management and a mixed methods methodology, specifically the use of quantitative methods, tend to marginalise this paradigm as the option for this research assignment. However it could be considered but not preferred given the limitations of time. Interpretivism is chosen as the research paradigm for this assignment due to its naturalistic approach to data collection such as interviews and observations of participants based on their own experiences and interactions with (Bezuidenhout et al., 2014).

Common sense in gathering knowledge will be used that support interpretivism as opposed to the empirical nature of positivism. Consumer attitudes and behaviour towards food management is a fluidised and subjective reality through

personal interactions as supported by interpretivism and not a constrained reality through laws in positivism.

A meaningful brand tells a story through an in depth understanding as supported by interpretivism and cannot give absolute control and prediction through positivism. Finally, values are expressed based on uniqueness with respect to food waste management as supported by interpretivism and not through reason and truth in positivism. The justification of interpretivism over positivism has a clear and distinct line in the sand towards interpretivism. The justification of interpretivism over critical realism is marginal based on the comparison of epistemological and ontological positions, critical limitations of time, and the preference of the researcher.

Finally, the interpretivism paradigm supports the historical hermeneutic approach that generating knowledge in the research will require an in depth understanding of the phenomenon. It is common sense that will guide behaviour in understanding the balance and interaction that occurs between people and the environment with respect to consumer behaviour. Participant feedback is important to tell a story that supports behaviour (Bezuidenhout et al., 2014:24).

4. Research Methodology

4.1 Research approach

Qualitative research is defined as the systemic analysis into social phenomena. Using (Research Matters, 2014) qualitative data collections methods can aid the work of the researcher to obtain a level of richness and depth into a specific social context such as food wastage. This approach refers to qualitative researchers studying things in their natural settings, attempting to make sense of, or interpret, phenomena in terms of the meanings people bring to them (McLeod,2019).

The aim of qualitative research is to identify subjective experiences which gives the researcher an opportunity to establish a frame of reference to understand participants (Almeida,2017). This understanding affords the researcher the opportunity to conceptualize the what, why and how of food waste management practices. Qualitative research is less concerned with numerical representation but rather the associated meaning attached by its participants and the given problem. The objective is to produce in depth and illustrative information in order to comprehend the various facets to the topic discussed. A negotiated truth presents itself which lead to the choice of an interpretivist paradigm being chosen. Maxwell states that research works with the universe of meanings, motives, aspirations, beliefs, values and attitudes which corresponds to a deeper space of relationships, processes and phenomena that cannot be reduced to the operationalization of variable (Maxwell, 2008).

Through the exploration of data analysis, a number of knowledge gaps and opportunities will present itself within Food Waste Management Practices in Pick n' Pay. As discussed within the Literature Review, there are solutions that have presented itself although through data analysis it can validate whether the brand Pick n' Pay fits within the healthy brand criteria from the perspective of its consumers. The interpretations formed can provide further insightful

recommendations towards the brand. The approach taken was a phenomenological approach to determine participants subjective experiences.

4.2 Unit Of Analysis

The unit of analysis consisted of individual participants that are familiarized with the brand Pick n' Pay in order to discover further insights through their interaction with the brand. The participants answered question about their perception, experience and opinion associated with Pick n' Pay. No answers provided fell under the realm of right or wrong but rather aided the researcher in gaining a richer form of data collection.

4.3 Population

The participants interviewed had a 5km radius to the Hyde Park shopping centre as the study was conducted at the Hyde Park- Pick n' Pay branch. The population consisted of recurring customers of the brand e.g. monthly grocery buying

4.4 Sampling

A sufficient amount of participants were interviewed to ensure general trends amongst the population. A subtotal of fifteen participants were interviewed within the Hyde Park area. The participants interviewed fell into the LSM 6-10 group as that is what Pick n' Pay LSM group is. In order for no gender bias to occur the sample group were equally split between 50% female and 50% male. An age group between 24-50 years old were allowed to participate as they are old enough to sign a consent form and provide a sustainable amount of depth in the answer provided. Sampling technique was a non-probability purposive because the participants had an subjective mindset and were chosen randomly to share their experiences

4.5 Data Collection

Due to time constraint, safety concerns in terms of Covid 19 and stringent policies put in place to interview Pick n' Pay staff, it will therefore did not take place. However frequent shoppers with structured questioned were interviewed to gain a deeper understanding of their customer experience through interacting with the brand. This research was conducted through a cross sectional research method collection due to the circumstance that allows interviews to be

conducted in one specific point in time with samples conducted from participants (Closer, 2020). Unfortunately time constraint did not allow to take a longitudinal approach that spans over a longer period of time. The data conducted was transcribed through a telephonic call.

4.6 Data Analysis Method

Qualitative research fits within an interpretive framework. The technique used to further understand the data is a thematic analysis method. Thematic analysis is usually relevant towards interview transcripts. The research effectively makes use of this method to draw out commonalities such as topics, ideas and patterns that present itself repeatedly (Caulfied,2019).

The thematic analysis consist of 6 phases: (Braun, 2006)

1. **Familiarising** – Researcher has the opportunity to familiarize oneself with the data. This allows an opportunity to establish an overview before analyzation of data can occur. i.e. transcribing data.
2. **Generating initial codes** – Making notes of similar codes through a systematic approach across the data set.
3. **Searching for themes**- Placing codes into themes.
4. **Reviewing themes**- Verifying whether the themes work in accordance to the extracted code. Putting in place a thematic 'map' in place to search for further themes and analyse set of data presented.
5. **Defining and naming themes**- Exploration of the analysis that each specific themes tells. Generating names and definitions for each theme.
6. **Producing the report**- Selection of data that sheds lights on the research study such as the research questions and objectives.

Data presented can only be understood through a deep explorations of Food wastage in the context of Pick n' Pay being a meaningful brand that fits within the healthy brand criteria. The qualitative research approach therefore positioned the researcher as both subject and object towards the research study. A closer relationship is formed to understand data that is obtained. Each

participant that participated in the study was asked to share their experience which outlined the research approach being highly interactive and collaborative.

4.7 Validity and trustworthiness

As mentioned above researchers that use the qualitative research approach don't have numbers to rely on as evidence but rather use a criteria as trustworthiness and credibility of research findings presented. Answers received by participants are unique to their individual experience and promotes understanding through this approach. Reliability refers to consistency with which the research will produce the same results if repeated. Validity refers to accuracy or correctness of the findings (Leung, L).

Trustworthiness is further divided into credibility, transferability, dependability and confirmability (Moules, Norris, Nowell, White, 2017):

- **Credibility:** Credibility is defined as level of accuracy by the researcher to interpret the data in a way that correctly captures the experience and viewpoint of the participants. Researcher assured this through being meticulous while conducting data to analyzing and presenting findings that reflect the participant experience accurately.
- **Transferability:** Transferability refers to external validity, the degree to which the same findings of the research can be transferred to similar situations, settings and populations to another research study.
- **Dependability:** Dependability was assured through conducting the research study in an integrative way that guarantees it will be done in an ethical manner. It refers to the consistency within the research study, which can be repeated and similar results can be presented.
- **Confirmability:** The researcher certified a flow in findings of data through confirmability. A level of objectivity is measured by evaluating research findings and supporting the actual data collected when examined by other researchers.

4.8 Feasibility of the study

The following factors are considered in assessing the feasibility of the research

Report:

(a) Resources: activities of the report will be performed by myself. I am available and have the capacity to complete.

(b) Financial: the research report will be performed at zero cost given I am the only resource and the survey tool used is available free online.

(c) Time: the time to complete will be based on the project plan as follows

- ☐ Draft survey questions 4 hours
- ☐ Format survey tool, Survey Monkey 1 hour
- ☐ Distribute survey and conduct interviews 5 days (Target 8 respondents, 4 people/day)
- ☐ Review survey feedback 4 hours
- ☐ Complete survey analysis 6 hours
- ☐ Compile survey recommendations 4 hours
- ☐ Compile first draft report on survey 5 hours
- ☐ Review first draft 4 hours
- ☐ Finalise report 12 hours

Total time 10 days

The projected time is reasonable to complete the research report.

(d) Survey respondents: respondents will be targeted from personal social media network and close family, friends and associates. The following are the criteria for the respondents –

Age group: 25-40

Location: Within the surrounding radius of the Pick n' Pay of Hyde Park

(Hyde Park, Rosebank, Craighall, Sandhurst, Killarney, Blairgowrie, Parkhurst, Parkmore)

Gender: 50 % male, 50 % female

Employment: full time/part time

Preference for in-store purchases: Pick n' Pay Hyde Park

(e) Availability of respondents: respondents will be briefed before sending out, the survey to confirm availability both to fill out the survey and to be available for a short interview if required to understand more detail from the their response.

(f) Interview method: online via video chat given face-face is not preferred given the risk exposure of COVID-19.

(g) Ethical considerations: the identity and information of the respondents will not be revealed or made available. A consent form for voluntary participation will be signed and I will sign an ethical clearance form to protect individual data privacy.

5. Data Analysis and Presentation of Results

Codes	Themes
- Frequent Shoppers - Rate Quality	Customer satisfaction
- Meaningful Brands	Brand loyalty
- Paper bags	Sustainable Option
- Leftovers - Attending an educational event on the topic food wastage - Difference between best before and expiration dates - Labels	Consciously aware
- Engagement with social media platforms	Sub Optimal appeal
- Little engagement with its consumers	Lack of communication
- Wide variety - Reasonable prices - Good Quality - Convenience	Competitive advantage

The above presented codes were found within the data collected to which was analysed and themes were established. The codes were common threads found in the answer of a large number of participants. The themes where therefore founded upon those themes, it encapsulated a strong message that could be broadened to include the codes.

6. Discussion of Results

The following feedback is based on the seven themes as developed from the codes. The feedback is based on the overall analysis from all participants and comments from specific participants are highlighted. The questions and data is included in appendix A :

6.1 Customer satisfaction

Evaluating the rate of customer satisfaction is analysed against how often consumers visit Pick n' pay and the quality rated by a sub total of 15 participants. An average of 5 visits per month was accounted amongst the fifteen participants interviewed. This therefore highlighted an adequate amount of visits, which displays a satisfactory customer experience. The consumers evidently enjoyed their instore experience enough to come back for more than a single visit, it distinctively sets apart Pick n' Pay consumers as frequent shoppers. Question 5 delved deeper into the quality received by consumers by examining consumer mindset towards quality provided on a scale of 1-10. The results presented therefore highlighted an average of 7 out of 10. The average stated is well within the scope to conclude that is well above average, every participant received satisfactory treatment in terms of product quality and service provided.

6.2 Brand Loyalty

A study conducted in 2019 established that consumers demand brands to put more emphasises on emotional spaces provided through the way they conduct their business (Ozdemir, 2020). This essentially means consumers are more concerned as to how their purchases contribute towards a greater impact. Consumer no longer just think about themselves when they make a purchase instead the consider how this purchases contributes towards a bigger picture (Ozdemir, 2020). In Question 18 all fifteen participants were asked whether their brand loyalty is correlated with brands that support sustainability and the

upliftment of the community, to which thirteen responded that it is a huge factor that is considered. Participant 01 responded by saying " I support brands that are involved in community because it shows they care of people and humanity as a whole". It showcases a bunch of consumers that have a common thread of understanding humanity and having respect for the longevity of individuals. Participant 12 stated, " I have a very busy schedule and I would love to get involved in projects close to the heart of community upliftment so knowing that I support a brand that does makes me feel highly involved." Pick n' Pay provides consumers with a tangible impact through various initiatives through charity work.

6.3 Sustainable option

Paper bags have been reported to have undeniable advantages in terms of environmental friendliness. In order to create a world of impact, paper bags has the following advantages:

- Natural and biodegradable
- Reusable and recyclable
- Material is sourced from natural substances

Every participant stated that they would feel comfortable using paper bags instead of a plastic bags. It was confirmed that every respondent will support a more sustainable alternative.

6.4 Consciously Aware

It is reported that 94% of the food that is thrown away ends up in landfills (EPA,2020). By learning how to adequately dispose food sustainably and reducing waste can help consumer save money and help businesses productivity. Mentioned above in Literature Review when food is wasted, all the resources that went into making that particular product gets wasted as well. A question was asked to all participants how they dispose of their waste to which a large portion responded by saying they re-purpose their waste by giving it away to someone else, feeding their dog or keeping it in the fridge. Only two participants namely participant 05 and 12. This highlights a behavioural aspect to every

participant that they are consciously aware with how they get rid of their waste. The data collected proved that participants take necessary action to make smarter choices.

Attending an educational event on the topic food wastage

The purpose of Question 20 was asked to establish whether participants would be interested in attending an educational event on the topic of food wastage. A large portion of the participants responded that they would be open to learning and broadening their knowledge basis. Participant 10 responded by saying, " I'm always open to learning something that will impact future generations." This evidently present itself that participant have a willingness to learn beyond their habits and improve not just for themselves but the future generation as well.

Difference between best before and expiration dates

Question 10 was aimed at analysing consumer knowledge in terms of how much is known towards their progress or detriment. Every participant interviewed displayed a high knowledge and being well aware of the difference between the two concepts. This is vitally important to know the difference as it has a correlation to consumers health.

6.5 Labels

The data collection in question 11 varied among the participants. Some responded by stating they put their trust in the brand to make sure all the products are of high quality and are safe to consume. The other half answered that the nutritional information is of importance to them. When purchasing products consumer are more consciously aware of the nutritional value placed on every product sold. The attention placed on labelling is due to weight loss management and allergies (Forbes, 2020).

6.6 Sub Optimal Appeal

It was interesting that one participant out of fifteen participants followed Pick n' Pay on social media platforms. The remaining fourteen participant responded by stating that they do not follow Pick n' Pay social media platforms while some

were not even aware a page existed. This highlighted that there was no sub optimal appeal to follow Pick n' Pay. An insight was discovered that consumer did not find a good enough reason to follow a grocery store social media page and that there was no appeal to it. It is reported that 91% of consumers believe that social media is the biggest platform to connect with its consumer (Sproutsocial, 2020).

6.7 Lack of communication

It is important to note that every participant had not received any form of communication from the brand. Pick n' Pay does not send direct mailers or sms to stay connected with their consumers. It is reported that consumers want brands that are genuinely interested in connecting with them (Sproutsocial, 2020).

6.8 Competitive Advantage

Competitive advantage is defined as a condition or circumstance that puts a company in a favourable or superior business position (Oxford Dictionary, 2020). Investopedia stated that competitive advantage refers to factors that allow a company to produce better services and products than their rivals (Investopedia, 2020). Currently Pick n' Pay has a competitive advantage due to the following factors:

- Wide Variety of Products
- Reasonably priced
- Good Quality
- Store flow and layout
- Convenience in terms of location

7. Conclusions and Recommendations

7.1 Ethical Considerations

Ethical considerations provide the researcher and participants with guidelines with what can be considered acceptable and unacceptable behaviour. It pays reference to methods, procedures or perspective that provides the researcher with tools to analyse intricate problems and issues (Resnik, 2011).

Bryman and Bell (2011) have successfully outline ten important principles to adhere to that will ensure ethical consideration which will be followed in this research proposal:

- 1) Participants won't be subjected to any harm emotionally or physically.
- 2) Prioritizing respect and the highest level of dignity towards the participant.
- 3) Obtaining full consent from participant prior to conducting data.
- 4) Participant privacy will be protected and ensured.
- 5) Confidentiality of research will be guaranteed throughout.
- 6) Participants will not be required to share their identity in order to warrant anonymity.
- 7) There will be no form of deception or exaggeration to achieve research objectives and aims.
- 8) State that no form of compensation will be provided hence it vital to communicate that to the participant.
- 9) All forms of communication will be done with honesty and complete transparency.
- 10) Biased information will be avoided through meticulous forms of collecting and analyzing data

Informed consent

Informed consent ensures that each participant is fully informed that they are taking part in a research study and it clearly outlines what is required from their participation. Information such as protecting their identity and ensuring a level of confidentiality will be expressed in writing through a consent form. This form will communicate the framework of what can be expected in order for

participants to decide whether they want to be a part of the research study or not. The consent form will consist of the following:

- State age, area which participant resides in and what research will be conducted.
- Clarification on how participants are selected.
- Notify participants it is within their rights to change their mind and express that they don't want to be involved in the research study no longer.
- Provide information to where the information will be published.
- Explain in depth to every participant that a high level of anonymity and confidentiality is guaranteed.
- Additionally, request permission from participant to record interview in order to revisit serving the purpose of transcribing.

Consent form protects both the agenda of the researcher and participant.

Voluntary participation

Voluntary participation refers to placing no pressure onto participants to stay within the research study when they feel uncomfortable or feel they need to leave (Arifin, 2018). Participants that chose to be a part of the research study is done on a voluntary basis free of coercion.

Confidentiality

Confidentiality states the protection of participants identities as well as the information provided by them. The information will be collected and analysed only with the researcher having the ability to identify each participant but no one else (Arifin, 2018). Assurance is given through signage of a consent form which will stipulate laws of confidentiality. When work is published or released to the public all the participants details will remain private.

Anonymity

Each participant will remain anonymous within the research study to protect identities and put each voluntary participant at ease. Each participant will receive a number that will correlate with their in- depth interview answers

(Arifin,2018). No names will therefore be recorded during any stage of the research process.

7.2 Limitations and Trustworthiness

Time consuming process

In- depth interviews require time from both the participant and the researcher in order to uncover insightful experiences that is deemed valuable towards the research study (Radu, 2019). Adopting a qualitative approach did limit the interpretations. Qualitative research require labour-intensive analysis process such as making use of thematic analysis.

Qualitative research cannot be reliable

Qualitative research will be collected through the means of structured interview through open ended questions, participants have full control over the data shared and can't be viewed as wrong as it is their personal opinion. There is no means available to verify the results collected (Radu,2019) .

Unavailability of participants

Participants may have a busy schedule and render themselves unavailable within the feasible time defined. This could pose itself as a limitation towards the study as the participants not being available can effect data collection.

Global Pandemic

It is beyond the scope of this study but the global pandemic did put strain upon the study. It made it difficult to meet participants face to face due to safety concerns.

7.3 Recommendations

Based on the data collected from fifteen participants, there was three insights that presented itself that could aid Pick n' Pay in connecting more with their consumers and being a more meaningful brand saturated in impact.

The following are the three recommendations that Pick n' Pay can implement into their brand structure moving forward:

(a) Paper bags



Every participant stated that they would be comfortable using paper bags for their groceries instead of plastic bags, this showed an openness to trying a new sustainable option that benefits society on greater whole. The idea would be to have a normal brown paper bag designed but staying true to being an South African local brand by having African print done in the colors chosen by the Pick n' Pay color palette.

The pattern design could be implemented by our very own Karabo Poppy. Karabo Poppy is a local illustrator that focuses on bringing alive African Art in a Modern context that leverages off storytelling (Brewer,2020). Karabo has done work for big clients such as Nike, Google and Netflix. The following is some of the work that she has done.





A Pick n' Pay collaboration with Karabo Poppy could help the brand connect with its consumers on an emotional level using storytelling from an African Authentic angle.

(b) Engagement

Pick n' Pay drops the ball when it comes to engaging with their consumers. It is understood that the brand is a grocery store that provides essential products but it is the responsibility of the brand to take it further and engaging with their consumers through communication. This can be done through the help of social media, direct mailers and sms. Currently Pick n' Pay has a social media following on Instagram of 127k followers with an average number of 200 likes which shows that the amount of followers are not engaging with the brand. There is a space of improvement to create content that is directed towards a target market that wants to go further than the usual food recipes. Pick n' Pay needs to create content that is relatable and fun by posting content that is human centric. Involving influencers into their social media plan to share their easy go-to recipes. Sharing content from the multiple initiatives they are involved in and allowing people to get be a part of that journey by documenting it.

Using the help of direct mailers can be used to assist the brand in engaging with it's consumers. The direct mailer can be personalised by using technology to find the consumers name and change it accordingly to each individual. Content included in the direct mailers would be a week summary of specials provided and

a section that accounts for exciting new developments within the business such as a coming soon Instagram post, challenges that can be done to win prizes or even a blanket drive that individuals can get involved it.

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7.4 Conclusion

The following are the conclusions from the research project:

(a) The problem statement of the research projected was stated as: The lack of awareness and understanding towards food waste results in ineffective value chain choices across the production, retail and household level. The following were indicated from the themes:

- The customer satisfaction theme with more than 5 visits per months and an above average quality score,
- The brand loyalty theme that Pick n' Pay is an involved brand, and
- The consciously aware theme indicating all participants were aware and understood best before and expiration dates.

It can be concluded that Pick n' Pay provided a sufficient level of awareness and understanding towards food waste to contribute to an effective value chain as a retailer.

(b) The participant feedback indicated areas of improvement for Pick n Pay to address their sub optimal brand, lack of communication and a preferred option to move towards a paper bags to support sustainability. Recommendations to add human centric social media campaigns and storytelling together with phasing out plastic bags to support paper bags were included.

(c) However the participants did indicate that Pick n' Pay has a competitive advantage to their per brands with respect to

- Wide Variety of Products
- Reasonably priced
- Good Quality
- Store flow and layout
- Convenience in terms of location.

It can be concluded that Pick n' Pay provides meaning and purpose in their brand with respect to variety, price, quality and location.

(d) Pick n Pay has a brand that has sustainable relations given their involvement in charities and sustainable events and further add to meaning and purpose.

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Appendix A

INTERVIEW GUIDELINES

Hi, my name is Victoria Naidu, I am a postgraduate student at Vega that would like to ask you a couple question with regards to Pick n' Pay .

The interview will take roughly 20 minutes. Please feel free to express your opinion and thoughts as honesty as possible. I would like to emphasise that there is no right or wrong answer.

All the information provided by you will remain confidential and your name will be anonymous. If you feel uncomfortable answering any question it is within your prerogative to not answer. Although answering every question will really help me gain insight to consolidate my research.

Lastly, I would like to ask you if you can please read and sign the consent form before we get started? In advance, I would like to express my gratitude by saying thank you for participating and your time. May we begin?

Interview will be conducted telephonically through a zoom or normal call. This method was chosen due to safety concerns of both the interviewer and interviewee. Conducting the interview telephonically will ensure a peaceful yet safe space to concentrate and conduct data. The interview will consist of both semi-structured and open-ended questions to gather as much information as possible which can be analysed and interpreted. There will be room within the interview to prompt interviewee for clarification where interviewer sees fit. Every interview conducted will be recorded using a smartphone.

Some interviews will be scheduled, with a time approximation of 15-20minutes and if any changes are made it will be communicated effectively to interviewee. The Framework that will be used to conduct this interview will be Vega Meaningful brands.

INTERVIEW QUESTIONNAIRE

1) Can you state which area you live in

Participant 01: Johannesburg

Participant 02: Johannesburg

Participant 03: Johannesburg

Participant 04: Johannesburg

Participant 05: Johannesburg

Participant 06: Johannesburg

Participant 07: Johannesburg

Participant 08: Johannesburg

Participant 09: Johannesburg

Participant 10: Johannesburg

Participant 11: Johannesburg

Participant 12: Johannesburg

Participant 13: Johannesburg

Participant 14: Johannesburg

Participant 15: Johannesburg

2) How old are you?

Participant 01: 27 age

Participant 02: 49 age

Participant 03: 22 age

Participant 04: 34 age

Participant 05: 42 age

Participant 06: 20 age

Participant 07: 20 age

Participant 08: 25 age

Participant 09: 21 age

Participant 10: 23 age

Participant 11: 37 age

Participant 12: 28 age

Participant 13: 22 age

Participant 14: 29 age

Participant 15: 35 age

3) Can you indicate how many times in a month you purchase groceries from Pick n' Pay?

Participant 01: Due to COVID I use the bottle app which is a service provided by pick n pay. I would use it three to four times a month. An average cart of R900 a month. Often times all the deliveries are not delivered and I would go to a competitor being Woolworths.

Participant 02: About 8 times a month.

Participant 03: Four times a month

Participant 04: Six times a month

Participant 05: Once a week

Participant 06: Thirteen times

Participant 07: Four times a month

Participant 08: Three times a month

Participant 09: Varies between once or twice times a month. I am a bulk buying individual that prefers to stock up everything then running to the store every week.

Participant 10: Seven times a month, I follow a very strict diet that is focused on fresh produce sold. That entails me consuming produce that is fresh and does get finished within a few days.

Participant 11: Five times a month.

Participant 12: Three times a month.

Participant 13: Six times a month.

Participant 14: Four times a month.

Participant 15: Five times a month.

(Prompt- Would you consider yourself a frequent shopper at Pick n' Pay?)

4) Why do you prefer purchasing your essentials at Pick n' Pay compared to other supermarkets?

Participant 01: They have a wider variety readily available. The In store experience is vital and everything can be found. User experience in store is delightful. The flow of the products and how varies specials are advertised within store.

Participant 02: The location as it is close to my house, the store is clean, they are friendly and the store is well stocked.

Participant 03: Pick n' pay offers cheaper deals. Its value for money.

Participant 04: There is a wide variety.

Participant 05: Quality of product, cleanliness, conveyance

Participant 06: Price convenience.

Participant 07: Reasonably priced and good quality

Participant 08: They have better prices and I'm signed with their loyalty programme

Participant 09: Convenience, location down the road.

Participant 10: Pick n' pay provides a standard of high quality in terms of cleanliness, organized as well as the ranging and merchandising.

Participant 11: I prefer the store layout and flow. I find the products easily accessible.

Participant 12: Pick n' Pay caters towards a wider variety. I'm a fan of their selection of cereal.

Participant 13: They offer excellent sales on a weekly basis.

Participant 14: Pick n' Pay falls into the middle class LSM which makes their products very reasonably priced.

Participant 15: Hyde Park shopping mall is a reasonable distance from my residence.

5)How would you rate Pick n' Pay quality of products and services on a scale of 1-10?

Participant 01: I would give the quality an 8. Recently they have improved their packaging.

Participant 02: An 8, they have fresh produce and provide healthy foods.

About an 8, everything is quality.

Participant 03: I would give it an 8, the staff is very friendly and the food is of good quality

Participant 04: 7, range of variety.

Participant 05: 6.8 , relative to other brands medium mid-range.

Participant 06: 8, personal preferences.

Participant 07: 8, their products is of a high quality and their customer service meets expectations.

Participant 08: 8, service provided is satisfactory.

Participant 09: 7, wide range variety.

Participant 10: 8, staff is always helpful.

Participant 11: 6, their products are sub-standard.

Participant 12: 7, pick n' pay offers a wide range of brands.

Participant 13: 7, brands loyalty. I've always bought my groceries at Pick n' Pay.

Participant 14: 8, the quality is excellent but there is always rooms for improvement.

Participant 15: 6, products and services are standard.

6) When shopping do you purchase plastic shopping bags or do bring your own reusable bag along?

Participant 01: Purchase plastic bags.

Participant 02: Purchase plastic bags.

Participant 03: Purchase plastic bags

Participant 04: Purchase plastic bags

Participant 05: Purchase bags, shopping is done on impulse. Bags are not carried all the time.

Participant 06: Plastic bags

Participant 07: Plastic bags

Participant 08: Plastic bags

Participant 09: Plastic bags

Participant 10: Plastic bags

Participant 11: Plastic bags

Participant 12: Plastic bags

Participant 13: Plastic bags

Participant 14: Plastic bags

Participant 15: Plastic bags

7) If Pick n' Pay stopped using plastic bags and switched to a more sustainable option such as paper bag would you feel comfortable?

Participant 01: Yes, I do not know why there is no option available to use paper bags.

Participant 02: Yes I would feel more comfortable.

Participant 03: Yes I would.

Participant 04: Yes.

Participant 05: Yes.

Participant 06: Yes.

Participant 07: Yes.

Participant 08: Yes I would be open to using paper bags.

Participant 09: Yes.

Participant 10: Most definitely would feel more comfortable with paper bags.

Participant 11: Yes.

Participant 12: Yes.

Participant 13: Yes, I'll always support a more sustainable option.

Participant 14: Yes.

Participant 15: Yes.

8) Have you purchased pre-made meals that are sold in Pick n' Pay? E.g cooked chicken, frozen pasta etc etc

Participant 01: Yes I have. Today in fact I bought mac and cheese for myself, the quality is above par.

Participant 02: No I have never because I prefer woolworths pre made meals.

Participant 03: No, never thought of buying their pre made meals. It's not as advertised as Woolworths.

Participant 04: Yes, generally buy mac and cheese as well as chicken. I love the sushi. The portion size is good.

Participant 05: Yes, purchased sushi and it was delicious. The portion size was suited for my needs.

Participant 06: No

Participant 07: Frozen pasta, it was delicious

Participant 08: Frozen pizza, it was satisfactory but I did not purchase it again.

Participant 09: Never.

Participant 10: No.

Participant 11: I've purchased the ready made pizza's, they are delicious.

Participant 12: No.

Participant 13: Never.

Participant 14: No.

Participant 15: Never

(Prompt- Do you generally finish the portions provided?)

9) What do you generally do with your leftovers?

Participant 01: Depending on what it is, I'll give it to my dog or keep it for my helper.

Participant 02: I sometimes store it by freezing it or disposing of it

Give it to my helper or my guards at the complex I live in.

Participant 03: I don't usually have leftovers

Participant 04: Give it away to my helper or pack it and give it to someone on the street.

Participant 05: Dump them

Participant 06: I either eat it the next day

Participant 07: Eat them the next day

Participant 08: Give it to the dog

Participant 09: Pack it up and give it to the guards at my complex.

Participant 10: Eat it the next day for lunch.

Participant 11: Turn certain leftovers into compost for the garden.

Participant 12: Throw it away.

Participant 13: Give it to my dog.

Participant 14: Keep it in the fridge for the next day.

Participant 15: Give it to my helper to eat.

10) Can you explain the difference between 'best before' and expiration date?

Participant 01: Best before is recommendation when you used be eating the product. The expiration date is when you should no longer eat it.

Participant 02: Best before is where the freshness is still good while expiry means you shouldn't use it beyond that date.

Participant 03: Best before you are able to consume and expiration date means you can't have the product

Participant 04: Best before is when the store has to sell it and expiration date refers to when you can't consume it.

Participant 05: Best before is the optimal time that you should use the product. Expiration date you should not consume at all.

Participant 06: Best before dates consumed. Expiration ingredient expired

Participant 07: Best before more nicer to eat. Expiration off

Participant 08: Best before is a recommended time of consumptions whereas you're told not to consumer due to health purposes

Participant 09: Best before it still can be consumed, expiration dates where it expires on that date. But for me it's the same

Participant 10: Best before is the best time to consume before that specific time stated that it would go off. Expiration date is not advised to eat.

Participant 11: Best before is the labelling found on every product that communicates when it is still safe to eat. Expiration date can also be

found on the product, this refers to the day that the product can be consumed.

Participant 12: Best before states when it is safe to eat. Expiration date highlights a safety precaution that it isn't a good idea to consume as it may make you sick.

Participant 13: Best before is the recommended date that you can eat the particular product. Expiration date is when the product is off.

Participant 14: Best before refers to the product retaining marketed quality. Expiration dates states when the product is the process of going rotten.

Participant 15: Best before and expiration dates pays reference towards the shelf life expectancy. Best before give consumers an indication when products can still be consumed. Expiration date refers to perished food items.

11)Do you take notice of best before or expiration dates before purchasing items?

Participant 01: Depending on the product yes, if it's milk or dairy then definitely. I never read the labels

Participant 02: Yes I do

Participant 03: No I trust that all the products are checked by the brand.

Participant 04: No but I do look at the labels due to nutritional information such as calories

Participant 05: Yes I do and I take notice of the labels.

Participant 06: Definitely , yes ingredients quantity

Participant 07: Yes

Participant 08: Yes

Participant 09: Yes I do

Participant 10: Yes especially products such as milk or cream.

Participant 11: Most definitely.

Participant 12: Yes.

Participant 13: Yes.

Participant 14: I always pay close attention to the labelling especially in terms of ingredients.

Participant 15: Yes.

(Prompt- Do you read the labels before you purchase)

12) Are you presently following Pick n' Pay on their various social media platform to keep informed? E.g Instagram or Facebook

Participant 01: No I am not, I wasn't aware various pages existed. It's a grocery store so there is no need. No interest like why?

Participant 02: No I am not, because there is no need to.

Participant 03: Yes I follow them on Instagram, I get notified on various specials

Participant 04: No, I wasn't aware there are social media platforms

Participant 05: No, do not find the content interesting.

No , time selective

Participant 06: No, I rather go to the store or read the newspaper to keep up to date with specials

Participant 07: No, I don't find my groceries on my social media

Participant 08: No, it's not an area of interest

Participant 09: I didn't know that Pick n' Pay had social media pages

Participant 10: No, not interested in what the page offers.

Participant 11: No, I see no need. Their social media profiles doesn't appeal to me.

Participant 12: No, don't have a good enough reason to follow a grocery store social media page.

Participant 13: Yes I do, I find the recipes shared very interesting and informative.

Participant 14: No, wasn't aware a page existed.

Participant 15: No, don't think it's necessary.

13) In the past three months what forms of advertisement have you witnessed done by Pick n' Pay?

Participant 01: Newspaper leaflets.

Participant 02: Yes I have seen them on TV.

Participant 03: I've seen them on TV as well as billboards on the road.

Participant 04: None.

Participant 05: I have seen none.

Participant 06: In store.

Participant 07: No I have not.

Participant 08: I witnessed a Facebook AD and on TV.

Participant 09: I have seen instore advertisement.

Participant 10: None.

Participant 11: I've only seen advertisements within Pick n' Pay.

Participant 12: Yes, Facebook sponsored Ad's.

Participant 13: None.

Participant 14: None.

Participant 15: None.

14) Are you apart of Pick n' Pay loyalty programme?

Participant 01: Yes, the smart shopper card

Participant 02: Yes I currently am

Participant 03: Yes

Participant 04: No

Participant 05: No

Participant 06: Yes

Participant 07: Yes

Participant 08: Yes

Participant 09: No

Participant 10: Yes

Participant 11: Yes

Participant 12: No

Participant 13: No

Participant 14: Yes

Participant 15: No

15) What form of communication does Pick n' Pay use to engage with you as it's consumer? E.g emails or an sms

Participant 01: No nothing

Participant 02: None

Participant 03: None

Participant 04: None

Participant 05: None

Participant 06: None

Participant 07: None

Participant 08: None

Participant 09: None

Participant 10: None

Participant 11: None

Participant 12: I have not received any form of communication

Participant 13: None

Participant 14: None

Participant 15: None

16) How would you describe Pick n' Pay employee and their willingness to assist you when in store?

Participant 01: Overall experience is that most employees are helpful but they don't go over and above.

Participant 02: They are very friendly , courteous and helpful.

Participant 03: Excellent, I have a good relationship with them in hyde park

Participant 04: Fairly willing and helpful

Participant 05: Useless, they are very slow and inefficient

Participant 06: Sub-standard, unhelpful

Participant 07: They are very helpful attentive

Participant 08: Mostly good. I have no complainants

Participant 09: I've always had a good experience

Participant 10: Pretty standard. Service provided isn't above nor below excellence.

Participant 11: The employees are very helpful and try their best in assisting.

Participant 12: Relatively good experience.

Participant 13: I would describe my experience as average. The employees are friendly but I wouldn't say they go out of their way to help.

Participant 14: Excellent treatment from every Pick n' Pay store I've visited.

Participant 15: The word I would use to describe Pick n' Pay employees would be good. The staff is always happy and cheerful.

(Prompt- friendly, rude, unhelpful, happy)

17) What qualities does Pick n' Pay have appeals to you as a consumer?

Participant 01: Recently I saw that Pick n' Pay is involved in a whole bunch of initiatives. Offer free parking at canal. The store is always clean, store is very spacious.

Participant 02: The brand has a strong reputation within the community, well established company and comes across as a family brand.

Participant 03: The store layout of every Pick n' Pay is quite familiar. They hold a high standard of cleanliness.

Participant 04: We've shopped at pick n' pay so I think it's brand loyalty.

Participant 05: Price relative to woolworths . location

Participant 06: It's right down the road from my house

Participant 07: Their variety. Their affordability

Participant 08: High quality products

Participant 09: Every Wednesday's the Pick n' Pay near my house offers a 50% deal for sushi, which other supermarkets don't offer.

Participant 10: Relatively close to my house.

Participant 11: The instore experience in terms of friendly staff, product of a high quality and a wide variety of offerings set Pick n' Pay apart in relation to other supermarkets.

Participant 12: Everything in Pick n' Pay is relatively affordable. There is many price option when it comes to a particular product.

Participant 13: The store is always so clean. The products are packed neatly on the shelves and I've never come across an item that has passed it's expiration date left on the shelves.

Participant 14: Pick n' Pay stores feel very familiar to me and it eases my mind knowing where to find certain products easily.

Participant 15: Location wise there is a pick n' pay within a close radius to every area. The appeal to me as a consumer lies within their accessibility.

18) Is your brand loyalty correlated by brands that support sustainability and the upliftment of the community or is that not a factor you consider?

Participant 01: Yes, I support brands that are involved in community because it shows they care of people and humanity as a whole.

Participant 02: Yes, it is a factor I consider as I am interested in the longevity of the planet and business being a corporate citizen.

Participant 03: Yes I do, because it can help mankind

Participant 04: Yes, I care about our future generations

Participant 05: Yes, brands have a social responsibility to provide from grassroot levels in order to uplift community

Participant 06: Definitely, loyalty programmes, school cards,

Participant 07: Yes I do.

Participant 08: No it isn't, I think I purely based my purchase on the price and how it benefits me instead of the greater pictures in that moment

Participant 09: Not a factor I consider but it is nice to know

Participant 10: Yes, I would want my purchase to make a difference.

Participant 11: No, it isn't a factor I consider when purchasing my groceries.

Participant 12: Yes, I have a very busy schedule and I would love to get involved in projects close to the heart of community upliftment so knowing that I support a brand that does makes me feel highly involved.

Participant 13: Yes, it shows that a particular brand is concerned with leaving a legacy behind rather than just solely focusing on making a profit.

Participant 14: Yes, being a brand that contributes towards something greater speaks a lot into their ethics and morals as a business. As a consumer, that's something I will always support.

Participant 15: Yes, it is a big factor for me.

19) Do you donate money in the tins found at every cashier till?

Participant 01: No I do not

Participant 02: Sometimes

Participant 03: Yes

Participant 04: Sometimes

Participant 05: Yes I do

Participant 06: No

Participant 07: Yes , change

Participant 08: Sometimes

Participant 09: No not all the time

Participant 10: Yes

Participant 11: Never

Participant 12: I leave my change in the tins

Participant 13: Yes, my extra change

Participant 14: No

Participant 15: Never

20) Would you be interested in attending an educational event on how food wastage impacts our society hosted by Pick n' Pay?

Participant 01: Yes

Participant 02: Yes

Participant 03: Yes

Participant 04: Yes

Participant 05: Yes I would , I feel strongly

Participant 06: No.

Participant 07: Yes.

Participant 08: No.

Participant 09: No.

Participant 10: Yes, I'm always open to learning something that will impact our future generations.

Participant 11: Yes, it would be my pleasure to get involved.

Participant 12: No, don't have time on my hands.

Participant 13: Yes, I would be interested.

Participant 14: Yes

Participant 15: Yes

Appendix B



24 July 2020

Student name: Victoria Naidu

Campus: Vega Bordeaux

Re: Approval of Postgraduate Diploma in Brand Context Management Proposal and Ethics Clearance

PGDIP ETHICAL CLEARANCE LETTER

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

Your research proposal posed no significant ethical concerns and your supporting documents and instruments are in order to proceed. We hereby provide you with permission to proceed with your research.

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

We wish you all the best with your research!

CONSENT FORM TEMPLATE

Explanatory information sheet and consent form for participants

To whom it may concern,

My name is Victoria Naidu and I am a student at Vega School JHB. I am currently conducting research under the supervision of Ms Mbali Rameste about A Qualitative Research Evaluation of Pick n' Pay Against the Healthy Brand Criteria. I hope that this research will enhance our understanding of the following anticipated contribution of the study:

- Confirm and deposition Pick n' Pay as a healthy brand with respect to sustainability and improve Pick n' Pays net promoter score with respect to improve customer service (PnP Investor, 2019).
- Improve the Global Report Initiative (GRI, 2020) of Pick n' Pay with respect to the Sustainable Development Goals the United Nation for responsible consumption and production and zero hunger (Sustainable Developments, 2020).
- Increase the turnover of Pick n' Pay with respect to the opportunity cost of food waste (PnP Investor, 2019).
- Improve consumer spending food bill by reducing household food waste.
- Improve Pick n' Pays corporal responsibility initiative outcomes by renewed focus on Food Banks and shelters (PnP Investor, 2019).
- Validate the Vega Healthy Brand Criteria against a large South African Retailer.
- Contribute to the overall cost reduction of food waste in South Africa and contribute to the Global Food Security challenge.
- Understanding the underlying factors in consumers that results in household food waste and use the factors to improve Pick n' Pays marketing and brand strategic food waste.
- Exploring consumer behaviour and using favourable forms of brand engagement to create lasting brand loyalty.
- Improving consumer experience through empathy and understanding.
- Validating brand identity through consumer perception.

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

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

I would like to invite you to participate in this research because (insert reason). If you decide to participate in this research, I would like to (explain exactly what participation will involve).

You can decide whether or not to participate in this research. If you decide to participate, you can choose to withdraw at any time or to decide not to answer particular interview questions.

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

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

Do I have to participate in the study?

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

Will my identity be protected?

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

What will happen to the information that participants provide?

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

What happens if I have more questions about the study?

Please feel free to contact me or my supervisor should you have any questions or concerns about this research, or if there is anything you need to know before you decide whether or not to participate.

You should not agree to participate unless you are completely comfortable with the procedures followed.



