

Research Report

Individual Project

Student Name:

Sanam Badrinath 

Module name:

RMET8429

Lecturer:

Ivan Mkhomazi

An exploratory study on how meaningful the KFC brand is in the context
of food waste management

Date: 01/08/2022

Abstract/ Executive Summary

The purpose of this research project was to explore and understand how meaningful the KFC brand is in the context of food waste management. The research followed a qualitative methodology by making use of in-depth interviews to explore the three core themes of meaningful brands, consumer behaviour and social media. Data collected in this study was analysed using a thematic approach and indicated that although KFC has engaged in sustainable initiatives, the awareness from a consumer point of view is minimal and social media is not being utilised enough currently by KFC to effectively communicate their sustainable efforts. This study concludes that although KFC might be actively involved in sustainable programmes and initiatives, they are not being perceived to be as meaningful of a brand as they could be. There needs to be more visibility from KFC to enhance the sustainable aspect of their brand perception. It is recommended that KFC puts more effort into creating marketing strategies that their audiences are receptive to, so that they can effectively communicate their current sustainable initiatives and promote new ones.

Table of Contents

Abstract/ Executive Summary	2
Table of Contents	3
Introduction	4
Research Goal & Questions	7
Literature Review	8
Research Paradigm: Interpretivism	14
Research Method.....	15
Analysis of Data and Findings	19
Meaningful Brand	19
Social Media	22
Consumer Behaviour.....	23
Ethical Considerations, Limitations and Trustworthiness.....	25
Conclusion	28
Appendix A: Interview Questions	41
Appendix B: Interview Transcripts.....	43

Introduction

This research report focuses on food waste management in the restaurant/foodservice sector and the behaviour of consumers have towards it. Food wastage is a serious issue in South Africa despite the fact that millions of the country's citizens are hungry every day. In addition, there are negative environmental implications, increased costs for water, energy and unused food disposal (WWF, 2022).

Kentucky Fried Chicken is a foodservice brand that is very popular in the South African market with 960 outlets, which is more than any other fast food brand in the country (Wikipedia, 2022). Due to the aforementioned, KFC was chosen as the brand to be focused on for this research project. KFC's Add Hope is a collective initiative with KFC and R2 contributions from the nation to feed nutritious meals to over 150 000 underprivileged children. 140 non-profit organisations get the proceeds raised through the Add Hope programme, who then utilise the funds to reduce childhood hunger (KFC, 2022).

KFC had also announced a global sustainability commitment that by 2025, all consumer-facing packaging which were plastic will be reusable or recoverable (Cottom, 2019). Tony Lowings, the CEO of KFC expressed that KFC being a global brand, they are in a position to make a substantial impact on the industry's approach to packaging and waste management. Globally, KFC worked with major franchisees and suppliers to identify sustainable plastic alternatives. KFC South Africa's Harvest programme assists with a reduction of food volume dumped in landfills, and reducing food waste related greenhouse emissions. This KFC programme repurposes safe for human consumption surplus chicken and donates it (Bizcommunity, 2018).

Problem Statement

Considering the existing literature to establish what gaps might exist, is an ideal way for the identification of a research problem (Welman et al., 2005). In the context of an exploratory study, identifying a hypothesis to test or a problem is the approach to be taken. Asking good questions can be a useful strategy to identify research problems. These questions are clear and consider two or more variables and the relationship that exists between them. Research problems

should be rephrased in a manner that makes it as specific as possible (Welman et al., 2005).

Following the literature review, it can be deduced that food waste management is a real problem in the food-service industry and in South Africa. Furthermore, another reason why this is an issue is because a third of approximately 31 million tonnes of food goes to waste in South Africa due to agricultural production, handling and storage, process and packaging, distribution and consumption (Franchise Association of South Africa, 2019, cited in Sucheran & Olanrewaju, 2021). Serious environmental and health problems can be caused by the burning of food waste (Paritosh, Kushwaha, Yadav, Pareek, Chawade & Vivekanand, 2017). In South Africa, at risk of hunger are 30% of households, about 7.4 million people experience hunger and 13 million children are living in poverty stricken circumstances. It is estimated that for every tonne of surplus food that is edible, 4000 meals could be made (Consumer Goods Council of South Africa, 2021).

According to WWF (2017), 70% of all food wastage is due to fruits, vegetables and cereals from the beginning of the supply chain, right until consumption. Johannesburg city could be powered for approximately 16 weeks, with the energy wasted yearly on producing uneaten food in South Africa. Based on a study that was conducted, restaurants are unaware of the amount of food that is being wasted, as well as the positive and negative consequential financial implications. There still exists a significant amount of room for corrective and productive action to take place, so that the environmental harm can be reduced and for society's betterment (Sucheran & Olanrewaju, 2021).

The problem is that due to the lack of knowledge surrounding food wastage in the foodservice industry and the role that consumers play in this context, there is no starting point for corrective action. If corrective measures are not put into place, this could jeopardise the planet and society at large. Food and beverage wastage is unsustainable, the magnitude of which can be compared to being the third largest country in the world that emits greenhouse gases (Consumer Goods Council of South Africa, 2021). Food waste reduction measures are in place along several points in the supply chain, however, the difficulty arises in the distribution

of this knowledge to the business sector, government and households (WWF, 2022).

The aims of exploratory research can be based on the need for new insights, the identification of key concepts, stakeholders and/or research problem consequences, to verify assumptions, to make social needs a priority, hypotheses development or to familiarise oneself with unknown situations (Du Plooy, 2006:48, cited in Plooy-Cilliers, Davis & Bezuidenhout, 2014). According to The IIE (2022), the primary research objective for this study is: To understand the extent to which a brand can be described as a meaningful brand in the context of food waste management.

The research topic, problem statement, research questions, aim of study and the rationale are discussed in detail. Justifications for all the aforementioned have been made by referring to the literature review and theoretical underpinnings. Potential and chosen qualitative methodologies are discussed in detail and form the framework for the research design to be followed. The reliability, validity and trustworthiness of the intended research is discussed along with the feasibility, ethical considerations, possible limitations and anticipated contributions.

The research rationale explains the reasons that the research is being conducted and is usually based on some central ideas that are identified in the pertinent literature (Blanche et al., 2014). In addition, the intended accomplishments from undertaking the research should be included (Quinlan, Babin, Carr, Griffin & Zikmund, 2015). Food loss and waste estimates in the foodservice sector have not been included yet in the current available data. As it stands, the available data are for the consumer food loss and waste, distribution/retail, processing/packing, handling/storage and agriculture categories. This leaves a gap of knowledge, and an opportunity for further research in the foodservice/ restaurant industry (Consumer Goods Council of South Africa, 2021). The interpretivist paradigm was utilised to guide and explore the research. A theoretical framework called "SHIFT" is utilised in the literature review to analyse the information in a social and environmental context. Consumer behaviour of South Africans is also elaborated on. There is currently a lack of information on food waste management specifically

in the foodservice industry which needs to be addressed (Consumer Goods Council of South Africa, 2021).

Research Goal & Questions

In order to determine a research topic, prior to planning further research, researchers should familiarize themselves with previous research pertaining to the topic of interest (Welman et al., 2005). Bless, Smith, and Sithole (2013) also suggest that acquainting oneself with a phenomenon is important if there is an intention to formulate hypotheses or research questions. Considering the aforementioned, exploratory research and qualitative methods can prove to be useful when there is a limited body of knowledge about a specific topic and the researcher's goal is to gain broad insights pertaining to phenomenon, situations or communities. Currently, accurate sector-specific estimates on food loss and waste in South Africa are not currently available (Consumer Goods Council of South Africa, 2021). Given the aforementioned, the research topic will best be suited to one that is exploratory in nature, especially in context of South Africa's food-service industry. Therefore, the research topic for this study is: An exploratory study on how meaningful the KFC brand is in the context of food waste management.

Welman, Kruger, and Mitchell (2005) assert that setting research questions require the researcher to narrow down the area of interest in the research topic, to enable focus on a smaller and more specific research problem. Bless et al. (2013) further assert that research questions are to be specific as opposed to general, as it enables the research question to be more answerable. The research question can be well positioned within the theoretical framework and current results when background knowledge from the literature is taken into consideration.

Based on the research objective provided in the brief for assignment two, the three research questions are as follows:

1. What aspects of KFC contribute to consumers' perceptions of the brand's meaningfulness in the context of food waste management?

2. How can social media be leveraged by KFC to effectively communicate about food waste reduction?
3. How can consumers play a role in the reduction of KFC food waste?

The research questions mentioned in this document are aligned with the objective provided in the assignment brief. They aim to gain a deeper understanding into KFC as a brand in the South African foodservice industry, the brand perception that consumers have and how that contributes to their meaningfulness as a brand. Additionally, gaining insight into consumer behaviour surrounding food wastage in the foodservice industry and towards KFC in specific. As discussed in the literature review, opportunities for implementation of effective food waste management techniques exist and can contribute to the betterment of the environment and society at large. However, for the execution of improvised food waste management strategies, research has to be conducted to understand what is happening in the South African foodservice sector.

Literature Review

Given that 12 to 14 million people in South Africa are food insecure and R61.5 billion worth of food is wasted, if reduced, this could play a pivotal role in achieving sustainable food security (Cronjé, Merwe & Müller, 2018). Of the 30 million tons of food that is annually produced in South Africa, approximately 10 million tons become waste. Legislation surrounding food waste did not exist in South Africa apart from the existing legislation that covers waste generally (Magazines, 2017).

As of the 29th of September 2020, the South African Food Loss and Waste Agreement was released, which essentially aims to decrease food wastage by half by 2030, prioritize the improvement of food usage and reduce food wastage and loss, the redistribution of surplus food, and identifying management solutions for food waste and surplus (Consumer Goods Council of South Africa, 2021). Some of the reasons that food gets wasted, is due to cooking, serving or the preparation of food in excess, over-shopping or the food does not get consumed in time (Chalak et al., 2016, cited in Cronjé et al., 2018).

It is approximated that 28% of agricultural area around the world is utilised yearly to produce lost or wasted food (Cronjé et al., 2018). The main food waste

constituents are carbohydrates, lipids, proteins and inorganic compound traces. (Paritosh, Kushwaha, Yadav, Pareek, Chawade & Vivekanand, 2017). In South Africa, 44% of food waste constitutes of vegetables and fruits, 26% grains, 15% meat, roots, oilseeds and tubers consist of 13% (Magazine, 2017). In terms of greenhouse gas emissions, an estimate of around 3.3 billion tonnes of CO₂ in the atmosphere is accumulated by the carbon footprint of food waste. Typically, this food waste is destroyed by means of burning (incineration), which can lead to serious environmental and health problems. In addition, food waste incineration can further complicate environmental challenges, as waste that has high moisture content releases dioxins (Paritosh et al., 2017).

Dioxins are harmful to health as they are a group of chemical compounds that are highly toxic. They can disrupt hormones, contribute to cancer, or cause issues with development, reproduction, and the immune system. (Medical News Today, 2021). In addition, incineration hampers with recovery of valuable compounds and nutrients, thereby decreasing the economic value of the substrate (Paritosh et al., 2017).

According to Merriam Webster (2022), a substrate is, "the base on which an organism lives". An example of the aforementioned is that soil is the substrate of many seed plants. It is for the reasons discussed, that appropriate food waste management methods need to be explored (Paritosh et al., 2017). One alluring option that can be explored is anaerobic digestion, which can increase the strength of the world's energy security by using food waste in the generation of biogas (methane). This process costs less and produces less residual waste, additionally a renewable source of energy can be utilized because of food waste (Paritosh et al., 2017).

Salemdeeb, Ermgassen, Kim, Balmford & Al-Tabbaa (2017), assert that not only incineration, but also composting can produce greenhouse gases. Furthermore, the wastewater that occurs as a result of anaerobic digestion causes acidification and eutrophication of the local ecosystems. The issue with food waste that contains meat, is that if it is not heat-treated, diseases can be transmitted such as African swine fever. An example of the aforementioned can be referenced to 2001, when a farmer in the UK fed pigs uncooked food waste illegally, thereby causing the food-and-mouth disease epidemic.

In some parts of the world, for animal feed, heat treatment is still used to make food waste safe. (Edwards, 2000; Garcia et al., 2005; OIE, 2009, cited in Salemdeeb et al., 2017). In Japan and South Korea, food waste for the purpose of animal feed is recycled, and the food waste usage is regulated closely in terms of storage, heat treatment and transportation of animal feed. (Sugiura et al., 2009; zu Ermgassen et al., 2016, cited in Salemdeeb et al., 2017). If food waste is to be used for animal feed, it has to be sufficiently fresh and collected separately from other waste, if the quality of the food waste is poor, it can then be diverted to anaerobic digestion or composting. If legislative barriers can be overcome, then food waste in pig feed could positively contribute to health and the environment (Salemdeeb et al., 2017).

With regards to the behaviour and attitude of South African consumers regarding food waste, there is a lack of research. Food Bank South Africa is a platform that works on the reduction of food waste. They provide a platform for anyone including producers, manufacturers, government agencies and retailers, to donate food near the expiry date to people in need. The donated food is also referred to as "rescued food", as this food would have otherwise been landfilled (Cronjé et al., 2018).

When considering the restaurant/foodservice sector, several providers do not account for the wasted food quantities, while the few that do have this information are unwilling to publicly share these records (Filimonau & De Coteau, 2019 cited in Filimonau, Zhang & Wang, 2020). Not having sufficient information regarding food waste can pose a challenge for foodservice managers when they have to assign mitigation properties (Papargyropoulou et al. 2016)

Filimonau et al., (2020), suggests that a regularly updated food waste global database should be maintained. This database can include best practice examples to allow for the facilitation of cross-boundary learning and the exchange of effective food waste management knowledge. Food waste in the foodservice sector can be distinguished from one another and categorically analysed. There are different approaches to doing the aforementioned. Principato et al., 2018, cited in Filimonau et al., (2020), differentiates kitchen food waste (which can include food processing, storage, meal preparation, cooking, plating and serving) from customer food waste (which arises from their plates).

Pinto et al., 2018, cited in Filimonau et al., (2020), makes use of four separate categories, each pertaining to: 1) Spoilage; 2) During preparation of meals; 3) Excessive portioning; 4) Customer behaviour. The principle of the categorization discussed has been adopted by some foodservice providers and can be deemed to be an effective way to monitor where food has been wasted and can help to identify the areas that need intervention.

The SHIFT Theoretical Framework

The SHIFT theoretical framework will be explored for the purpose of this research, as the focus areas pertain to the environment, sustainability, and consumer behaviour. This framework will assist in understanding consumer behaviour in the context of food waste management (White, Habib & Hardisty, 2019). Furthermore, given that the sustainability context is included, this will help to address the "attitude-behaviour" gap usually observed in this aspect.

White et al. (2019) assert that in a general sense, a major challenge that presents itself to marketers, non-profit organisations, businesses, and policy makers that want to advocate & promote for sustainable consumption, is that there is an existing discrepancy between what consumers say and what their actions are in reality. (Johnstone & Tan, 2015; Prothero et al., 2011, cited in White et al., 2019).

Despite reports that show that there is a rise in consumer demand for sustainable options, further scope still exists to motivate and support consumer behaviours that are sustainable. (Nielsen, 2015, cited in White et al., 2019) For a better adoption of sustainable practices by consumers, marketing strategies have to be implemented, as the typical decisions made by consumers are for immediate self-benefit, whereas sustainable choices yield long term benefits to the natural world and other people. The acronym "SHIFT" is an analysis of the psychological factors as follows: Social Influence, Habit Formation, Individual Self, Feelings and Cognition and Tangibility (White et al., 2019)

Social Influence

According to White et al. (2019), factors of social influence play a major role in terms of driving sustainable change in consumer behaviour (Abrahamse & Steg,

2013, cited in White et al., 2019). One of the most powerful social influences on consumers are social norms, which deems what is appropriate in a social context (Cialdini et al., 2006; Peattie, 2010, cited in White et al., 2019). Examples of the aforementioned are avoid littering, practice composting or recycling, choose food that is sourced sustainably, use solar panels instead.

Descriptive norms refer to the actions of people or what they commonly do (Cialdini, Reno, & Kallgren, 1990; Reno, Cialdini & Kallgren, 1993, cited in White et al., 2019). These norms can serve as a strong measurement in terms of predicting sustainable consumer behaviour. In addition, injunctive norms indicate which behaviours are accepted and which are not and can therefore also influence sustainable behaviour (Jachimowicz et al., 2018; Reno, Cialdini & Kallgren 1993; Schultz et al., 2007, cited in White et al., 2019). These norms are the most effective when they protect feelings of autonomy.

Social identities refer to the sense of identity that people get from being a part of a group (Tajfel & Turner, 1986, cited in White et al., 2019). People are more likely to engage in sustainable activities in other people in their group are doing so (Goldstein, Cialdini, & Griskevicius, 2008; Han & Stoel, 2017; Welsch & Ku" hling, 2009 cited in White et al., 2019). Another implication of this social influence is that individuals in a group want to see their in-group in a positive light (Ferguson, Branscombe, & Reynolds, 2011, cited in White et al., 2019). The effects of social identity is greater when there is a label attached to it, e.g. "green consumer".

Social desirability

In order for consumers to make a good impression on others, they tend to select sustainable options, however sometimes observers don't interpret it that way. (Green & Peloza, 2014; Griskevicius, Tybur & Bergh, 2010, cited in White et al., 2019).

Habit Formation

Some sustainable behaviours can be conducted through a single action, such as the installation of an efficient showerhead, whereas several others require actions

to be repeated in order to form a habit. Many sustainability behaviours are highly habitually in nature (Donald, Cooper, & Conchie, 2014; Verplanken & Roy, 2016, cited in White et al., 2019). Disruption of bad habits can be caused by repetition breaking interventions such as discontinuity and penalties. On the contrary, strengthening of positive habits can be done by encouraging repetition, using incentives and prompts as well as feedback.

Individual Self

Due to the individual desire to maintain a positive self-image, people react defensively when they learn that their behaviour has a negative impact on the environment (Dickinson, 2009; Feygina, Jost, & Goldsmith, 2010, cited in White et al., 2019). Some people still avoid some forms of sustainable behavioural change as it may cause a threat to themselves, such as travelling behaviours (Murtagh et al. 2015, cited in White et al., 2019).

Food wastage has become a critical global problem as the world population increases, as a result it contributes to an increase in environmental pollution, health risks and dumping land scarcity (Paritosh et al., 2017). Food waste is released from several sources such as households, food processing industries as well as the hospitality sector and includes precooked and leftovers (Paritosh et al., 2017).

Firms that employ practices that are environmentally and socially responsible, tend to foster positive consumer perceptions and can therefore lead to an increase in profitability. (Brown & Dacin, 1997; Luo & Bhattacharya, 2006; Olsen, Slotegraaf, & Chandukala, 2014; Sen and Bhattacharya, 2001, cited in White et al., 2019). In addition, growth in profitability can be earned by firms that adopt and consider new sustainable business models. (Kotler, Kartajaya, & Setiawan, 2010, cited in White et al., 2019). This can be seen as an incentive for restaurants to add more meaning and value to their brand.

Furthermore, if business operations and offerings are conducted in a more sustainable manner, consumers may recognize, welcome and reward their sustainable initiatives, thereby encouraging more sustainable consumption and can in turn maximize business profitability and sustainability (White et al., 2019).

Research Paradigm: Interpretivism

A paradigm consists of several habits that guide the moves that you make in your life, this can range from eating habits to the manner in which you talk (Proctor, 2021). Thomas Kuhn further asserts that a paradigm is a view that is shared by the world and gives guidance to the existing members in the correct direction, and that the rules might not be directly expressed but suggested. According to Thomas Kuhn, comparing two paradigms can be related to the comparison of two different worlds. (The Living Philosophy, 2022). Furthermore, given that the nature of assumptions is formed based on information that is incomplete, a paradigm's philosophical underpinning cannot be disproved or proven (Scotland, 2012).

For the purpose of this study, interpretivism as a paradigm will be explored due to the nature of the topic in question. Given that different individuals have different views and standpoints regarding food waste, it will require an in-depth qualitative approach. According to Scotland (2012), ontology, epistemology, methodology and methods are components of a paradigm.

Ontology refers to the stance that researchers have towards how they perceive things. Assumptions about ontology refer to what constitutes reality (Scotland, 2012). In addition, ontology has been studied throughout history. It aims to explore and understand existence and reality in terms of its nature, what the constituents are, as well as the classifications thereof (see What are Ontology & Epistemology, 2021). Ontology can be considered as foundational as it dictates how a researcher interprets and conducts research. When the interpretivism paradigm is considered, the position ontologically is relativism, which refers to the view that reality is different for different people and is subjective (Guba & Lincoln, 1994). When individuals are considered, there are many constructed realities.

Epistemological assumptions are concerned with the manner in which knowledge can be acquired, communicated and created (Scotland, 2012). Furthermore, it explores the scope of knowledge and focuses on what human beings can possibly know, how that knowledge can be sourced and what it means to have that knowledge (see What are Ontology & Epistemology, 2021). With regards to interpretivism, subjectivism is the relevant epistemology, which suggests that via the interaction that occurs between the world and consciousness, meaning is constructed differently for different people. Interpretivism is accepting of

ideologies, it does not question them. The objective is to bring awareness to social structures and forces that are not clearly visible (Scotland, 2012).

Research Method

Methodology refers to the action plan behind the choice of specific methods and is concerned with what, why, how, when and where the data is gathered and analysed. With reference to interpretivism, methodology aims to gain understanding from the perspective of an individual about phenomenon/s, through analysis of interactions, including cultural and historical contexts that people abide by (Scotland, 2012). The aforementioned can include the utilisation of case studies, phenomenology (allows for direct experience to be studied and excludes any preconceptions that might exist), hermeneutics (studies languages and derives concealed meaning) as well as ethnography which over a prolonged period studies cultural group (Scotland, 2012). Phenomena are explored extensively to reveal new layers of understanding through broad research questions. Researchers' beliefs are asserted once they choose the topic they want to research, the manner in which they will research along with how they will interpret the data (Edge & Richards, 1998)

According to Scotland (2012), the specific procedures and techniques that are utilised to gather & analyse quantitative or qualitative data refer to methods. Methods used in the interpretivist paradigm refrain from dominating the participants' perspectives, but rather gain insight into the participants' behaviour and actions. Qualitative data is usually generated from the methods that are made use of with this paradigm such as focus groups, open-ended questionnaires, observations and interviews.

According to Blanche, Durrheim and Painter (2014), qualitative research makes inductive, open-ended exploration possible. The interpretivist paradigm seriously takes the subjective feelings of people as the nature of what their reality is (ontology), interacts with people and makes sense of their experiences (epistemology), and in terms of methodology, uses qualitative research techniques for the collection and analysing of information. As a result, the interpretive approach assists us in understanding the social nature of the world (Blanche et al., 2014).

Given that food waste management is a socially related issue, it will be of value to use the interpretivist paradigm and qualitative research to gain insight about the social aspects that affect the food waste sector. The core of interpretive research is to understand human phenomena, by making use of terms and categories that are context-derived, and when methodology for contextually understanding human phenomena is considered, qualitative methodology is apt given that this is the core achievement of this methodology (Blanche et al., 2014). Welman et al. (2005) add that qualitative researchers strive to understand the reasons as to why respondents are attached to their environment. Interpretive research may require the researcher to become more empathetic towards people, and to be a good listener. Additionally, in any project, researchers using this kind of research approach will have to interpret and describe their own presence (Blanche et al., 2014).

Blanche et al. (2014) assert that in order for qualitative researchers who have an interpretive perspective to make sense of real world phenomena, social situations, feelings or experiences, they are inclined to study them in a natural setting. Working with data in context is a central principle of qualitative research and can be related to the study of groups and individuals in a natural setting as they go about their day rather than under conditions that are artificially created (Blanche et al., 2014). Interpretative researchers should refrain from excessively disturbing the context but rather attempt to naturally become a part of the context where the phenomena occurs (Blanche et al., 2014). The aforementioned can be achieved by approaching the research setting with the necessary care and engaging in an empathic and open manner with research participants.

Apart from the researcher having an intuitive sense, in order to determine whether a sufficient amount of material has been considered, the theoretical saturation concept from Grounded Theory is useful (Strauss & Corbin, 1990, cited in Blanche, et al., 2014). This concept points out when new material can stop getting collected as it is no longer contributing new or useful information to an unfolding analysis. Researchers can consider the field of study in question and evaluate the extent of theoretical development that exists, in order to judge the number of cases that will be likely required (Blanche et al., 2014). If exploratory research is being conducted about a new phenomenon, it is likely that a variety of cases are going

to have to be looked at to ensure that the presented descriptions cover the field, even if it is in a preliminary manner.

In addition to the aforementioned, to decide the number of sufficient cases, can also be dependent on the amount and extent of detail that is likely to be gathered in every case. In the context of exploratory research, the researcher may stop the research when they have gained a sense of what problems are going to be predominant in a study of larger magnitude (Blanche et al., 2014). Qualitative research adopts in-depth methods and studying of small samples (Miles & Huberman, 1994 cited in Welman, et al., 2005).

Given the intended exploratory nature of this study, and taking into account the interpretivist paradigm - qualitative methodologies will be utilised to gain as much subjective insight and a broad understanding about the research topic as possible. Although the results may not be as standardised as a quantitative study as understood from the information gathered, the intention is to uncover subjective insights that may not have been revealed with a quantitative study. Using a qualitative approach will allow for deeper interpretation of social issues, which in this case is food waste management.

Blanche et al. (2014) posits that conducting interviews is an appropriate data gathering technique in the interpretive research context as it a more natural way of engaging with people as opposed to questionnaires, tests or experimental tasks. Interviews can be short or long and they give researchers the opportunity to gain deep insight into how people think and feel. In the interpretive context, interviews can be viewed as means to an end, as researchers want to understand how people really feel about particular experiences (Blanche et al., 2014). As a result of the aforementioned, researchers will attempt to cultivate a trustworthy and open environment in which the interviewee has the ability to authentically express themselves. The aim is not to measure, quantify generalise or predict but rather to understand, describe and explain as qualitative researchers (Plooy-Cilliers, Davis & Bezuidenhout, 2014).

The research questions stated above will form the basis of the core concepts that will be looked at. One of the key concepts to explore is the meaningfulness of a brand. Due to the aforementioned, the healthy brands theoretical framework that explores seven key characteristics will be considered in the construction of the

research design. These characteristics include how meaningful a brand's purpose is, the uniqueness of a brand, communication effectiveness, how the brand adds value, transparency, sustainability and whether profit is a driver of the business (Cook, Erwin, Carmody & Enslin, 2010).

When it came to selecting respondents, several factors had to be taken into account. The target population consists of everything or everyone that falls within the population parameters (Plooy-Cilliers et al., 2014). In the context of this research, this includes any KFC consumer who buys/ eats KFC, has interacted with the KFC brand in some capacity, and who is a user of social media.

The accessible population makes reference to the population sections that we can actually include in the study (Plooy-Cilliers et al., 2014). The problem is that given the time constraints and the fact that there are so many KFC consumers that fit the criteria, realistically all KFC consumers could not be contacted. Therefore based on those limitations and time constraints, it had to be ascertained as to which consumers could actually take part. As a result of the aforementioned, the accessible population consisted of a sample size of three in-depth consumer interviews which were conducted & these were recorded over the phone.

Non-probability sampling was used and this was useful because it was almost impossible or difficult to get access to the entire population (Plooy-Cilliers et al., 2014). The results of the data from this sampling method is not to be generalised or to form a representation of the population as a whole. The type of non-probability sampling that was used was convenience sampling. This method of sampling proved to be the most effective given the limitations previously mentioned. Convenience sampling includes people that were convenient to contact and where there was ease of access. The 3 interviewees all had common characteristics in that they were all KFC consumers and they all were users of social media. Their backgrounds were different which allowed for the most common themes to shine through as well as the unique perspectives of each individual.

Analysis of Data and Findings

The in-depth interviews with open-ended questions encouraged a deeper understanding and insights about the beliefs, opinions and views of respondents regarding food wastage, KFC, social media and consumer behaviour. The interviews were recorded and transcribed to ensure a more accurate analysis. Thematic analysis was used to unpack the qualitative data that was recorded. This method of analysis involves process of identifying themes in the collected data (Plooy-Cilliers et al., 2014). The three themes which are meaningful brand, social media and consumer behaviour were anticipated as per the project brief and are also aligned with the literature review and research questions. A descriptive section on each theme is discussed. Thereafter, the data was analysed by drawing on the information gathered in the literature review, as well as personal interpretation of the data.

Meaningful Brand

This section was intended to answer the first research question which was: What aspects of KFC contribute to consumers' perceptions of the brand's meaningfulness in the context of food waste management?

From the data collected it was quite evident that KFC is a dietary preference for consumers, be it due to dietary preference in that chicken is a preferred meat or the KFC taste and flavour. Respondents were somewhat aware of KFC's sustainable initiatives, but none of them displayed a clear understanding, rather they had an idea that KFC was participating in some kind of programme which was KFC's Add Hope initiative as a result of its visibility. There was a lack of knowledge surrounding how the programme actually worked or the impact of it.

All the respondents had contributed to the Add Hope initiative at least once. However, the frequency of contributions had decreased over time mostly due to the lack of visibility around where the money actually goes once donated. One interesting insight was around social pressure, where despite the lack of knowledge, the respondent "felt bad" to not contribute. One point to take away from this, is that in addition to raising awareness about donating, if KFC effectively markets the execution element and end results of the Add Hope initiative, it will

be met with a more positive feeling from consumers & they may feel more encouraged to participate.

In terms of consumer perception around whether the KFC brand cares for the people and the environment, all respondents indicated that KFC does care and it is mostly through their sustainable food packaging and the Add Hope initiative. That being mentioned, there is still room for this perception to be further enhanced positively. A recommendation from one respondent was that KFC can employ the use of PR marketing around their sustainability efforts due to the negative stereotypes associated with fast food restaurants such as using steroids and growth hormones to enable mass production of chickens to ensure business continuity. The food itself is perceived as unhealthy so that might contribute to a negative perception about caring for the people.

All respondents showed a positive affinity towards brands that partake in activities that show the brand's consciousness about the environment and people. In addition, if brands can show that their actions are not solely profit driven, it increases the positive perception and feelings of consumers toward the brand.

When a question around the consumers' perception of the KFC brand being responsible with food waste was asked, there were mixed opinions. As per the responses, one reason that KFC can be considered responsible was due to the sustainable packaging, which implied that since they are environmentally conscious in that way, it is assumed that they would also be conscious of food waste. In addition, it is assumed that the variety of food portion offerings that they have reduces the chance of wastage. In contrast to the aforementioned, one of the respondents mentioned that they were aware of several individuals who waste the chicken skin as it is oily and therefore don't enjoy it. A suggestion for the aforementioned was that KFC could consider offering skinless chicken alternatives. In addition one of the respondents indicated that despite following KFC on social media, they have not seen much of the brand doing much about food waste therefore it is not top of mind for them and as a result, would not consider them to be responsible.

With the intention of identifying ways that KFC can be more of an effective communicator in conveying their contributions to a reduction in food waste more clearly, respondents had shared several recommendations and suggestions. The

most common theme that was identified was to utilise advertising methods for better communication. This can be done by advertising using their drive-through display boards, TV ads, in-store advertising, on food packaging, food bloggers, influencers, traditional media and social media. In addition, the best way to identify which advertising or marketing avenues to use would be to consider the target market and where they are the most receptive. Social media can be an effective communication tool to change or adjust the perception of the brand to one that is more sustainable. Food bloggers or influencers in the food industry who associate themselves with conscious brands can be used to assist with changing brand perception.

Respondents were asked how important they felt it was for a brand like KFC to communicate about food waste management, and all of them felt that it was very important and is associated with a 'feel-good' feeling when supporting the brand. More communication surrounding KFC's food waste management and sustainability would be well received and would conscientise consumers about food waste. KFC could also share tips on how to reduce food waste. Even though it is considered important for KFC to take on responsibility for this communication from a social and ecological perspective, some consumers do not necessarily care if KFC does speak up, as some consumers will support the brand regardless of whether or not they are aware of how sustainable the business is. This depicted that despite the efforts that KFC is doing through the Add Hope campaign and the Harvest Campaign, they are not being perceived as meaningful in a sustainable context due to a lack of effective communication.

In terms of how respondents feel about eating in a KFC restaurant, it came down to personal preferences, but the common feeling seemed to be that it was not necessarily their preferred "sit-down" restaurant. Reasons ranged from respondents being introverted, to KFC being an "on-the-go" meal or the negative cleanliness perception of fast food restaurants.

Social Media

This section was intended to answer the second research question: How can social media be leveraged by KFC to effectively communicate about food waste reduction?

Respondents were asked whether they follow or engage with KFC on social media and the responses indicated that their engagements with the brand was generally quite low to no engagements at all, and 2 of the respondents followed at least one of KFC's social media platforms.

Despite the low engagement and following of KFC's social media accounts from the respondents, they all recalled seeing some type of KFC content which differed between the respondents. The content they recalled included product-focused content which promoted KFC bucket specials in specific, the proposal that happened at KFC and went viral and the campaign where you can return the food if you are not satisfied. None of the respondents have seen any information from KFC about food waste management.

Respondents were informed about the commitment by government to decrease food waste by 50% in 2025 and were asked how they thought KFC could use social media to assist with the initiative. The use of social media as a means to assist with this initiative presented itself quite strongly across all responses. Some insightful ideas included KFC hosting exciting competitions related to food waste management on social media that can elicit engagement from their audiences and encourage consumers to reduce food waste as well as showcase what KFC is doing from their side. One example can be by asking people to post a picture of them recycling on social media and making use of hashtags such as #Irecycledtoday #IateallmyKFC #reducefoodwaste.

KFC can also use video content as it seems more believable and more digestible for consumers, as opposed to a huge PR article that goes onto business forums. Video content can be used to showcase how KFC reduces food waste, or they can ask the major stakeholders such as a CEO to speak about KFC's current actions and vision to reduce food waste in the next five years. The big takeaway here is that KFC needs to find creative marketing strategies that will draw the attention of consumers, one of the suggestions was that KFC could also learn from other

brands such as Nando's on how to become more relatable to ensure a better level of receptivity. They should also market the Add Hope initiative & other sustainability initiatives a bit more aggressively. By using social media which is an effective communication tool, this will be an avenue in which KFC can enhance their perceived meaningfulness by leveraging the tool that majority of consumers use.

Consumer Behaviour

This section addresses the third research question: How can consumers play a role in the reduction of KFC food waste?

With regards to how knowledgeable respondents were on the impact of food waste, all of them indicated a low awareness. One of the responses indicated that as cruel as it sounds, the respondent had become numb after a while because they just got so used to seeing hungry people at robots. They felt like KFC could assist in finding ways to perhaps feed those people and that could create a social drive to push the reduction of food waste.

One of the respondents highlighted that the awareness of the impact of food waste is only increased for periods where there is a natural disaster, such as the water crisis in Cape Town. When the water crisis happened, there was a lot of national communication about saving water at the time. Food wastage is an ongoing crisis and therefore national communication and education around that should be given as much importance as possible as reducing food waste should be on top of mind as possible just like how tips to save electricity is prominent. Currently there is a lack of communication surrounding the consequences of food wastage as well. KFC is a big enough brand that can partner with government to push this initiative forward.

To identify if the KFC environment plays any kind of role in food waste, respondents were asked how often they wasted food at KFC restaurants, and of the two who do seldom eat in the restaurant, they both claimed to never wasting in the restaurant itself. One of the respondents mentioned that even if they get a KFC takeaway, they don't waste it at home either, if there are leftovers then it goes into the fridge to be eaten at a later stage.

The environment in which the respondents ate in seemed to be an irrelevant factor when it came to KFC in specific, as all respondents were highly likely to finish their KFC meals. However, in terms of the likelihood of wastage in the restaurant or at home, one respondent would usually not waste KFC, but if they had to make an assumption, it would possibly be at the restaurant as the reason they would sit to eat at a KFC restaurant would be because they are in a rush, so whatever they can't finish they will leave at the restaurant. The third respondent would also usually not waste KFC, but if they had to make an assumption, they said it would most likely be at home where no one is watching them throw away food.

In terms of how leftover KFC would be discarded, one of the respondents mentioned that there are bins instore or that you could place your leftover food on a tray for waitresses to pick it up. However, it was gauged that neither of the two respondents who eat instore typically have leftovers.

When respondents were asked what type of KFC meal is easily wasted, all 3 respondents had different views. One being that it could be the KFC ice cream that gets served in a cup, reason being that if it is left out for too long, the ice cream separates. Another respondent thought it would be the coleslaw/ salad, whilst the third respondent thought it might be burgers due to buns becoming stale. Ultimately it seems that this can differ from person to person based on preference.

To identify ways in which KFC can encourage consumers to decrease food wastage in the restaurant, all respondents shared the common idea of increasing the visibility of this messaging. KFC could do this by increasing in-store animation, signage and posters. In addition, they could come up with in-store incentives to not waste food, also depending on their guidelines, maybe extra food ordered that goes uneaten could be donated in some capacity as opposed to getting thrown away.

The SHIFT framework identified in the literature review does showcase some real-life similarities to the collected data in terms of consumer behaviour. The theme of social influence to drive sustainable behaviour shows up quite prominently throughout all the interviews, through the emphasis on the use of social media and relatable & digestible marketing strategies for consumers. Habit formation can refer to the respondents suggesting that they require constant reminders

through advertising in different ways to keep KFC's sustainable initiatives top of mind. In terms of the individual self factor of the framework, KFC does engage in environmental and social activities that don't necessarily increase profits, but enhance the meaningfulness of their brand.

Ethical Considerations, Limitations and Trustworthiness

It is imperative that researchers establish informed consent with the participants, and is especially important in South Africa where several areas of social life have been sites for contestation and debate (Blanche et al., 2014). Choosing ideal respondents depend on the purpose of the study (Blanche et al., 2014). If experiences of a phenomenon are to be described on a personal level, important factors to be considered is the personal experience pertaining to the topic of research, the ability to detail the experience with good communication skills, openness and the interest to participate.

In order to ensure that the study complies with ethical clearance, the IIE's ethical clearance form will be issued to the interviewee. To ensure the reliability and trustworthiness of the information collected, the people to be interviewed are regular KFC consumers and have interacted with the brand, they are also social media users. The interview will be recorded with consent from the interviewee, so that the necessary focus and attention can be given to the interview, and the information can be accurately documented and transcribed thereafter. Validity of the information can be established through the fact that the interviewee is a current employee of KFC and the information will be valid and the most recent as possible.

With regards to research feasibility in terms of the interview, there is a high likelihood of succession as a contact person from KFC has already been established. For the observational part of the study, there are low barriers or challenges to accomplishing this as not much direct interaction is required therefore saving time and avoiding the need to get permission from people. Both of these research methods do not require money to be conducted.

According to Plooy-Cilliers et al. (2014), there are several considerations to be taken into account when choosing the sampling method, these include budget,

time, resources, purpose and error allowance. In terms of the budgetary requirements for this research, the only cost involved was mobile data to Whatsapp call the interviewees and that was not excessive. Given the limited time to complete this project, only three interviews could be conducted to accommodate for identifying and then contacting the respondents, collect the data, transcribe the data, do an analysis and then write down the findings. A bigger sample could not have been considered as it was only one researcher collecting and interpreting the data. This research was not conducted to be generalised to the larger population, but rather to gain deeper social understanding and insight.

Minimal disruptions were made from the interviewer to enable effective listening which ensured that the documented information was as close as possible to what the respondent meant and less about what the interviewer made of the responses (Plooy-Cilliers et al., 2014). It was suggested that if a question seemed to be answered in a context that was different from the intended context, the interviewer should rephrase the question for the respondent to better understand the intended context and that is what was followed (see Validity and reliability in Qualitative research (6 strategies to increase validity), 2019). The interview questions were granted ethical clearance which also ensured that the questions were non-invasive on the participants, and reduced the likelihood of them feeling uncomfortable to answer. The interviewer objectively reported the data based on responses received and remained neutral in the analysis and also when conducting the interview. Given that the interviews were conducted over a call and the interviewer was not physically present, this would have decreased any intimidation that the respondents may have felt if the interviewer was present

Limitations of the study

Since the criteria for a positivist paradigm cannot be used to judge interpretive research, the credibility and legitimacy needs to be achieved without a claim of unquestionable certainty Scotland (2012). Under the interpretivist paradigm, reality is different for different people as it is subjective, therefore reaching a consensus can be a challenge. As a result, the same exact interpretations cannot be expected from both the researchers and the research participants (Rolfe, 2006, cited in Scotland, 2012). The challenge here for researchers may be that they

have to demonstrate how they used their own subjective capacities, and where there may have been a lack of the required understanding empathically to properly interpret the phenomena that is being considered (Blanche et al., 2014).

Due to the fragmented and incoherent nature of the knowledge produced by the interpretivist paradigm, it has transferability limitations. Policy makers usually don't find this type of qualitative data useful, as it involves highly contextualized, subjective constructions on an individual level and they prefer research that is based on a more scientific paradigm (Berliner, 2002, cited in Scotland, 2012). Scotland (2012) argues that given the open-ended and intimate nature of interpretive research, the privacy and autonomy of the participants could be compromised and may therefore possibly lead to discovering unintended information. As a result, researchers may have to make an ethical call regarding whether or not to reveal the information discovered, or whether to get further involved in a participant's life. The contextualization of their research might have to be slightly weaker than intended to ensure that identities of participants are protected (Scotland, 2012).

As much as participants share subjective views and interpretations, they become vulnerable and have limited control over the final interpretation of the research. In addition to the aforementioned, the theorized accounts that are representative of the participants' sociological understandings are ultimately produced by interpretive researchers, they also usually decide the direction of the research and which parts of the research is made public (Danby & Farrell, 2004, cited in Scotland, 2012). As humans and more specifically research participants, interpretations and understanding around phenomena is sometimes unconsciously influenced by external forces. (Cohen et al., 2007, cited in Scotland, 2012). This unconscious or invisible ideology may stem from historic traditions, institutional practices and prejudices that get passed down, thereby implying that participants' explanations of phenomena may be inaccurate or incomplete. (Taylor, 1993, cited in Scotland, 2012). Given that there are time constraints due to the submission deadline, a limited amount of data can be collected and interpreted.

Though the data collected from this study may be trustworthy and valuable, it may not be widely applicable or relevant enough to generalise all phenomena in the foodservice industry based on the information.

Anticipated contributions

Given the lack of data available for the foodservice industry, the research design will elicit findings and insights that will contribute to the limited body of knowledge that currently exists surrounding food waste in the foodservice industry (Consumer Goods Council of South Africa, 2021). There are opportunities and possibilities to uncover potential issues in the South African foodservice industry, from both an internal and external perspective, that might not have otherwise been discovered. This research will contribute to gaining deeper insight into the challenges that restaurants and brands in the foodservice industry face with regards to food waste management, as well as best practices, what role South African consumers play in food wastage. Ideally this study should assist the Consumer Goods Council of South Africa with information that can assist them in reaching the goal of halving the amount of food waste and loss by the year 2030.

Conclusion

The interpretivist paradigm allowed for a deeper understanding with regards to phenomena surrounding KFC food waste management, social media and consumers. There is limited research specific to the foodservice industry in South Africa, however as discussed above, there is a lot of information globally, that can be learnt from. Food waste management in the restaurant industry poses an environmental and societal challenge. The insights gained through the research conducted indicated that KFC still has room for improvement when it comes to conveying the meaningfulness of their brand. The main meaningful brand factor to improve on would be effective communication. KFC is a prominent brand in the restaurant industry and can play a major role in driving the reduction of food waste.

This research has gathered insightful and valuable findings that contribute to the minimal existing body of research that is present for this specific context as mentioned in RMET assignment one. The aims, objectives and methodologies discussed and implemented have birthed findings related to South African

consumer behaviour towards food waste, how social media plays an impact and how meaningful of a brand KFC is in the food waste context. This qualitative study has the potential to inspire conversations based on newly found insights and not only can the recommendations be used to enhance the current sustainable initiatives of KFC which contribute to the meaningfulness of the brand, but also a reduction of food waste in general.

Reference List

Abrahamse, Wokje and Linda Steg (2013), "Social Influence Approaches to Encourage Resource Conservation: A Meta-Analysis," *Global Environmental Change*, 23 (6), 1773–85. Cited in: White, K., Habib, R. and Hardisty, D.J. 2019. How to SHIFT Consumer Behaviors to be More Sustainable: A Literature Review and Guiding Framework. *Journal of Marketing*, 83(3): 22-49.

Blanche, M.T., Durrheim, K. and Painter, D. 2014. *Research in Practice*. 2nd ed. UCT Press.

Bless, C., Smith, C.H. and Sithole, S.L. 2013. *Fundamentals of Social Research Methods An African Perspective*. 5th ed. Lusaka: Juta and Company Ltd.

Berliner, D. C. 2002. Educational research: The hardest science of all. *Educational Researcher*. 31(8): 18-20. [Online]. Available at: <http://dx.doi.org/10.3102/0013189X031008018>

Bizcommunity. 2018. 300,000kg of surplus food donated through KFC Harvest programme, 5 September 2018. [Online]. Available at: <https://www.bizcommunity.com/Article/196/348/181534.html#:~:text=KFC%20South%20Africa%27s%20Harvest%20initiative%20aims%20to%20change,red%20uction%20of%20greenhouse%20emissions%20associated%20with%20food%20waste>. [Accessed 01 August 2022].

Brazier, Y. 2021. What to know about dioxins. *Medical News Today*, 26 July 2021. [Blog]. Available at: <https://www.medicalnewstoday.com/articles/17685> [Accessed 19 April 2022].

Brown, Tom J. and Peter A. Dacin (1997), "The Company and the Product: Corporate Associations and Consumer Product Responses," *Journal of Marketing*, 61 (1), 68–84. Cited in: White, K., Habib, R. and Hardisty, D.J. 2019. How to SHIFT Consumer Behaviors to be More Sustainable: A Literature Review and Guiding Framework. *Journal of Marketing*, 83(3): 22-49.

Chalak, A., Abou-Daher, C., Chaaban, J. & Abiad, M.G. 2016. The global economic and regulatory determinants of household food waste generation: A cross-country analysis. *Waste Management*, 48(2016):418-422. Cited in: Cronjé, N., Merwe, v.d.I, & Müller, I-M. (2018). *HOUSEHOLD FOOD WASTE:A*

CASE STUDY IN KIMBERLEY, SOUTH AFRICA. *Journal of Consumer Sciences*, 46: 1-9.

Cialdini, Robert B., Linda J. Demaine, Brad J. Sagarin, Daniel W. Barrett, Kelton Rhoads, and Patricia L. Winter (2006), "Managing Social Norms for Persuasive Impact," *Social Influence*, 1 (1), 3-15. Cited in: White, K., Habib, R. and Hardisty, D.J. 2019. How to SHIFT Consumer Behaviors to be More Sustainable: A Literature Review and Guiding Framework. *Journal of Marketing*, 83(3): 22-49.

Cialdini, Robert B., Raymond R. Reno, and Carl A. Kallgren (1990), "A Focus Theory of Normative Conduct: Recycling the Concept of Norms to Reduce Littering in Public Places," *Journal of Personality and Social Psychology*, 58 (6), 1015-26. Cited in: White, K., Habib, R. and Hardisty, D.J. 2019. How to SHIFT Consumer Behaviors to be More Sustainable: A Literature Review and Guiding Framework. *Journal of Marketing*, 83(3): 22-49.

Cohen, L., Manion, L., & Morrison, K. (2007). *Research methods in education* (6th Edition). London: Routledge. Cited in: Scotland, J. 2012. Exploring the Philosophical Underpinnings of Research: Relating Ontology and Epistemology to the Methodology and Methods of the Scientific, Interpretive, and Critical Research Paradigms. Semantic Scholar. [Online]. DOI:10.5539/ELT.V5N9P9 [Accessed 19 April 2022].

Consumer Goods Council of South Africa. 2021. Food Loss and Waste Voluntary Agreement: Implementation plan, 30 August 2021. [Online]. Available at: <https://www.cgcsa.co.za/service-offering/food-safety-initiative/food-loss-and-waste/> [Accessed 29 May 2022].

Cook, G., Erwin, K., Carmody, P. and Enslin, C. 2010. How healthy is your brand?. *Brands & Branding Intelligence*, 12-14. [Online]. Available at: <http://web.b.ebscohost.com.ezproxy.iielearn.ac.za/ehost/pdfviewer/pdfviewer?vid=4&sid=98c5f28e-baf4-4c24-8c57-c3f2a733065f%40sessionmgr101> [Accessed 20 April 2021]

Cottom, T. 2019. KFC commits to sustainable packaging globally, *Waste Today*, 28 January 2019. [Online]. Available at:

<https://www.wastetodaymagazine.com/article/kfc-commits-sustainable-packaging/> [Accessed 01 August 2022].

Cronjé, N., Merwe, v.d.I, & Müller, I-M. (2018). HOUSEHOLD FOOD WASTE:A CASE STUDY IN KIMBERLEY, SOUTH AFRICA. *Journal of Consumer Sciences*, 46: 1-9.

Danby, S. and Farrell, A. 2004. Accounting for young children's competence in educational research: New perspectives on research ethics. *The Australian Educational Researcher*. 31(3): 2004. <http://dx.doi.org/10.1007/BF03249527>
Cited in: Scotland, J. 2012. Exploring the Philosophical Underpinnings of Research: Relating Ontology and Epistemology to the Methodology and Methods of the Scientific, Interpretive, and Critical Research Paradigms. *Semantic Scholar*. [Online]. DOI:10.5539/ELT.V5N9P9 [Accessed 19 April 2022].

Dickinson, Janis (2009), "The People Paradox: Self-Esteem Striving, Immortality Ideologies, and Human Response to Climate Change," *Ecology and Society*, 14 (1), 34. Cited in: White, K., Habib, R. and Hardisty, D.J. 2019. How to SHIFT Consumer Behaviors to be More Sustainable: A Literature Review and Guiding Framework. *Journal of Marketing*, 83(3): 22-49.

Donald, I. J., S. R. Cooper, and S. M. Conchie (2014), "An Extended Theory of Planned Behavior Model of the Psychological Factors Affecting Commuters' Transport Mode Use," *Journal of Environmental Psychology*, 40, 39-48. Cited in: White, K., Habib, R. and Hardisty, D.J. 2019. How to SHIFT Consumer Behaviors to be More Sustainable: A Literature Review and Guiding Framework. *Journal of Marketing*, 83(3): 22-49.

Du Plooy, G.M. 2006. Communication research. Cape Town: Juta & Company. Cited in Plooy-Cilliers, F., Davis, C., and Bezuidenhout, R-M. 2014. *Research Matters*. Juta and Company Ltd.

Edge, J. and Richards, K. 1998. May I See Your Warrant, Please?: Justifying Outcomes in Qualitative Research. *Applied Linguistics*. 19(3): 334-356.

Edwards, S., 2000. Survival and inactivation of classical swine fever virus. *Vet.Microbiol.* 73, 175e181. Cited in: Saleemdeen, R., Ermgassen, E.K.H.K.Z., Kim,

M.H., Balmford, A. & Al-Tabbaa. 2017. Environmental and health impacts of using food waste as animal feed: a comparative analysis of food waste management options. *Journal of Cleaner Production*. 140: 871-880. [Online]. DOI: 10.1016/J.JCLEPRO.2016.05.049 [Accessed 20 April 2022].

Ferguson, Mark A., Nyla R. Branscombe, and Katherine J. Reynolds (2011), "The Effect of Intergroup Comparison on Willingness to Perform Sustainable Behavior," *Journal of Environmental Psychology*, 31 (4), 275–81. Cited in: White, K., Habib, R. and Hardisty, D.J. 2019. How to SHIFT Consumer Behaviors to be More Sustainable: A Literature Review and Guiding Framework. *Journal of Marketing*, 83(3): 22-49.

Filimonau, V., Zhang, H. & Wang, L. 2020. Food waste management in Shanghai full-service restaurants: A senior managers' perspective. *Journal of Cleaner Production*. [Online]. DOI: <https://doi.org/10.1016/j.jclepro.2020.120975> [Accessed 19 April 2022].

Franchise Association of South Africa, 2019. Tackling South Africa's food waste problem. [Online] Available at: <https://www.fasa.co.za/tackling-south-africas-food-waste-problem/> [Accessed 22 July 2020]. Cited in Sucheran, S. and Olanrewaju, O.A. Food Waste Management of Restaurants in KwaZulu-Natal South Africa. *Proceedings of the 11th Annual International Conference on Industrial Engineering and Operations Management*. [Online]. Available at: <http://www.ieomsociety.org/singapore2021/papers/11.pdf> [Accessed 09 May 2022].

Goldstein, Noah J., Robert B. Cialdini, and Vidas Griskevicius (2008), "A Room with a Viewpoint: Using Social Norms to Motivate Environmental Conservation in Hotels," *Journal of Consumer Research*, 35 (3), 472–82. Cited in: White, K., Habib, R. and Hardisty, D.J. 2019. How to SHIFT Consumer Behaviors to be More Sustainable: A Literature Review and Guiding Framework. *Journal of Marketing*, 83(3): 22-49.

Green, Todd and John Peloza (2014), "Finding the Right Shade of Green: The Effect of Advertising Appeal Type on Environmentally Friendly Consumption," *Journal of Advertising*, 43 (2), 128–41. Cited in: White, K., Habib, R. and Hardisty,

D.J. 2019. How to SHIFT Consumer Behaviors to be More Sustainable: A Literature Review and Guiding Framework. *Journal of Marketing*, 83(3): 22-49.

Griskevicius, Vladas, Joshua M. Tybur, and Bram van den Bergh (2010), "Going Green to Be Seen: Status, Reputation, and Conspicuous Conservation," *Journal of Personality and Social Psychology*, 98 (3), 392–404. Cited in: White, K., Habib, R. and Hardisty, D.J. 2019. How to SHIFT Consumer Behaviors to be More Sustainable: A Literature Review and Guiding Framework. *Journal of Marketing*, 83(3): 22-49.

Guba, E.G. and Lincoln, Y.S. 1994. Competing Paradigms in Qualitative Research. *Handbook of qualitative research*. 105-117.

Han, Tae-Im and Leslie Stoel (2017), "Explaining Socially Responsible Consumer Behavior: A Meta-Analytic Review of Theory of Planned Behavior," *Journal of International Consumer Marketing*, 29 (2), 91–103. Cited in: White, K., Habib, R. and Hardisty, D.J. 2019. How to SHIFT Consumer Behaviors to be More Sustainable: A Literature Review and Guiding Framework. *Journal of Marketing*, 83(3): 22-49.

Jachimowicz, Jon M., Oliver P. Hauser, Julia D. O'Brien, Erin Sherman, and Adam D. Galinsky (2018), "The Critical Role of Second-Order Normative Beliefs in Predicting Energy Conservation," *Nature Human Behaviour*, 2 (10), 757–64. Cited in: White, K., Habib, R. and Hardisty, D.J. 2019. How to SHIFT Consumer Behaviors to be More Sustainable: A Literature Review and Guiding Framework. *Journal of Marketing*, 83(3): 22-49.

Johnstone, Micael-Lee and Lay Tan (2015), "Exploring the Gap Between Consumers' Green Rhetoric and Purchasing Behaviour," *Journal of Business Ethics*, 132 (2), 311–28. Cited in: White, K., Habib, R. and Hardisty, D.J. 2019. How to SHIFT Consumer Behaviors to be More Sustainable: A Literature Review and Guiding Framework. *Journal of Marketing*, 83(3): 22-49.

KFC. 2022. [Online]. Available at: <https://order.kfc.co.za/addhope> [Accessed 01 August 2022].

Kotler, Philip, Hermawan Kartajaya, and Iwan Setiawan (2010), *Marketing 3.0: From Products to Customers to the Human Spirit*. Hoboken, NJ: John Wiley & Sons. Cited in: White, K., Habib, R. and Hardisty, D.J. 2019. How to SHIFT Consumer

Behaviors to be More Sustainable: A Literature Review and Guiding Framework. *Journal of Marketing*, 83(3): 22-49.

Luo, Xueming and Chitra Bhanu Bhattacharya (2006), "Corporate Social Responsibility, Customer Satisfaction, and Market Value," *Journal of Marketing*, 70 (4), 1–18. Cited in: White, K., Habib, R. and Hardisty, D.J. 2019. How to SHIFT Consumer Behaviors to be More Sustainable: A Literature Review and Guiding Framework. *Journal of Marketing*, 83(3): 22-49.

Magazines, C. 2017. The cost of South Africa's food loss and waste, *Farmer's Weekly*, 10 November 2017. [Blog]. Available at: <https://www.farmersweekly.co.za/opinion/by-invitation/cost-south-africas-food-loss-waste/> [Accessed 29 May 2022].

Merriam-Webster. Substrate. 2022. [Blog]. Available at: <https://www.merriam-webster.com/dictionary/substrate> [Accessed 19 April 2022].

Miles, M.B. and Huberman, A.M. 1994. *Qualitative data analysis*. California: SAGE Publications. Cited in: Welman, C., Kruger, S.J. and Mitchell, B. 2005. *Research Methodology*. 3rd ed. Cape Town: Oxford University Press Southern Africa.

Murtagh, Niamh, Birgitta Gatersleben, Laura Cowen, and David Uzzell (2015), "Does Perception of Automation Undermine Pro-environmental Behaviour? Findings from Three Everyday Settings," *Journal of Environmental Psychology*, 42 (Suppl C), 139–48. Cited in: White, K., Habib, R. and Hardisty, D.J. 2019. How to SHIFT Consumer Behaviors to be More Sustainable: A Literature Review and Guiding Framework. *Journal of Marketing*, 83(3): 22-49.

Nielsen (2015), "Consumer Goods' Brands That Demonstrate Commitment to Sustainability Outperform Those That Don't" (accessed January 7, 2018), <http://www.nielsen.com/ca/en/pressroom/2015/consumer-goods-brands-that-demonstrate-commitment-to-sustainability-outperform.html>. Cited in: White, K., Habib, R. and Hardisty, D.J. 2019. How to SHIFT Consumer Behaviors to be More Sustainable: A Literature Review and Guiding Framework. *Journal of Marketing*, 83(3): 22-49.

Olsen, Mitchell C., Rebecca J. Slotegraaf, and Sandeep R. Chandukala(2014), "Green Claims and Message Frames: How Green New Products Change Brand Attitude," *Journal of Marketing*, 78 (5), 119–37. Cited in: White, K., Habib, R. and

Hardisty, D.J. 2019. How to SHIFT Consumer Behaviors to be More Sustainable: A Literature Review and Guiding Framework. *Journal of Marketing*, 83(3): 22-49.

Paritosh, K., Kushwaha, S.K., Yadav, M., Pareek, N., Chawade, A., & Vivekanand, V. 2017. Food Waste to Energy: An Overview of Sustainable Approaches for Food Waste Management and Nutrient Recycling. *BioMed Research International*, 2017: 1-19. [Online]. DOI: <https://doi.org/10.1155/2017/2370927> [Accessed 19 April 2022].

Peattie, Ken (2010), "Green Consumption: Behavior and Norms," *Annual Review of Environment and Resources*, 35 (1), 195–28. Cited in: White, K., Habib, R. and Hardisty, D.J. 2019. How to SHIFT Consumer Behaviors to be More Sustainable: A Literature Review and Guiding Framework. *Journal of Marketing*, 83(3): 22-49.

Pinto, S.R., Pinto, S.R.M., Melo, S.F.F., Campos, S.S., and Cordovil, C.M., 2018. A Simple Awareness Campaign to Promote Food Waste Reduction in a University Canteen. *Waste Management*, 76, 28-38. Cited in: Filimonau, V., Zhang, H. & Wang, L. 2020. Food waste management in Shanghai full-service restaurants: A senior managers' perspective. *Journal of Cleaner Production*. [Online]. DOI: <https://doi.org/10.1016/j.jclepro.2020.120975> [Accessed 19 April 2022].

Plooy-Cilliers, F., Davis, C., and Bezuidenhout, R-M. 2014. *Research Matters*. Juta and Company Ltd.

Principato, L., Pratesi, C., and Secondi, L., 2018. Towards Zero Waste: an Exploratory Study on Restaurant managers. *International Journal of Hospitality Management*, 74, 130-137. Cited in: Filimonau, V., Zhang, H. & Wang, L. 2020. Food waste management in Shanghai full-service restaurants: A senior managers' perspective. *Journal of Cleaner Production*. [Online]. DOI: <https://doi.org/10.1016/j.jclepro.2020.120975> [Accessed 19 April 2022].

Proctor, B. 2021. Understanding the Power of Paradigms, Proctor Gallagher Institute. [Blog]. Available at: <https://www.proctorgallagherinstitute.com/1974/understanding-the-power-of-paradigms> [Accessed 19 April 2022].

Prothero, Andrea, Susan Dobscha, Jim Freund, William E. Kilbourne, Michael G. Luchs, Lucie K. Ozanne, et al. (2011), "Sustainable Consumption: Opportunities for Consumer Research and Public Policy," *Journal of Public Policy & Marketing*, 30 (1), 31–38. Cited in: White, K., Habib, R. and Hardisty, D.J. 2019. How to SHIFT Consumer Behaviors to be More Sustainable: A Literature Review and Guiding Framework. *Journal of Marketing*, 83(3): 22-49.

Quinlan, C., Babin, B., Carr, J., Griffin., M. and Zikmund, W.G. 2015. *Business Research Methods*. Hampshire: Cengage Learning.

Reno, Raymond R., Robert B. Cialdini, and Carl A. Kallgren (1993), "The Transsituational Influence of Social Norms," *Journal of Personality and Social Psychology*, 64 (1), 104–12. Cited in: White, K., Habib, R. and Hardisty, D.J. 2019. How to SHIFT Consumer Behaviors to be More Sustainable: A Literature Review and Guiding Framework. *Journal of Marketing*, 83(3): 22-49.

Rolfe, G. (2006). Validity, trustworthiness and rigour: Quality and the idea of qualitative research. *Journal of Advanced Nursing*. 53(3): 304-310. Cited in: Scotland, J. 2012. Exploring the Philosophical Underpinnings of Research: Relating Ontology and Epistemology to the Methodology and Methods of the Scientific, Interpretive, and Critical Research Paradigms. Semantic Scholar. [Online]. DOI:10.5539/ELT.V5N9P9 [Accessed 19 April 2022].

Salemdeeb, R., Ermgassen, E.K.H.K.Z., Kim, M.H., Balmford, A. & Al-Tabbaa. 2017. Environmental and health impacts of using food waste as animal feed: a comparative analysis of food waste management options. *Journal of Cleaner Production*. 140: 871-880. [Online]. DOI: 10.1016/J.JCLEPRO.2016.05.049 [Accessed 20 April 2022].

Scotland, J. 2012. Exploring the Philosophical Underpinnings of Research: Relating Ontology and Epistemology to the Methodology and Methods of the Scientific, Interpretive, and Critical Research Paradigms. Semantic Scholar. [Online]. DOI:10.5539/ELT.V5N9P9 [Accessed 19 April 2022].

Schultz, P. Wesley, Jessica M. Nolan, Robert B. Cialdini, Noah J. Goldstein, and Vladas Griskevicius (2007), "The Constructive, Destructive, and Reconstructive Power of Social Norms," *Psychological Science*, 18 (5), 429–34. Cited in: White,

K., Habib, R. and Hardisty, D.J. 2019. How to SHIFT Consumer Behaviors to be More Sustainable: A Literature Review and Guiding Framework. *Journal of Marketing*, 83(3): 22-49.

Sen, Sankar and Chitra Bhanu Bhattacharya (2001), "Does Doing Good Always Lead to Doing Better? Consumer Reactions to Corporate Social Responsibility," *Journal of Marketing Research*, 38 (2), 225-43. Cited in: White, K., Habib, R. and Hardisty, D.J. 2019. How to SHIFT Consumer Behaviors to be More Sustainable: A Literature Review and Guiding Framework. *Journal of Marketing*, 83(3): 22-49.

Strauss, A.L., and Corbin, J. 1990. *Basics of qualitative research: Grounded theory, procedures, and techniques*, Newbury Park, California: Sage. Cited in Blanche, M.T., Durrheim, K. and Painter, D. 2014. *Research in Practice*. 2nd ed. UCT Press.

Sucheran, S. and Olanrewaju, O.A. Food Waste Management of Restaurants in KwaZulu-Natal South Africa. *Proceedings of the 11th Annual International Conference on Industrial Engineering and Operations Management*. [Online]. Available at: <http://www.ieomsociety.org/singapore2021/papers/11.pdf> [Accessed 09 May 2022].

Sugiura, K., Yamatani, S., Watahara, M., Onodera, T., 2009. Ecofeed, animal feed produced from recycled food waste. *Vet. Ital.* 45, 397e404. Cited in: Saleemdeen, R., Ermgassen, E.K.H.K.Z., Kim, M.H., Balmford, A. & Al-Tabbaa. 2017. Environmental and health impacts of using food waste as animal feed: a comparative analysis of food waste management options. *Journal of Cleaner Production*. 140: 871-880. [Online]. DOI: 10.1016/J.JCLEPRO.2016.05.049 [Accessed 20 April 2022].

Tajfel, Henri and John C. Turner (1986), *The Social Identity Theory of Intergroup Behaviour*. Chicago, IL: Nelson-Hall. Cited in: White, K., Habib, R. and Hardisty, D.J. 2019. How to SHIFT Consumer Behaviors to be More Sustainable: A Literature Review and Guiding Framework. *Journal of Marketing*, 83(3): 22-49.

Taylor, G. (1993). *A theory of practice: Hermeneutical understanding*. Higher Education Research and Development, 12(1), 59-72. <http://dx.doi.org/10.1080/0729436930120106>. Cited in: Scotland, J. 2012. *Exploring the Philosophical Underpinnings of Research: Relating Ontology and*

Epistemology to the Methodology and Methods of the Scientific, Interpretive, and Critical Research Paradigms. Semantic Scholar. [Online]. DOI:10.5539/ELT.V5N9P9 [Accessed 19 April 2022].

The IIE. 2022. Research Methodology [RMET8429 Part 2 Paper]. The Independent Institute of Education: Unpublished.

The Living Philosophy. What is a Paradigm? | Thomas Kuhn. 2022. [Blog]. Available at: <https://thelivingphilosophy.substack.com/p/what-is-a-paradigm-thomas-kuhn?s=r> [Accessed 19 April 2022].

Validity and reliability in Qualitative research (6 strategies to increase validity). 2019. YouTube video, added by Research with Dr Kriukow. [Online]. Available at: <https://www.youtube.com/c/QualitativeResearcher/search?query=validity> [Accessed 01 August 2022].

Verplanken, Bas and Deborah Roy (2016), "Empowering Interventions to Promote Sustainable Lifestyles: Testing the Habit Discontinuity Hypothesis in a Field Experiment," *Journal of Environmental Psychology*, 45 (Suppl C), 127–34. Cited in: White, K., Habib, R. and Hardisty, D.J. 2019. How to SHIFT Consumer Behaviors to be More Sustainable: A Literature Review and Guiding Framework. *Journal of Marketing*, 83(3): 22-49.

Welman, C., Kruger, S.J. and Mitchell, B. 2005. *Research Methodology*. 3rd ed. Cape Town: Oxford University Press Southern Africa.

What are Ontology & Epistemology?. 2021. YouTube video, added by Philosophy Quest. [Online]. Available at: <https://www.youtube.com/watch?v=UHI0ThG2kNU> [Accessed 19 April 2022].

White, K., Habib, R. and Hardisty, D.J. 2019. How to SHIFT Consumer Behaviors to be More Sustainable: A Literature Review and Guiding Framework. *Journal of Marketing*, 83(3): 22-49.

Wikipedia. 2022. KFC in South Africa, 8 May 2022. [Online]. Available at: https://en.wikipedia.org/wiki/KFC_in_South_Africa [Accessed 30 May 2022].

WWF. 2017. The truth about our food waste problem. 2 August 2017. [Blog]. Available at: <https://www.wwf.org.za/?21962/The-truth-about-our-food-waste-problem> [Accessed 09 May 2022].

WWF. 2022. Food Waste, 2022. [Online]. Available at: https://www.wwf.org.za/our_work/initiatives/food_waste/ [Accessed 30 May 2022].

zu Ermgassen, E.K.H.J., Phalan, B., Green, R.E., Balmford, A., 2016. Reducing the landuse of EU pork production: where there's swill, there's a way. Food Policy 58,35e48.<http://dx.doi.org/10.1016/j.foodpol.2015.11.001>.R. Salemdeeb et al. / Journal of Cleaner Production 140 (2017) 871e880880 Cited in: Salemdeeb, R., Ermgassen, E.K.H.K.Z., Kim, M.H., Balmford, A. & Al-Tabbaa. 2017. Environmental and health impacts of using food waste as animal feed:a comparative analysis of food waste management options. Journal of Cleaner Production. 140: 871-880. [Online]. DOI: 10.1016/J.JCLEPRO.2016.05.049 [Accessed 20 April 2022].

Appendix A: Interview Questions

1. Meaningful brand

1.1 What are the reasons that you chose to consume KFC?

1.2 KFC does several things to be a sustainable brand. How knowledgeable are you about KFC's sustainable initiatives or programmes? Please elaborate.

1.3 KFC has a "Add R2 to Add Hope" initiative to help fight against malnutrition. Do you contribute to this initiative? Why/why not?

1.4 Do you feel like KFC can be seen as a brand that cares for the people and environment? Why/ why not?

1.5 How does it make you feel if you notice that a brand does things to be more conscious about people & the environment?

1.6 In terms of your perception of the KFC brand- do you think the brand comes off as they are responsible with food waste? Why/why not?

1.7 How can KFC communicate about their contribution to a reduction in food waste more clearly?

1.8 How important do you think it is for a brand like KFC to speak/communicate about how they manage food waste?

1.9. How do you feel when you are eating in a KFC restaurant?

1. Social media

1.1 KFC is on all social media platforms including Facebook, Instagram, Twitter & YouTube. If applicable, what platforms do you follow/engage with KFC on?

1.2 What kind of content do you recall KFC sharing on their social media?

1.3 From the engagements that you can recall with KFC on social media, how much information about managing food waste is shared?

1.4 There is a commitment by government to decrease food wastage by 50% in 2025. How do you think KFC could use social media to help with this initiative?

1. Consumer behaviour

3.1 Food waste is a serious issue with millions of South Africans going hungry on a daily basis. How knowledgeable are you as a consumer about the impact of food waste?

3.2 How often do you waste food at a KFC restaurant?

3.3 If you have leftover KFC whilst eating in-store, how do you typically discard your food?

3.4 Which types of KFC meals do you feel is easily wasted?

3.5 How do you think KFC can encourage their consumers to decrease their food wastage in the restaurant?

3.6 Do you feel like you waste more KFC food eating at the restaurant or at home, and why?

3.7 Is there anything you want to add or anything else you feel I missed out?

Appendix B: Interview Transcripts

Interview 1

So the first question is, what are the reasons that you choose to eat or consume KFC?

Please repeat the question. What are the reasons that you choose used to consume KFC?

I've been eating it since I was little and it's been a good go to food for a non fasting day as a Hindu. And also I like the Zinger wings from there. I haven't had any better zinc.

And what else? I used to like the Mashing baby growing up. It's like a childhood food kind of thing. And this food is my place. I go to eat food when I want to take away.

Okay, cool. So KFC does several things to be a sustainable brand. How knowledgeable are you about KFC's sustainable initiatives or programmes? Please elaborate.

I'm not sure if this counts, but the only thing I'm aware of is the fact that they have different kinds of packaging. I think that they change a lot, but other than that, I don't know of any other programmes that they have. Okay, cool. So KFC has an Add tour and to Add Hope initiative to help fight against malnutrition. Do you contribute to this initiative?

Why or why not?

I think I only contributed to it once a few years ago. Also because it was not my money to contribute it to. Like, I wouldn't really consider donating it because it's not like I can see where it goes. Yeah, I'm not sure whether it's even valid. There's nothing to show me that how it works or what, you just see it everywhere. Donate R2 for Hope but yeah, can't see where it goes. Okay. Do you feel like KFC can be seen as a brand that cares for the people and the environment?

Why or why not?

Can I say both? Yeah.

Okay, so they do care for the environment in the sense that the packaging is biodegradable, but when I say they don't necessarily care would be in the instance of the healthiness of their food. Okay.

How does it make you feel if you notice that a brand does things to be more conscious about people and the environment?

How would I feel? Yeah. So how does it make you feel if you notice that a brand does things to be more conscious about people and the environment?

I feel like they can show that they care and they're more connected to the actual people than just trying to show that they're selling something.

Okay. In terms of your perception of the KFC brand, do you think the brand comes off as they are responsible with food waste and why or why not?

Please give me a few seconds to think about this question. No problem.

Would you like me to repeat it?

If the question is if they are responsible for their food waste, do I think they are or aren't?

In terms of your perception, in terms of what you think from your point of view? So in terms of your perception of KFC as a brand, do you think that they come off as they are responsible with food waste? Why or why not? So if you had to think KFC, do you think that they are responsible with food waste? Yes or no?

Or why or why not?

Hello. Hi you. Hello.

Okay.

To see whether they are responsible, they are responsible is because they have been around for really long time and they have told some kind of caring towards the environment, as I said, in terms of the packaging and stuff like that. So I would assume that they also care about how they manage their food waste and how can KFC communicate about their contribution to a reduction in food waste more clearly?

I think the way they have been advertising, they can show it there as well. Also like those drive through boards that you see, they can also have telling people what they are doing in terms of produce management. And then also there's a lot to always have TV ads, or usually they have TV ads, so they can also put it somewhere in the form of informing people that we are also not managing. Okay, how important do you think it is for a brand like KLC to speak or communicate about how they manage food waste?

If I had to scale it, I think I would say like seven out of ten. That's the importance because I like to see when businesses care and go to extra miles for environment and preserving things. I think it depends on the people, whether they care or not. But I really think that is the case. People like it when they see like companies do the extra stuff.

Okay, how do you feel when you are eating in a KFC restaurant?

Pardon? How do you feel when you are eating in a KFC restaurant?

I'm an introvert because it's always busy and full. Yeah, but if I talk about the actual setting, it's pretty cool because it's colourful, it has red everywhere. But I'll give it that. I wouldn't prefer to be in it simply because there's always a lot of people. It's good for them, not for me. Okay, cool.

KFC is on all social media platforms, including Facebook, Instagram, Twitter and YouTube if applicable. What platforms do you follow or engage with KFC on?

You are cutting off I couldn't hear the last part of the question. What platform? Okay, so KFC is on all social media platforms, including Facebook, Instagram, Twitter and YouTube, if applicable. What platforms do you follow or engage with KFC on?

I don't follow them on any social media platforms, but I have come across a lot of the ads on Instagram in between stories. Okay, and what kind of content do you recall KFC sharing on their social media?

Usually the KFC bucket specials.

Okay. Is there anything else?

Please repeat sorry, please repeat people to donate to them for call or the ads are usually about the new bucket leads that they have. That's main thing that I can recall, it's mostly advertising the food. Okay, so from the engagements that you can sorry, are you saying something? No. Okay, sorry.

From the engagements that you can recall with KFC on social media, how much information about managing food waste is shared? I don't recall there being any information about food waste management shared unless I missed it, but I don't recall seeing anything on that. Okay, so there is a commitment by government to decrease food wastage by 50% in 2025. How do you think KSC could use social media to help with this initiative?

Okay, this might be an answer to the previous question, I only realised it now, but they also do advertising on TV through family feud.

So they can have competition or something like that related to the food waste management stuff because they have a big audience, or is it the target market, as they call it? They have a big target market, so it's just a matter of being able to communicate with them in a way that makes them or makes the people also want to helping the whole thing. Okay, so how do you think they could use I'll just rephrase as well, so maybe you can elaborate more. Okay, so I'll just repeat the question.

Right. So I will add what you've just said and maybe we can add on a bit more about social media. So there's a commitment by government to decrease food wastage by 50% in 2025. How do you think KFC could use social media to help with this initiative?

Social media? By maybe telling people on social media, communicating with them and saying post the picture of recycling or something? Maybe not exactly, maybe something very cooler. But we're kind of like having more calls that are besides the fact of them advertising the actual food that they sell. I can actually use social media to make it exciting in a way for food waste management to encourage people to send a picture or post hashtag recycled today or hashtag I ate all of my food, maybe on Instagram.

I don't use other social media platforms.

Okay, cool. So the last few questions. So food waste is a serious issue with millions of South Africans going hungry on a daily basis. How knowledgeable are you as a consumer about the impact of food waste?

Not that knowledgeable. I think if I scan it from one to ten, I think I'm a four.

Okay, so how often do you waste food at a KFC restaurant?

I cannot recall the time that I wasted food at a KFC restaurant. Okay, if you have leftover KFC whilst eating in store, how do you typically discard your food if you're eating at a KFC restaurant?

If you repeat the question. Okay, so if you have leftover KFC whilst eating in store right, how do you typically discard your food? If you're eating at the restaurant. So if you had leftover food, is it an option to take it away home? Yeah, that is an option.

Okay. Okay. Because usually if I have any leftover food, I try to eat my chips first because I don't like eating chips after it's not fresh anymore, that's the first thing I get out of the way. And then I just usually take whatever's remaining home and put it in the fridge and eat it when I'm hungry again. Okay.

Which types of KFC meals do you feel is easily wasted?

When you say types that are referring to, like, the different meals that they have or, like, the different food options?

Don't know. Okay, that's fine. How do you think KFC can encourage their consumers to decrease their food wastage in the restaurant?

They could have more signs, posters in the restaurant encouraging people not to waste their food. Maybe they could have something where people who don't want the remaining food, they can leave it somewhere, and then later the actual can see that I can donate it, if that is a possible solution to that. Okay. Do you feel like you waste more KFC food eating at the restaurant or at home and why?

I don't think there is a difference. In my case, I eat as much there as I eat as much as home, which is as the previous question you asked me about how much I was KFC. I don't waste KFC

My answer is still the same. It's equal. So I don't know how I would answer the question otherwise.

So the location doesn't matter whether you're at home or whether you're at the restaurant. It doesn't make you more comfortable to waste food at either place. You just don't waste KFC. I just don't waste KFC. Okay, cool.

That's all the questions. Apart from everything that I've asked you, is there anything with regards to food waste management and KFC that you want to add? Any other inputs, something that you feel like I might have missed?

Some of the answers to the questions that you already asked me are coming to me now as well. I'd like to ask you asked me a question about which new do I think is most likely to be wasted? Yeah, I think it would be ice cream because usually once the ice cream melts, people don't really want to have it. And also what I saw is that if you leave the ice cream out for too long, then you can't eat it because it kind of separates the oil and the ice cream or the actual cream in it. So I would say people are most likely to waste the ice cream.

Okay, so ice cream in what form? In, like, a cone or like, a cup? Which ice cream are you talking about? Ice cream and a cup. Okay.

And anything else?

No. Okay, awesome. So that is it from my side. Thank you for your time.

No problem.

Interview 2

Okay, cool. So what are the reasons that you choose to consume KFC?

It's convenient. Normally I will pass a couple of KFC's on my way home on the days when I haven't prepared anything for my family or there's load shedding and I can't cook something, then I'll grab Cassie and it appeals to everybody in the family, from my four year old to the adults in the family. So everybody enjoys it. So that's why I choose it. Okay, cool.

KFC does several things to be a sustainable brand. How knowledgeable are you about KFC sustainable initiatives or programs? And please elaborate. Okay, the

one that I'm aware of is that two rent that they always ask us to donate, which goes to children's homes, I tend to be corrected, but I think it goes to supporting children who are in orphanages and children who don't have parents and that kind of thing. So I'm aware of that because it is very visible and they even ask you when you enter into a KFC outlet, you will see all the posters or the signage and even their packaging.

I think it's written there about the two grand donation, so that's how I know about it. Okay, cool. So KFC has an ad to Rent at Home initiative to help fight against malnutrition. Do you contribute to this initiative? Why or why not?

Honestly, I have contributed to it before, but I think because it's been such a long standing initiative. As much as I appreciate what they are doing, I think all of us, at the end of the day, we start counting the rent because we eat cafe so frequently. Yeah. It just kind of becomes, you know what, I'm not going to part with my two rent this time. So it's just something that's been there for so long and it is really a question of discounting the rent.

Okay.

Do you feel like KFC can be seen as a brand that cares for the people and the environment? Why or why not? I think so, especially because of that to random initiative. And I've seen on some of the outlets as well, they will have like posters and banners of some of the initiatives that they supported, like the children's homes or the schools, as you were saying. Also it is for to fight malnutrition.

So yeah, definitely it's visible what they are doing. So as a consumer, I'm aware of their sustainability programs and I would say that they definitely are a sustainable entity. Okay. How does it make you feel if you notice that a brand does things to be more conscious about the people and the environment?

It makes me to feel very good because even if I'm not contributing that to rent at that specific time, but I know that by going to purchase at KFC one way or the other, I have also supported the initiative. So I appreciate that because they are doing a good thing and it does motivate me. If I have to choose between another similar brand to KFC, I would go for KFC, because then I feel like I'm also participating in doing something good. Okay, in terms of your perception of the

KFC brand, do you think the brand comes off as they are responsible with food waste? Why or why not?

I would say, okay, first of all, yes, we enjoy KFC but because it's so oily, I think on that score, I know a lot of people don't enjoy the skin, but that's what also makes KFC, unfortunately. And I know that goes to waste a lot. So yeah, just in how they are preparing KFC, but I'm not sure if they can change that. Like I said, that's what makes case. So I know that the skin of their chicken gets wasted because there's a number of people that I know who will remove the skin.

Maybe they could think about how they can advise consumers on treating their skin. What else can we do with the skin if you don't enjoy eating it? But on other aspects, I think they're doing fairly well because look, they have different packages. You can have the street wise one, which is just for yourself alone, the street wise too. So it's up to the person who's buying to buy what will satisfy them.

If you know that you don't eat a lot, you'll obviously not go for the bigger meal. So I think on that aspect, they've actually done well compared to other food outlets. I don't think other food outlets have put as much thought in their portion sizes and giving the consumers a variety.

You know what I mean? So I think that they're actually avoiding food waste, having such a wide variety of the same meal, but in different portion sizes. Okay. How can KFC communicate about their contribution to reduction in food waste more clearly?

Okay, I think already they are doing a good thing that in their outlets, they have a lot of communication.

There was one when I went to Centurion, actually, they had like a banner with that particular case. They had partnered with an NGO and they had a banner with a picture of the children that they were supporting. But I've just seen that in store. I don't recall seeing any messages actually outside of their own outlets. So, like I was saying, on the actual brown bag that they packed the case in, there will be the message about the two brands.

But I think they can do a lot more in terms of using other platforms that reach people. Nothing has reached me on social media, so I'm not sure how big they are there. But they could also use the mainstream media. So from what I've seen, the communication is like limited to their own outlets. Yeah.

Okay. How important do you think it is for a brand like KFC to speak or communicate about how they manage food waste? It's very important because like I was saying, for me personally, I want to support a brand that's doing something good because it also makes me feel like I'm participating something good. So I think the more communication that they make in terms of their sustainability initiatives and also speaking specifically about food waste would be helpful because then consumers firstly will be sensitized about avoiding food waste. So when you buy your case, already you will have thoughts of I need to be conscious of not wasting this, and they should also be giving us tips.

Like I was saying, in terms of the skin, if you don't like the skin, instead of discarding it, what should you do? So I think that should be helpful. Okay. How do you feel when you are eating in a KFC restaurant?

Yeah, normally the restaurants are very minimalistic, I think. So I think the setup actually is good in terms of avoiding food waste because normally you will buy your specific portion size that you want and everything is minimalistic. So it's not the kind of restaurant that you'll stay there for hours and hours and end. I think it's not people on the go, you just want to quickly grab something, eat it and leave. So the potential for you wasting food in that kind of set up, I think it's reduced.

And also because KFC, I'll say it appeals to all the levels of the income group from the low to the high. So even in rural areas, you'll find a KFC, people can afford it, poor people can afford it.

It's not really the kind of restaurant I think it's more the people who have a high income, who go to fancy expensive restaurants, who tend to waste food more than the poor people. So it becomes a luxury for somebody who's poor, who can afford tasty, and certainly I don't think that they would then let it go to waste. Okay, so with regards to social media, KFC is on all social media platforms, including Facebook, Instagram, Twitter and YouTube. So if applicable, what platforms do you follow or engage with KFC on? Okay, I haven't really engaged with KFC on

any social media platform, but the social media platform that I use a lot on a daily basis is Twitter.

So I do monitor what's happening on Twitter even though I don't engage, I don't post so much. And what I noticed on my Twitter feed, because of the I think it's the algorithm.

So brands that I interact with or would normally pop up, but Casey hasn't as much as I, maybe because I've never Googled anything about them, but anyway, but even other brands that I haven't searched, but they will just normally pop up. So that's why I was wondering to myself to what extent do they engage or maybe I'm outside of their target market, I'm not sure, but I think they can do a lot more. Like, I'll give an example with nandos, even though I don't engage with nandos, but there's always something that I see about Nandos because they do that social commentary a lot. So other news picks up on them, other websites, a lot of Twitter users pick up and people repost and so on. So I think maybe KSP can also think of strategy of just spreading their message a little better on social media.

Okay, so what kind of content do you recall KFC sharing on their social media?

You know, the only time that I remember there was a big story about Casey of content on KC and it went on and it was actually trending for some time was when there was that couple, the guy who proposed to the lady in a KC restaurant and everybody started donating their services and donating to make now the waiting a success. So that was the only time and it was incidental because of that issue, because of that incident that happened in a KFC restaurant. But I think that's what's also appealing about KFC is that it just appeals to, from the lowest class to the highest class, from the ordinary person to the CEO, everybody, it resonates with everybody. But yeah, personally I don't recall much content except for that story. Okay, so from the engagements that you can recall with KFC on social media, how much information about managing food waste was shared?

Not much specifically on food waste, but what was shared with that event is that I think KFC sort of okay, let me put it this way. What was communicated in my own interpretation, it's like Se is a caring brand, so they care about their customers. They will support you even for your wedding. They celebrate love, they celebrate family. So that's what came across.

But specifically on food waste, because I haven't seen much content from them that I haven't picked up. Okay, so there is a commitment by government to decrease food wastage by 50% in 2025. How do you think KFC could use social media to help with this initiative?

Yeah, I think in the same way that the story trended about the couple, KSI just needs to find strategies that will draw our attention on their content and initiatives. And sort of like they need a campaign that will drive us as consumers as well to take responsibility on reducing food waste and also to inform us about what they are doing. And maybe they could even have incentives for people who are participating in this campaign. So I would love to see something like that. And I think it's about time that they do that because of course, food waste is a big problem and if they are claiming to be a sustainable brand, then they definitely need to do a little bit more, more than just the donation.

The donation is already a good thing that they are doing, but we need to see visibility in their other initiatives. I'm sure they are there, but I'm just not aware of them. Okay, so do you have any suggestions about maybe how they could use social media to help with this initiative? Like, basically to help with the initiative of decreasing food wastage how could they use social media?

I think they can learn from what other brands do.

I think they need to just make us feel like part of their community so that there's always a talking point. I mean, that's what social media is about, especially on Twitter. That's where the conversations happen. So they need to start the conversation about food waste on Twitter, and I'm sure then as consumers, we will participate in that the same way that Nandos does. It will start a talking point about something, but to drive a certain message to the consumer so they can borrow from that.

And also they can put okay, perhaps also a bit of advertising. I'm not sure if they are doing it even on social media, those pop up ads and so on, because like I say, the ads that I've seen are only in their stores, in their restaurant. So even on social media, I think we just need a bit more visibility even about the turret donation program that they have. Okay, so for the last few questions so food

waste is a serious issue with millions of South Africans going hungry on a daily basis. How knowledgeable are you as a consumer about the impact of food waste?

So as a consumer, I must say I'm very ignorant about the impact of food waste because I don't think that any entity has actually taken enough effort to communicate this. I know that when I was growing up, my mother would always say, don't waste food because people in Utopia are hungry. Because there was, I think, a drought at that time in the 80s in Ethiopia. So the issue was highlighted worldwide. How about hunger and the droughts?

I mean, even though we're not going through a drought now, the same way that you find communication about saving water, all of us, I think, now, because South Africa went through a difficult time with water, with the Western Cape almost reaching, I think they call it ground zero, but there was a lot of communication and sensitizing about saving water. So the same strategy has to be used also on food waste. It has to become like an issue of national importance, same way as the water or the electricity. I think we've been sensitized about those issues, but not so much on the same level as with food waste. So we need like a national campaign, and I think a brand like KFC is well placed to partner with the government, to partner with other brands, and to elevate the issue at the same level as electricity and water.

We need to have it in our minds that all of us need to be conscious and do something. And maybe if I can give an example, like, for instance, with electricity, you find information everywhere, even about what you should do to save electricity. Switch off your giza, do this, all those tips. But with food waste, I haven't seen a set of tips about avoiding food waste because you know what? It will happen whether you like it or not, in just the course of daily living.

I mean, there will be some food that gets wasted, not because we want to, but it just happens. But if we had tips then about how do we then reuse or repurpose that we don't let it go completely to waste. That would be useful or better ways of storing our food. Those kinds of things I think would be very useful. Okay, and how often do you waste food at the KC restaurant?

How often do I waste food after restaurant? All right. No, not very often. But I normally buy my KFC from the drive through, so I would take it home. And what I noticed about KFC, we actually don't waste it at all.

But the KFC itself, it doesn't waste. Because even if you don't leave it in the fridge, it actually stays over. It can stay over even two days, or when you put it in, actually enjoy it when it comes out of the fridge. I don't even need to warm it. I like it cold, so it stays for a couple of days.

Yeah. And normally when we get our KFC, we'll get the mash and the chicken and the chips. And they mentioned the chips will definitely finish in the loaf, and then the chicken can stay over. Like I say, can still enjoy it the next day and the following day. And what's nice.

I like my leaving cold. I don't need to warm it. So I hardly ever waste my KFC. The only thing that may go to waste at the salads, which are the additions, the Coslo, because Coslo spoils very quickly. So if I didn't eat it that day, I normally am not comfortable to eat it the following day.

Then I'll throw it away because I'm not sure anymore how fresh. I don't want to get a stomach ache, but with KFC, I've never had an incident of getting a stomach ache or food poisoning. So, yeah, that's why I'm confident to be able to keep it if I didn't finish it and eat it and eat it until it's done. Okay. And if you have leftover KFC whilst eating in store, how would you typically discard your food?

I think there are bins there. I think there are bins. When you're eating in store, they will give you a tray. So I think whatever is left over, just throw in the install bins. Or just leave it there on their tables for their waitresses to come and pick it up.

Okay, so which types I think you've probably answered this prior, but I'll just ask the question again. Which types of KFC meals do you feel is easily wasted?

It's the chicken. Which one is easily wasted? Sorry, I didn't quite hear you. Well, it's the salad, the coslop, because Coslo spoils quickly, especially in summer, because it's got mayonnaise, which has milk, so that would spoil quickly if you don't finish it and you didn't keep it in the fridge. And also the sellers, I'm not sure even from KFC itself, how long they've been keeping it.

I don't know if they prepare it on a daily basis, even that on its own is a concern. I like the chicken that I know for sure. It was just fried that day or maybe a couple of hours before we buy it. Okay. And how do you think KFC can encourage their consumers to decrease their food wastage in the restaurant?

I think definitely then they can have more branding and signage that talks about food waste inside the restaurant. That should be helpful. Perhaps they could even, like I said, have incentives, run competitions.

They could come up with ideas to encourage consumers not to waste the food. Okay, and do you feel like you waste more KFC food eating at the restaurant or at home? And why I would say that I'm likely to waste more at a restaurant, reason being time would be limited, so I would probably just eat the meal and whatever I couldn't finish, leave it's there. Unlike when I bought and taken home, whatever I don't finish, I would normally put in the fridge. So the likelihood of wastage would happen inside the restaurant.

Okay, and is there anything else that you want to add? Any other inputs that you want to make or anything that you feel that I've missed out that you just want to add here?

No, I think it was very comprehensive. The only thing maybe that I just want to repeat is that Case is already doing very well, but they can just take it a notch up in terms of also just disseminating their messages more aggressively, in particular about food waste outside of their own restaurant facilities, because that's where I've seen it. But otherwise, overall, I would say they are really doing well. Yeah, they just need to do more. Okay, perfect.

Well, I'm just going to stop the recording here. Thank you so much for your time.

Interview 3

Okay, so thank you for taking out your time to complete this interview with me. Okay, so the first question that I have for you what are the reasons that you chose or would that you choose to consume KFC?

Pretty much the only reason why I choose to eat KFC is because it's chicken, so it's just high in protein for my diet. Okay. KFC does several things to be a sustainable brand. How knowledgeable are you about KFC's sustainable initiatives or programmes? Please elaborate.

Let's call it the only plans that I know that they do is they like I think it's called ad hope. You pay to on your bill to feed a kid or something. Other than that, I'm actually unfamiliar with any of the other suitability plans that they do, like whether they recycle their packaging or any of those kinds of things. I don't know any of it. Okay.

KFC has a tour rent at Hope initiative to help fight against malnutrition. Do you contribute to this initiative? Why or why not? So I do contribute to it, but it's only because I feel bad when they ask me to contribute. I don't know, it's like pressure, like social pressure. I don't know. Kids or four kids or five or whatever.

Okay. Do you feel like KFC can be seen as a brand that cares for the people and the environment? Why or why not?

I think they can be. I think obviously fast food restaurants in general generally have a negative association with sustainability and stuff like that because of, can I say, the thoughts about how they treat their animals. And there's always all these stories about case she's chicken getting an intense amount of steroids and growth as much as they can grow quicker, so that obviously they can kind of mass produce their products at a quicker rate. So they would have to do a lot of PR marketing around the sustainability efforts in order to kind of change market perception. So I mean, even for me, I eat their chicken and I still think that their chicken chickens are getting ridiculously over nurtured, if I can say that, with the growth hormones and stuff like that, so that they can grow quicker to be obviously prepared into food.

Okay, so to answer your question. I think they can, but with a tremendous amount of PR efforts, but sustainability in particular and maybe more natural ways. They're obviously like looking after their livestock and stuff like that. Okay. How does it make you feel if you notice that a brand does things to be more conscious about people and the environment?

I mean, that's generally met with a positive perception, I think, for myself as well, simply because it just showcases that, even if it's a fast food restaurant chain or franchise or anything like that. But they are kind of going above and beyond to support some sort of social cause, which I think is always pretty decent. Okay, in terms of your perception of the KFC brand, do you think that the brand comes off as if they are responsible with food waste? Why or why not? Well, I don't think so.

I do follow them on social media and stuff like that, but they don't really at least from my feet and stuff, I don't see them doing anything. So if it's almost like out of sight, out of mind because I don't see what they're doing, if they are doing anything then my perception will never really change. Just because generally fast food restaurants are associated with waste and stuff like that in general. So they're already promoting like healthy eating or anything like that. So it's kind of a stereotype or they fall into that stigma.

So I would say no, not really. Like I don't really want to associate them together. Okay. How can KFC communicate about their contribution to a reduction in food waste more clearly? So there's a couple of ways of doing it and I guess it depends on the target market that's going to be digesting that content.

But I mean, like social media for example is an easy one because obviously they can just, you know, they don't have to push all their promotions. They can literally use our social media to kind of start changing the brand perception around their brand about being a sustainable brand and about those kinds of things. There's a lot of different ways of going about it. Like interacting with for example. I think food bloggers and guys that are like social influences in the food industry.

Like guys who do like recipes and stuff like that. Some of them got massive followings and obviously those people only associate themselves with a brand if they were actually doing that and they can then use those people to start driving that message to their audiences as well. I think that would be a good start to start changing brand perception. Okay, how important do you think it is for a brand like KFC to speak or communicate about how they manage food waste? I think it's extremely actually, you know what, honestly it is important but if I use myself as a consumer because I've never seen it, like it's not top of mind, I forget about it and I still consume their products.

So I would say it is important from a social like ecological perspective and obviously changing brand perception stuff. But again, using myself as a guinea pig, I still eat their food and consume their products even though I don't even know if they're sustainable brand or not. Okay, how do you feel when you are eating in a KFC restaurant? I don't eat in the KFC restaurant because I don't like it. It's the same as eating at any other sort of fast food franchise because there's a lot of foot traffic in and out.

They can't keep the place like can I say spotless and clean it always feels like almost when you walk in, it feels greased. I know that, like, them and McDonald's, for example, a few years ago did a massive kind of rebranding of their actual insights of their stores or their franchises and stuff like that. So that it was a lot more kind of inviting. Yes. Still, like it just doesn't appeal to me in any way.

I don't think I've ever eaten in a KFC restaurant unless I was about twelve, I think, which is obviously quite a while ago. Okay. All right. So with regards to social media, Casey is on all social media platforms, including Facebook, Instagram, Twitter, and YouTube, if applicable. What platforms do you follow or engage with the KFC on?

I don't engage with KFC on any social media necessarily, but I do follow them on Instagram, and I also follow them on Twitter. But I think the Twitter one was probably because they ran some sort of competition way back in the day that I entered when I was quite young or something along those lines. I do remember I followed one of their pages because of a competition that's so busy running. But John also in sort of food Venice, I don't know. I don't complain about my food to them online.

It's weird. Like if I use UberEats, for example, and something is wrong with my order, then I will complain to UberEats as opposed to KFC directly. So I don't really engage with them outside of going through the drive through or something. Okay. What kind of content do you recall KFC sharing on their social media?

So they shared I know the last content that I looked at was some of their ads that they're running a campaign where you can, I think, along the lines of, like, if you don't like what you've got, you can return. It was quite a bizarre campaign, but that's the last content that I remember digesting on my phone. Was it that

particular campaign? It's still live now, so it was quite recent, probably a week ago. Okay.

And from the engagements that you can recall with KFC on social media, how much information about managing food waste is shared? For me, top of mind, I haven't seen anything. Okay. All right. So there is a commitment by government to decrease food wastage by 50% in 2025.

How do you think KFC could use social media to help with this initiative?

There's multiple ways that they can use social media, but I think even things like video content is always more believable. So like showcasing how they are reducing the food waste or what they are doing, giving people like their managing directors or even someone as big as a CEO to potentially speak on their social media in terms of video content to their audiences to kind of explain their kind of agenda for the next five years. And obviously what they're doing each and every year to reduce food wastage I think that's an easy start. Like I said, a video is only a bit more believable rather than like a massive P or article that just goes out onto some sort of business forum websites and things like that. Like more kind of consumer digestible content so that the consumer that is maybe not supporting case you might kind of change their perception now that they simply are being more conscious.

Okay, and the last few questions. So food waste is ACS issue with millions of South Africans going hungry on a daily basis. How knowledgeable are you as a consumer about the impact of food waste?

I repeat the question. I think it's my line. Okay, sorry. Food waste is a serious issue with millions of South Africans going hungry on a daily basis. How knowledgeable are you as a consumer about the impact of food waste?

So I think maybe if it's because of kind of where I associate myself with it's not maybe like a massive thing that I'm as exposed to as I probably should be. But obviously driving around and seeing the amount of people even begging at robots. For example. Stuff like that. Or traffic lights asking for food if you only drive around a few corners to see like a massive amount of people that physically look hungry.

I think obviously it's all around us. I think it sounds a bit cruel, but it's like you kind of become numb to it after a while as well because you just see it so often

that it kind of becomes an article in the back of your mind. But I think people like KC or kind of maybe finding a way of utilising their waste to potentially feed people like that, maybe that could be something that would maybe make a massive kind of social story and a social drive to kind of support the position. That's probably better. Okay, cool.

So the next question is not applicable because you said you don't eat at a KFC restaurant, so I'll skip that. All right.

Also the next one is not applicable. Okay. Which type of KFC meal do you feel is easily wasted?

I'm trying to think of their range of food and maybe what is the most wasted food?

Well, I mean, if I think about how they prepare their food, I'll probably say that the majority of waste goes from whole chickens. I'm assuming are carving up all the pieces of chicken that they sell, like their 21 piece buckets and stuff like that. I'm not sure what parts of the chicken are going to waste because for example, I know that they don't use the entire chicken when they are already carving it up to utilising these buckets and things like that. Because a lot of people generate a request for I believe it's like breast size and John Six sometimes probably like the wings or something. But it's like there's a lot of other pieces of the chicken that I'm assuming are just being thrown in bed.

Okay. So I think that's probably the biggest waste I would think. Okay, and in terms of finished meals so like from the ranges that they sell, which types of meals from the finished range do you think would be easier if I think about that then in terms of longevity probably because like their burgers and stuff like that. Because maybe like their buns and stuff like that. I don't know how long those things last there.

I don't know how fresh they are either. But if you think about it, sounds like they are going to keep it for like a week and then still serve it. I don't think so. I'm not sure, obviously, but I'm sure it would be like already kind of going stale at that point. So I'm assuming that they would go through a lot of roles and funds and stuff like that.

Okay. How do you think KFC can encourage their consumers to decrease their food wastage in the restaurant?

Look. I mean there could be a couple of social drivers that they could try and pull. But it's like they might I don't know if this is even acceptable in the sense of like kidneys in the restaurant. But it's like they could pretty much have like if someone orders a three piece. I don't know.

Like a street rice tree or whatever got like three pieces of chicken in it and they only eat two and they haven't touched one. If there's a way that they can dispose of that into like, I don't know, some sort of, I guess container or something that they can give it out to, I don't know, homeless people or something. I don't know. Like I said, I don't even know if that's going to kind of go along the lines with restaurant guidelines of cleanness and stuff like that. I know that there are certain rules and regulations that they need to advise to.

Okay. That's the only thing I can really think of because if I think about eating at the restaurant I mean if you only ate, I don't know, like half your burger, I still don't know if that would be suitable to give to another person because you've obviously like on that. I don't know all sorts of other weird wonderful things that are in people's mouths, I guess. So I don't know if that would be seen as a positive or not. Okay.

And the last question, do you feel like you waste more KFC food eating at the restaurant or at home? And why? I know you mentioned that you don't eat KFC at the restaurant, but if you have eaten KFC food at the restaurant versus if you eat it at home, where do you feel you would waste more food and why?

If I just use myself generally, I'd probably look, I always eat all my food because I can't my macros. So it's like if I put a burger on my macros, I'm going to eat the whole burger because I kind of need to. But I would think I'd probably waste more at home because no one's watching me throw food away. Like, if I was in a restaurant, I might be more like, I don't know, obligated to finish on my food because there's people that could potentially see you waiting for it. I guess I think that would be okay, cool.

Most likely that then. Okay, cool. And is there anything that you want to add or any other inputs that you feel like you want to add to this interview apart from what we've already mentioned?

Well, look, based on your topic, I did mention one of my preferences. But I think one of the biggest things, it's just pretty much making consumers more aware of the kind of sustainability activities because myself, being a consumer of their brands, I would say probably a weekly basis or like once every two weeks, something like that, which isn't on a daily basis, but I still eat it quite frequently. I still don't know what they do from sustainability perspective. Like I said, the only one that I don't know about is that the Ad Home Initiative because they ask for it when I go to the drive through. Everything else, to me, they could be doing absolutely nothing.

I thought would just think making consumers more socially aware of what they're doing. I think it's current approach to get people kind of running behind drive and stuff like that. Okay, perfect. Yeah. Thank you so much.

That's the end of the interview.