



Parents perceptions of incentivized gifts for children from large supermarkets stores.

By.

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I Errisha Moodley, hereby declare that the Research Report submitted for the HNC1 degree to The Independent Institute of Education is my own work and has not previously been submitted to another University or Higher Education Institution for degree purposes.

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Abstract

Multiple corporate reports in South Africa's food industry state that more brands need to create an awareness in shared sustainable ethical values. Supermarket brands use incentivised gifts as a means of attracting more consumers. This study aims to determine how incentivized gifts for children promotes sustainable ethical brand practice, sustainable education and customer loyalty.

To gather the necessary data, an online survey was distributed to a specific sample size consisting of consumers that shop at Supermarket A and B. Responses were analysed using conversation analysis and coding. The results showed that consumers would engage more in incentivised gifts if it holds sustainable value or educates the public into practices which help alleviate pollution.

The results suggested that overall the respondents felt that these large supermarket brands should create awareness and be more involved in helping to diminish the pollution and waste crisis the country is facing

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1. Introduction

1.1. Title

Parents perceptions of incentivized gifts for children from large supermarkets stores.

1.2. Contextualisation

The research proposal includes the rationale of the study and how it is relevant, problem statement which identifies the cause and motivation for the research. The research question, objectives and purpose identified the main question and the objectives provided the focal point of the research. The paradigm in which the research is best suited to and the theoretical framework which governs the research. The literature review is focused on shared value and corporate social responsibility along with the differences between the concepts, corporate green-washing, the implications and how it affects the consumer, the green-image brands are trying to pursue along with tactics which have been implemented, to understand the effect of plastic waste on the South African environment, along with how these elements link to the objectives of the study. The conceptualization identifies the key concepts of the study, research methodology includes data collection, analysis, design, population and sampling. Trustworthiness is identified in a qualitative design approach followed by anticipated contributions, ethical considerations and the limitations of the research study.

The focal point of the research study are South African supermarkets. The main problem is that retail supermarket brands use consumer incentives as a tool for publicizing awareness and to increase consumers into the store, this often done at an expense to the environment, this is a problem for consumers and green consumerism. (Chan, 2000).

1.3. Rationale

Due to climate change and waste pollution, products channel through wholesalers to supermarkets which consumers then purchase, this chain entails that products have the journey to travel from cradle to grave. The chain of waste is created as once consumers use these products majority of the waste is being dumped in landfills. Most brands have adopted sustainable practices or producing and sourcing products sustainably, in so doing more consumers are looking for brands which adopt sustainable practices. It is vital that industries adopt sustainable practices as it shows that the brand cares for the environment and shows the public what sustainable movements have been implemented.

Townsend, (2018) states that approximately 88% of consumers support brands, especially supermarkets that are trying to improve the environmental and social footprint. This entails that the brand has to focus on providing eco-friendly packaging such as re-usable bags and products that are ethically produced as well as products that are both ethically and organically grown.

Supermarket A is one of the most influential brands in the country (Mavundza, 2018). Some of their sustainability projects they have implemented includes packaging waste, where the brand recycles and reuses, all the shopping bags at Supermarket A are 100% recycled, this allows for zero waste, it is called the 'Planet Bag' (Holdings, 2013). Supermarket A also sells reusable fabric bags which shoppers can purchase. Supermarket B have also implemented similar strategies with regards to plastic waste and creating environmental consciousness, with the success of the R5 'Budget Bag', Supermarket B has been continuously promoting the use of recycled and reusable packaging (Ackerman, 2019).

Despite Supermarket A creating sustainable packaging and making room for sustainable products, such as fabric bags and recyclable plastic bags the brand had also created unsustainable incentives in which consumers collected (Wet, 2019). From 2016-2017 Supermarket A had created their first incentive which were plastic figurines. In 2018 Supermarket A stopped creating unsustainable incentives and started producing sustainable incentives which were the 'Little Garden', This showed that Supermarket A is moving away from creating more plastic waste and moving through a way for consumers to engage with the brand in terms of harvesting their

own produce through this incentive, as opposed to plastic figurines which had no ecological or sustainable purpose (Wet, 2019). This was short lived, in 2019, Supermarket A brought back another plastic incentive with more individual plastic components as opposed to the gardening incentive (Wet, 2019).

Supermarket B have launched various consumer incentives in 2015-2019 (Ferreira, 2016). The brand started the consumer incentives by creating mini plastic figurines in 2015, the brand had then swapped to collectible cards which were sustainable as it was made from paper (BrandLoyalty, 2019). Supermarket B's animal cards incentive included a card reader which is not sustainable as it was created from plastic. Even though Supermarket B's paper card incentive is eco-friendly the brand still included the use of the additional component made from plastic, this component had to be purchased in order to access information about the collectible cards. This shows that the brand is not moving on from plastic incentives and categorizes the incentive as unsustainable due to the plastic waste which is being created.

From experience Supermarket A and B have been pursuing consumers into believing that the brand houses sustainable products and practices, yet still providing more unsustainable incentives to consumers.

1.4. Problem statement

Supermarket A and B are a fast-moving consumer goods (FMCG) retailers that operates in South Africa, Africa and Australia. Supermarket A has introduced incentives towards consumers in which if a consumer purchases goods over a certain price, an incentive will be given. There were three categories of incentives which were created between 2016 and 2019.

The first incentive of Supermarket A were mini plastic branded grocery products. The incentive was rolled out on July 4th 2016, and called Supermarket A 'Little Shop'. On May 26th 2017, Supermarket A had brought back this incentive due to popular demand (Wet, 2019). Next incentive was established on the 22nd April 2018, this was a mini garden project. The 'DIY' project became a favourite as it showed Supermarket A as being sustainable and allowing consumers to grow their own produce. This was called Supermarket A, 'Little Garden' (Wet, 2019). The last incentive, Supermarket A had stepped away from the sustainable project of the eco-friendly 'Little Garden' into now producing Supermarket A themed LEGO. This incentive was launched on May 6th 2019, customers were able to build a tiny version of a Supermarket A supermarket (Wet, 2019).

Supermarket B have launched two consumer incentives between 2015 and 2016. 'Stikeez' and 'Super Animal Cards', these incentives had two editions and lasted till December 2016 due to the popularity amongst consumers (Ferreira, 2016). The 'Stikeez' incentive featured a mini figurine of a creature that had a suction which allowed consumers to stick the figurine on any surface. The 'Super Animals' collectible cards featured animal cards which consumers collected and scanned the card via a sound reader which consumers had to purchase at the supermarket, there was also a phone application which could be downloaded on smartphone devices in order to access interactive information about the animal (Ferreira, 2016). In 2019, Supermarket B launched two other collectible incentives. Rugby Super Cards which featured male and female rugby players in South Africa along with the second collectible which were the Cricket Super Cards featuring South African cricket players and the stadiums (BrandLoyalty, 2019). Each super card incentive from 2015-2019 was made from paper, which showed that the brand is trying to be sustainable as paper was being used although some of these incentives included a

plastic component which brings the height of sustainability the brand is creating awareness about down. The Rugby and Cricket Super Cards were not as popular as the Animal Super Cards as these cards taught consumers about environmental sustainability with regards to South African animals, habitats and endangered species and how consumers can make a difference in the environment. This shows that Supermarket B is trying to offer incentives which are eco-friendly but are missing the mark as plastic is still being used.

Supermarket A and B have both launched incentives and shifted to creating sustainable incentives to incentives which still involve the use of plastic.

Supermarket A and B have changed certain operation in stores such as creating recyclable and reusable shopping bags, this holds value as it demonstrates to consumers that the brand is trying to create an awareness in the plastic waste pollution crisis of the country. Supermarket A and B's sustainability reports will be looked at in order to see how these brands are making a difference in creating environmental awareness and sustainability.

1.5. Purpose statement

This research will be an exploration into the green image, sustainable footprints of Supermarket A and B in South African supermarkets by analysing the sustainability reports between 2015-2019, including understanding consumer emotions and feelings towards supermarkets sustainable incentives. Along with establishing if there is a link to the consumer incentives and sustainable brand practice highlighted by the supermarkets. In so doing it will aim to collect accurate, qualitative data that represents Supermarket A and B's sustainability movements in relation to parents' perceptions of incentivized gifts and if it influences the decision to shop at the supermarket's. And are the gifts in line with the supermarkets sustainability objectives as well as the parents.

Data in the sustainable movement and consumer incentives given by supermarkets of South African supermarkets is limited. This research will be able to add value and contribute towards insights of consumers of South African supermarkets.

1.6. Research question

How do incentivized gifts for children promote sustainable ethical brand practice, sustainable education and customer loyalty?

1.7. Objectives

1. To investigate why supermarket brands use consumer incentives as a tool for publicizing awareness and to gain consumers an expense to the environment.
2. To explore whether parent's perceptions on incentivized gifts influenced on the decision to shop at a supermarket, are consumer incentives in line with supermarkets sustainability objectives as well as the parents.
3. To understand green-image and the green-washing that has been happening within the South African food retail.
4. To explore South African supermarkets ecological footprints in the context of plastic waste.

2. Literature Review

2.1. Conceptualisation

2.1.1. Shared Value:

Creating shared value is strategy used in businesses to solve social issues by making a profit. It is done by anchoring the innovation and resources in the private sector and using those components to create new solutions to society's main issues, thus creating a favourable environment in which businesses can operate more sustainably (Beschoner, 2013). Shared value will be used in this research study to determine Checker's sustainability movements on how the brands creates shared value with regards to consumer incentives.

2.1.2. Incentives:

An incentive is an item of value, desired action or object which allows a person to do more of the required action which was encouraged by an employer (Iyer and Kashyap, 2007). Organisations have also introduced incentives towards consumers, these range from coupons, loyalty programs and collectible products. These incentives are used to motivate consumer behaviour to favour the brand which is promoting the incentive (Joseph , et al., 1997). Consumer incentives will be used in this research study with regards to the consumer incentives Supermarket A have provided consumers in the past years.

2.1.3. Retailers:

A retailer is a business in which consumers purchase a variety of goods from, retailers purchase good from manufacturers or wholesalers and then sell those items in a smaller quantity to the consumers (Erhun and Tayur, 2003). In this research study, Supermarket A is a food retailer who provides a variety of goods to consumers.

2.1.4. Ecological Footprint:

Ecological footprint is a method used to measure human pressure on natural assets. It is the total surface area of productive land and the number of natural resources needed to produce and maintain a specific lifestyle (Wackernagel, 1999). In relation to this research study the ecological footprint of Supermarket A and B will be looked at in regard to the retailer's ecological footprint when manufacturing the incentives.

2.1.5. Green-washing

Green-washing is the act of portraying a falsified impression or misleading information about a how an organisation's products are environmentally friendly. Green-washing is claim used to deceive consumers and promote the sale of the products (Lyon and Montgomery, 2015).

2.1.6. Green Image

Green brand image is defined as a concept when consumers are aware of a brand's eco-friendly actions and products, certain brands create a higher brand image in order to differentiate from competitor brands. A green image represents the brand as a whole rather than individual actions or products (Chan, 2000). In the research study, Supermarket A and B green images have been identified as the brands has multiple programs for combatting environmental issues and promotes the sale of reusable bags and packaging for the products.

2.1.7. Environment

It is the surrounding physical area in which living organisms are a part of, the environment also includes natural forces and other elements which provide conditions for growth and development (Clayton and Opatow, 2003). The environment with relation to this study relates to the physical aspects in which organisations and communities belong to. It is also the natural environment in which organisations and the communities need to take care of to ensure sustainable usage of resources in the future

2.1.8. Plastic Waste

Plastic waste is also known as plastic pollution, it is the accumulation of plastic items such as bottles, packaging and any other items made from plastic in the Earth's physical environment, the effects of plastic pollution is negative as wildlife, habitats and physical surrounding are being destroyed. Plastic waste is also accountable for the plastic which ends up in landfills and dumpsites or any plastic which isn't recycled (Rochman, et al., 2013). Plastic waste in relation to Supermarket A and B represents the plastic consumer incentives Supermarket A have produced as opposed to the sustainable, biodegradable incentives.

2.1.9. Consumer Engagement

Refers to a brands effort to build meaningful relationships with consumers through interactions on various channels, the goal of consumer engagement is to retain and gain loyal consumers (Brodie, 2013). Supermarket A creates consumer engagement by differentiating the brand from competitors by the use of incentives along with carrying out various environmental activities to reduce waste.

2.1.10 Green Consumerism

Green consumerism is a social movement and behaviour of consumers aware of environmental related issues, these consumers are prepared to pay a higher price and prefer products and services that are attentive to alleviating environmental concerns (Moisander, 2007). Green consumerism in relation to Supermarket A and B, consumers of Supermarket A and B purchase reusable shopping bags over plastic bags even though there is a large price difference. Consumers will also purchase products and services that claim to decrease carbon footprint along with using sustainable packaging

2.2. Theoretical Foundation

2.2.1. Consumer Culture Theory (Jafri, 2018):

This theory explores how consumers actively transform symbols that are presented in advertisements, brands, retail settings, or material goods to manifest their particular personal and social circumstances and further their identity and lifestyle goals (Jafri, 2018).

Consumer culture theory is focused on logical and verifiable explanations of consumer behaviour. Consumer culture theory presented new elements to conduct the study of consumer research (Jafri, 2018). The perception and nature of consumer research was unable to analyse the related aspects of consumption. Consumer culture theory explores how consumers actively transform symbols that are presented in advertisements, brands, retail settings, or material goods to manifest a particular social and personal circumstance and to further an identity or lifestyle goal (Jafri, 2018). In so doing the marketplace provides the consumers with an array of resources in which constructs collective and individual identities.

Consumer culture theory has advanced consumer behaviour by shedding light on structures and sociocultural processes related to four aspects; consumer identity projects, marketplace cultures, socio-historic (social history and factors) patterning of consumptions, mass-mediated marketplace ideologies and consumers' interpretive strategies (Jafri, 2018).

The theory concerns immanent factors, immanent factors exists when two entities mutually constitutive one another, co-productive ways in which consumers, working with market-generated materials, forge a logical and often disintegrated sense of self (Jafri, 2018). The result is that the marketplace has become a leading source of symbolic resources through which people, including those who lack resources to participate in the market as full-fledged consumers, construct portrayals of identity (Jafri, 2018).

Supermarket A have created a consumer culture by developing and launching the 'Little Garden' consumer incentive, this incentive made consumers get involved with the brand by collecting the incentives along with purchasing the accessories that were associated with it. Due to Supermarket A creating this incentive which was sustainable and provided an outcome being that consumers were able to grow produce at home, it created a connection between the consumers and brand as the consumers became a part of this sustainability movement which the brand had created.

Consumers are aware of the ever-changing world and the importance of brands being sustainable and using ethical practices, when Supermarket A launched the "Little Garden" in 2018, consumers were able to grow produce first-hand and understand the process (Townsend, 2018). It also allowed consumers to engage with the incentive fully as each component was made with biodegradable material which needed to be planted (Wet, 2019).

Overall the incentive allowed consumers and Supermarket A to form a relationship, the incentive proved it was successful as consumers were posting progress pictures and reviews of the "Little Garden" on social media, and thus making Supermarket A the only brand creating and establish items which add value to consumers along with helping the environment and sustainability issues.

2.2.2. Bait and Hook Business Model (Zoet, Smit and de Haan, 2014):

This model is built on a free or relatively low-priced product or service that aims at triggering future purchases of products and services (Zoet, Smit and de Haan, 2014). The initial offer is being subsidized by the company which is offering the items. A lock-in is vital to the success of the bait and hook model. A lock-in is when a guarantee is created with purchases by linking the free or inexpensive initial product with the follow-up item, which earns a high margin for the company (Zoet, Smit and de Haan, 2014).

The Bait and Hook business model is more than just a pricing model, the model requires the establishment of a more or less proprietary lock-in platform and keeping control over it (Zoet, Smit and de Haan, 2014). Cheap substitutes should also be avoided.

Key factors of a successful bait and hook model include:

- Establishment of lock-in platforms, with regards to Supermarket A incentives, Supermarket A created a lock-in platform by offering the incentive which came with the purchase over R150, but you still had to purchase additional materials in which you can use with the free incentive.
- Products sold at a lower price, Supermarket A created long lasting products such as the plastic incentives and the plants. Plastic lasts as it doesn't decompose and the plants keep growing. It also relates to the first point as all incentives that Supermarket A offered came with kits at an additional price such as storage for the plastic groceries and a seed tray to hold the pots.

2.3. Literature Review

2.3.1. To understand Supermarket A and B movements from sustainable consumer incentives to unsustainable incentives.

2.3.1.1. Corporate Social Responsibility and Creating Shared Value.

Creating shared value (CSV) is the rules and regulations which enhances the competitive nature of a company while stimulating the social and economic conditions in communities which the organisations operate (Moore, 2014). CSV looks at business activity through value creation in the social and economic dimensions. CSV offers a holistic framework to bring together highly disconnected debates of corporate social responsibility (CSR), social innovation, entrepreneurship and the triple bottom line (Crane, Matten, Palazzo and Spence, 2014). CSV demonstrates social disruptions as opportunities which can be linked with business strategies rather than disconnected problems, the social issues can be solved with the use of analytical tools such as value chain.

Corporate social responsibility (CSR) is the commitment of an organisation to eliminate harmful effects and maximizing beneficial impact on society. It is about changing social expectations in the organisation's strategy process which also relies on collaboration with the organisation's stakeholders (Ghasemi & Nazemi, 2014). Moore (2014) suggests that businesses who integrate CSR in the organisations finds it a challenge especially in an economic context. CSR is also known to be suggestive in business practice as. The predicate of requisite has positioned the practical issue of how to address social concerns and together sustain economic value creation potential. Carroll and Shabana (2010) suggests that organisations who are in favour of CSR has become a motive to engage in 'green-washing' marketing initiatives to mask the negative corporate impact it holds, thus contributing towards economic destruction rather than creation.

2.3.1.2. The difference between corporate social responsibility and creating shared value.

Porter and Kramer (2011) explains that CSR is about taking and using resources from the organisation and investing it into being a good corporate citizen such as, giving back to communities, recycling and engaging employees to do community work. CSV is targeted at bringing change to the organisation's structure, people, processes and rewards in order to meet the triple bottom line requirements. CSR is about doing an external activity from the business, whereas CSV is using integration to drive economic value by adding social and economic impact into the organisation.

CSR is also known as corporate philanthropy and it is sharing finances which the organisation has already made, CSV is about creating new products and services which meet the social and environmental needs along with delivering a financial return (Porter and Kramer, 2011). CSR includes volunteering and working pro-bono, it includes sharing the company's resources such as staff, talents and time (Porter and Kramer, 2011). CSR is cause related marketing with compliance to rules and regulations to community and international standards. CSV is securing the value chain and involving new suppliers and resources to improve productivity, it also improves skills and create local clusters to strengthen economic and social benefits for communities.

Understanding the differences between creating shared value and corporate social responsibility is vital as the title for the research is based on creating shared value in the context of retail supermarkets such as Supermarket A.

Supermarket A have implemented various strategies to create shared value in the environment and communities such as reducing the brands environmental footprint by increasing efficiency during water and energy use, this has been implemented by the brand through installing water-saving tanks (Wiese, 2019). Reducing waste by recycling packaging used for fruit and vegetables (Wiese, 2019). Supermarket A have also partnered up with various communities such as Food & Trees for Africa, Food-Forward and the Lunchbox, these organisations help and develop communities that are severely in need (Wiese, 2019).

Supermarket B have also implemented various strategies to create shared value in the environment and communities such as reducing the brands environmental footprint by installing water tanks and restrictors which reduces water flow, due to these interventions, a 40% of water reduction usage was recorded. Supermarket B stores have been refurbished and have installed natural refrigeration systems which have decreased CO₂e emissions by 14% (Ackerman, 2019). The store has also sold reusable shopping bags which decreases plastic waste and pollution in the country, the new 100% recycled bag will keep approximately 2000 tons of plastic out of the environment each year (Ackerman, 2019).

2.3.2. Understanding Supermarket A and B sustainability movements along with the concepts of green-washing and green-image.

2.3.2.1. Corporate green-washing.

Green-washing is the act of misleading consumers with the regards to environmental regulations and practices of a company, this is known as firm-level green-washing, and product-level green-washing is when organisation misleads consumers about the environmental benefits of certain products and services (Furlow, 2010). Two behaviours are engaged by organisations who use green-washing techniques, poor environmental performance, poor environmental performers (brown firms) or good environmental performers (green firms) these fall under a specific spectrum (Delmas and Burbano, 2011). This spectrum ranges from zero communication (brown firms) on one end to the increase of positive communication (green firms) on the other, this can also be done by organisations remaining silent about bad environmental performance or try to represent the negative performance in a positive light (Delmas and Burbano, 2011).



Figure 2. Drivers of Green-washing

In figure two, there are four quadrants which represent the drivers of green-washing. Regulatory context is an external driver of firm green-washing, market external elements are vital drivers as the key characteristics are incentive structure, effectiveness, ethical climate and effective communication, thus playing an important role in evaluating an organisation's reaction to the external drivers (Delmas and Burbano, 2011). Individual-level psychological and cognitive factors influence decision making which also influences how drivers can turn into motivation factors (Delmas and Burbano, 2011). The regulatory context affects the drivers in an indirect manner, this affects the reliability and availability of information about firm green-washing and environmental representations accessed by stakeholders, managers and consumers, thus contributing towards an environment of unpredictability surrounding suggestions for engaging in green-washing (Delmas and Burbano, 2011).

There are seven sins of green-washing (Alves, 2009). The first being 'Sin of the hidden trade-off', environmental issues are emphasized at the cost of another concerning issue (Alves, 2009). 'Sin of no proof', environmental claims aren't backed up by evidence (Alves, 2009). 'Sin of vagueness', environmental claims which lack in specifics and are considered as meaningless (Alves, 2009). 'Sin of worshipping false

labels', creating false labels and certificates to mislead consumers (Alves, 2009). 'Sin of irrelevance, environmental issues which are unrelated are being emphasized (Alves, 2009). 'Sin of lesser of two evils', environmental claims on products that have no environmental value (Alves, 2009). And lastly, 'sin of fibbing', claims that are false with regards to the environment (Alves, 2009).

2.3.2.2. The implications of green-washing.

The implications of green-washing is that it misleads consumers and also that if unethical marketers claim to be environmentally friendly, organisations that are true to these claims will lose the environmental mission of being competitive (Frazier, 2008). Companies that overuse the term 'green' often saturate the market to the point where the brand's products and services are deemed meaningless by consumers (Frazier, 2008). Organisations who limit products based on a single environmental benefit create incomplete and misleading claims as it confuses consumers such as paper vs. plastic products, as consumers becomes confused on which products actually benefit the environment (Frazier, 2008).

More green-washing will result in fewer rewards and incentives which then leads to less motivation for companies to create environmentally products as consumers will have a disregard for environmental marketing claims (Laufer, 2003). Inaccurate marketing pertaining to the environment also damages the environment as consumers will find the claims unreliable, thus resulting in a disregard for all claims which then leads to consumers' avoiding products which are actually beneficial to the environment (Laufer, 2003). Environmental claims made by organisations need to be true, sincere and embody the organisation's values (Laufer, 2003).

2.3.2.3. The effects of green-washing on consumer reactions.

Green-washing and advertising isn't the only factor which influences consumers, the performance of organisations is expected to play an equal role as it influences consumer attitudes and buying behaviour (Weiner, 2000). Most firms employ CSR initiatives to communicate and develop the support of consumers in order to support the brand (Weiner, 2000). Consumers respond negatively towards initiatives that are

deemed egoistic and stakeholder driven, thus affecting the brand's attitude and the consumer's behaviour with regards to the buy-in (Weiner, 2000). High levels of deception felt by the consumer were associated to the brand's low credibility and decreased intention to products and services being advertised (Weiner, 2000). If organisations adhere to ethical and moral regulations, a good reputation will be built amongst consumers (Weiner, 2000).

In 2018 Supermarket A had introduced a mini 'DIY' project and it became a favourite as it showed Supermarket A being sustainable and allowing consumers to grow their own produce, this was called Supermarket A 'Little Garden' (Wet, 2019).

In 2019, Supermarket B launched two other collectible incentives. Rugby Super Cards rugby players in South Africa along with the second collectible which were the Cricket Super Cards featuring South African cricket players and the stadiums (BrandLoyalty, 2019). Each super card incentive from 2015-2019 was made from paper, which showed that the brand is trying to be sustainable as paper was being used although some of these incentives included a plastic component which brings the height of sustainability the brand is creating awareness about down. The Rugby and Cricket Super Cards were not as popular as the Animal Super Cards as these cards taught consumers about environmental sustainability with regards to South African animals, habitats and endangered species and how consumers can make a difference in the environment. This shows that Supermarket B is trying to offer incentives which are eco-friendly but are missing the mark as plastic is still being used.

In 2019, Supermarket A had stepped away from the sustainable project of the eco-friendly 'Little Garden' into now producing Supermarket A themed LEGO. Customers were able to build a tiny version of a Supermarket A. Supermarket A had shifted from creating sustainable customer incentives to incentives which has no value or purpose to consumers, this is a problem for consumers and green consumerism.

2.3.3. To provide information to existing frameworks about supermarkets sustainable movements and practices in a South African context, as more information is needed about local retailers.

2.3.3.1. Green-image.

A green brand image is perceptions made by a consumer about a brand that is linked to environmental initiatives and commitments (Suki, 2016). It is a brand that offers eco-friendly products over its competitors and attracts consumers who purchase and support brands that sell these products as consumers are prioritizing green purchasing (Suki, 2016). The brand is associated with certain attributes which reduces environmental impact, thus creating a positive impression on consumers by raising environmental concerns (Suki, 2016).

Plastic shopping bags lasts for years, reusable bags reduce the unnecessary purchase and plastic waste. Supermarket A and B aims to promote the use of recycled plastic along with providing affordable options to plastic shopping bags, thus having a positive impact on the recycling industry along with decreasing plastic waste in the country.

Supermarket A have increased the green image of the brand by offering the consumers reusable fabric bags which are available to purchase at counters, along with implementing recycling of fruit and vegetable packaging such as plastic and paper (Wiese, 2019). Supermarket B have also implemented strategies such as offering consumers reusable shopping bags (Ackerman, 2019). In 2019, Supermarket B introduced a R5 'Budget Bag' which consists of a cost-efficient carrier bag made from plastic bottles. Due to this bag, there was a 3.41% decrease in plastic carrier bag sales. This shows that consumers are willing to make a change if there are options which allow for the change to happen (Ackerman, 2019).

2.3.3.2. Consumer perception on 'green' brands.

Consumers who spend purchase green products have a high knowledge on environmental consciousness, these consumers are known as green consumers, and these consumers make purchases based on the product's green attributes and green brand positioning (Chen and Chang, 2012). Green brand positioning relates to

the value in which green products and services hold, this is determined by the consumers as it represents the brand's green image which is perceived by the public (Chen and Chang, 2012). Several elements make up consumers dependence on these items these are, quality, ecological value and profits (Chen and Chang, 2012). Brand positioning needs to meet consumer expectations so that consumers can relate the green attributes to the brand, the overall goal of positioning is to create a competitive advantage in consumers and over competitive brands based on these ecological attributes (Chen and Chang, 2012). Brands need to actively communicate the brand's valuable green attributes through campaigns in order to create an awareness in inducing positive perceptions of green brands amongst consumers (Chen and Chang, 2012).

Brand awareness and image are two types of knowledge, awareness is based on the consumer's memory and perceptions about the brand and image refers to the unique and favourable association which consumers make based on the brand (Pagiaslis and Krontalis, 2014). Consumers' are reliant on brands providing reliable information to increase green brand knowledge and purchases Pagiaslis and Krontalis, 2014).

Issues	Conventional marketing	Green marketing
Consumers	Consumers with lifestyles	Human beings with lives
Products	Cradle-to-grave One-size-fit-all products	Cradle-to-cradle Flexible Services
Marketing and Communication	Selling oriented End benefits	Education Values
Corporate	Reactive Independent departmentalized Short term oriented Profit maximizing	Pro-active Interdependent Co-operative Holistic Long term oriented Double bottom line

Figure 2. Green Marketing Paradigm

2.3.3.3. Tactics brands are using to be seen as a 'green-brand'.

Having a green brand image is important to organisations as there is a rise in environmental consciousness of consumers and firm international rules of environmental conservation (Chen, 2018). Brands can implement a positive green image by implementing sustainable practices, reducing packaging, promoting the purchase and use of products that are eco-friendly and contribute to decreasing environmental impact (Chen, 2018). An example of a brand that is using a green marketing strategy is Patagonia, the brand is involved in the 'Go Green' movement which donates funds to initiatives supporting sustainable farming, endangered species and forest restoration (Ventura, 2016).

According to Wiese, 2019 Supermarket A have implemented tactics to ensure that the brand is kept up to date with the environmental issues that surrounds the country, some of tactics include the brand complying with environmental rules and regulations throughout all business operations along with sourcing sustainable products and packaging whenever the brand can

2.3.4. To understand South African supermarkets ecological footprints in the context of plastic waste.

2.3.4.1. Plastic waste in South Africa.

The South African government passed the regulation of banning the manufacturing of all thin-film plastic shopping bags in May 2003 (Nhamo, 2008). The government stated that plastic shopping bags were aimlessly discarded as they had no recycling and economic value, due to the government passing this law, the results were negative as many people faced unemployment due to the plastic shopping bag manufacturing being closed down (Stevens, 2002). There are two main issues which pertain to the environment and plastic, plastic waste and raw materials and production process (Stevens, 2002). Plastic waste has become a large contributor towards pollution in the environment and with regards to plastic raw materials and processes, plastic production has put pressure on sourcing raw materials as majority of plastics are made from non-renewable materials such as crude oil (Stevens, 2002).

More than 50% of discarded plastic is from single-use plastics such as retail packaging and shopping bags (Nhamo, 2008). Plastic waste is an ongoing issue in the country, plastic waste is found everywhere, especially in rural areas (Nhamo, 2008). Negative influences of plastic litter and waste include killing or marine life, increased costs for waste management, clogging of drains and an overall accumulation of plastic in the environment (Nhamo, 2008). One of the major challenges the government faces with plastic pollution is that there needs to be strategic frameworks designed in order to alleviate the problem (Nhamo, 2008). Plastic pollution is a growing and continuous cycle in South Africa (Nhamo, 2008). South Africans need to try and alleviate the plastic waste crisis by supporting brands that provide biodegradable and reusable shopping bags, as single-use plastics make up a large fraction of the pollution in the country.

Plastic waste will remain a concern in South Africa if communities and brands do not step up to take the corrective measures. Supermarket A have stepped away from the sustainable incentive to an incentive which is made from plastic, this not only is unsustainable but adds to the plastic pollution and waste the country is experiencing

3. Research Design and Methodology

3.1. Research Paradigm

A paradigm is a framework which consists of commonly accepted perceptions pertaining to a subject along with the direction the research should take and how it should be analysed (Du Plooy-Cilliers, 2018).

The paradigm best suited to the research is Interpretivism. As this research study focuses on the sustainability movements of Supermarket A and B. These two factors require a thorough understanding of human values and perceptions. Interpretivism is focused on how humans are studied as opposed to objects, as humans have different ways of thinking and thoughts are always fluctuating especially in an environment which influences them (Du Plooy-Cilliers, 2018). In addition using a phenomenological lens allows the researcher to interpret and gain an understanding of human actions and then to describe them from the point of view of the person or group being studied (Du Plooy-Cilliers, 2018:27-28). In this research the focus is on consumer's responses to Supermarket A and B sustainability consumer initiatives.

Within the paradigm of interpretivism, Ontology which is a philosophical study of the nature of being, and how elements can be grouped via similarities. Metatheory is an exploration of the theoretical frameworks that have provided direction to research and to researchers in a particular field of study. Methodology is a systematic analysis of the methods applied to a particular field of study (Du Plooy-Cilliers, 2018). The ontological position will focus on how Supermarket A and B's sustainability movements influence consumers' perceptions and interactions with sustainability in a retail environment. Metatheory will focus on looking at other supermarket incentives and combine them with Supermarket A.

3.2. Research Design

The chosen paradigm of this research study falls into an Interpretivism model, interpretivism is moulded around understanding the world in a subjective manner as it comes from experiences of individuals (Du Plooy-Cilliers, 2017). Interpretivism is a subjective relationship as it is between the participants and researcher (Du Plooy-Cilliers, 2017). The approach of the research is qualitative as qualitative data will be collected as the data needed for the study is based on the sustainability movements of Supermarket A and Supermarket B. These two categories require qualitative data as it involves people's perceptions and ideas.

The reasoning for the research study is deductive as it is relevant to the qualitative nature of this research study, as deductive reasoning follows a process of reasoning taken from statements to reach a conclusion, deductive reasoning links the premise to a conclusion (Du Plooy-Cilliers, 2017). The research design is based on an ontological position of interpretivism. According to (Du Plooy-Cilliers, et al., 2018) interpretivists view the world socially as it is based on perceptions of people, these perceptions are constantly in a state of flux as it is dependent on experiences, circumstances and interactions with others. Hence the reasoning fits the research study as the study is based on the participants' perceptions and experiences with the brand, Supermarket A and B and the viewpoints surrounding the consumer incentives.

The research study is based on an explorative research design, an explorative design is conducted for a research when there is no past data which the researcher can use as a reference. Explorative research serves as tool that provides a theoretical idea of the research problem (Du Plooy-Cilliers, 2017). The research topic fits into an explorative design as the specific topic being researched is Parents perceptions of incentivized gifts for children from large supermarkets stores. The study is also cross-sectional as data is being collected and analysed from a specific sample of people, which are consumers and managers of Supermarket A and Supermarket B stores in Durban.

3.3. Population

Population is defined as a group of people or social artefacts from which data is required. Information can only be collected from participants who have an affiliation with the organisation gathering the data (Wiid & Diggines, 2018). For example Supermarket A will ask consumers of the store for any input and necessary data.

The population parameters for the research study includes all South African consumers who shop at Supermarket A and B retail outlets. Target population will be consumers based in the Durban area who also shop at Supermarket A and B retail stores. The accessible population are consumers which consists of parents and grandparents who shop at Supermarket A and B stores in Durban North, Gateway and Cornubia. The use of these specific population parameters is to gain an understanding on the level of how consumers of Supermarket A and B feel with regards to sustainability and the consumer incentives. Along with finding out whether parents and grandparents will shop at supermarkets that promote sustainability and align with sustainable perceptions of the consumers and to establish if there a link to the consumer incentives and sustainable brand practice of the supermarkets.

3.4. Sampling

A sample is a group of participants that are taken from a larger population for measurement. Samples should represent the population to ensure that the researcher can generalize findings (Wiid & Diggines, 2018).

The above parameters and accessible population have been identified for the research study. A smaller, reduced sample size of about 10 participants will be used as it will allow for a more in-depth study about consumer perceptions with regards to Supermarket A and B.

The accessible population are consumers who shop at Supermarket A and B stores in Durban North, Gateway and Cornubia. The sample size will be focused on 10 participants aged 25 – 65, as these are three different generations which consists of Generation X, Generation Y and Baby Boomers, these will allow a variety of perceptions and data. A smaller sample size is efficient as it will allow for common data, beliefs and opinions to arise and be collected (Du Plooy-Cilliers, 2018).

Due to the corona virus pandemic, non-probability sampling will be used such as convenience sampling due to the population being convenient to the research as the population are the consumers and staff of Supermarket A. Purposive sampling may also be used as some of the data which will collected would come from consumers of Supermarket A as some of the data being gathered are specified to certain participants, such as questions to consumers that only shop at Supermarket A as different data is to be collected which only pertains to a certain sample.

10 participants which will make up the sample of consumers, the 10 participants will be used to determine perceptions about Supermarket A and B's sustainability movements and incentives offered. Along with the focus of understand consumer perceptions in relation to incentives and whether supermarket incentives align with the brands' sustainability practices.

3.5. Data-collection Methods

The research study will collect primary data using food retailer brand Supermarket A and B as the focal point. The data will be collected from consumers of local Supermarket A and B stores, as the topic of the research study is focused customer loyalty and shared sustainable ethical values: parents' perceptions of incentivized gifts for children from large supermarkets stores. Supermarket A and B are the chosen supermarkets as these supermarkets have a large consumer base and are one of the largest supermarket brands in the country. Primary research will be collected via the use of surveys as the data being collected is focused on the participant's perceptions on consumer incentives in relation to shared sustainability.

Due to COVID-19, conducting physical field research has become a limitation as gathering data has resulted to online means, this is to ensure the safety of the participants and researcher.

3.5.1. Surveys:

A survey is a research data collection technique used to collect data from a defined sample size, a survey is used to gain insights into a specific topic (Du Plooy-Cilliers, 2017). The data is collected through the use of specific processes which each respondent can answer at a level to avoid any biases which could affect the outcome of the research. Due to the recent Corona virus pandemic, surveys will be distributed online via e-Mail or the survey's URL link. An online survey consists of structured question in which the participants answer online. It is less time consuming and allows for a larger number of participants as it does not follow the traditional way of handing out surveys and waiting for participants to fill-it-in in person (Larson & Poist, 2004).

The positive aspects to creating an online survey include being that these online surveys are quick and efficient to make, there are no expenses included as the surveys are created with tools that are free. Participants will be comfortable as the surveys will be answered electronically

Before the surveys will be distributed to participants, a thorough check will be carried out to ensure that questions have been worded in a clear and concise manner, this is to ensure that participants do not have a difficult time understanding or answering

the questions. Participants will remain anonymous to ensure privacy and confidentiality of information. The survey questions will be designed in an ethical manner which will not provoke, intimidate or ask participants any questions that are of a sensitive nature. Anonymity will also remain between Supermarket A and B with regards to the questions in the survey.

The surveys will be distributed to 10 consumers of Supermarket A and B aged 25-65. The survey design will be cross-sectional as data will only be collected once from participants' to find a general phenomenon. Questions will be open-ended, these questions allow for broader answers and freedom when participants respond, it also allows for a conversational aspect as opposed to participants just stating opinions. Questions such as do these incentives affect brand loyalty along with relevant questions pertaining to how consumers view incentives and whether it links to the brands sustainable practices will also be asked. Surveys will be designed on Google Forms and distributed via e-Mail or the survey link. Ethics and that questions based on each supermarket is anonymous and how you remain ethical

3.6. Application of Data-collection Methods

Online surveys reveal consumers' true perceptions if done correctly, it will also enable participants to share opinions and ideas about the topic being researched (Andrews, et al., 2003).

Research goals need to be established before data collection can begin, an expected outcome should be formed in order to understand the direction which will be taken (Andrews, et al., 2003). The main research question is to understand how incentivized gifts for children promote sustainable ethical brand practice, sustainable education and customer loyalty in supermarkets? The research goal is exploring parents' perceptions on consumer incentives in relation to the sustainability movements of the supermarkets. The goal aids the researcher into developing questions which are appropriate and answers the main question on hand.

Open and closed-ended questions are used in the survey to ensure that there are a variety of answers. Questions are kept short and concise, simple language is used to avoid any ambiguity (Andrews, et al., 2003). Questions in the survey are based on consumer perceptions about incentives, whether consumers will shop at certain supermarkets if the brand's sustainable values align with the consumers and parents' opinions about incentives which are made from sustainable materials and promote sustainability.

Participants are invited to participate in the study, the research study has a specific sample which consists of 10 participants aged 25-65. Participants' are notified via e-Mail about the survey, it also includes the necessary documentation such as consent forms which participants are to fill in before completion of the survey. Participants are also thoroughly informed about the research goals and objectives to avoid any confusion and miscommunication.

Responses are gathered and participants are kept anonymous to ensure that the respective identities are protected.

3.7. Data-analysis Methods

Data-analysis methods

The data analysis of this research study is using a qualitative approach to analyse data gathered from the data collection phase (Du Plooy-Cilliers, 2017). Deductive reasoning will be used as this type of reasoning is relevant to the qualitative nature of this research study, as it is reasoning that follows a process of reasoning from statements to reach a conclusion (Du Plooy-Cilliers, 2017). The data being analysed entails the participants' perceptions and opinions about green-consumerism and sustainability movements of Supermarket A in relation to consumer incentives.

3.7.1. Conversation Analysis:

Conversational analysis is a data analysis method used to analyse qualitative data, the purpose is to identify and describe the various ways in which the participants in the interview have engaged in conversation (Du Plooy-Cilliers, 2017). This will be used for the interview as in interviews, conversation analysis focuses on the linguistic aspects such as phrasing and pitch, and this will also allow analysis of tones via video calls or audio recordings. It will allow the interviewer to analyse the participants' feelings and emotions during the interview (Du Plooy-Cilliers, et al., 2018). Conversational analysis for this research study will only commence once ethical clearance has been given. The audio and visual clips will be used to understand and summarize any findings from the in-depth interviews.

3.7.2. Coding:

Coding is a qualitative data analysis technique which consists of defining the data you are analysing. It is a process which entails identifying key concepts in data and finding relationships that exists (Du Plooy-Cilliers, 2017). This works well for open-ended questions in a survey as it gives a variety of answers. Due to the variety, the answers need to be broken down and rearranged and then analysed once each answer is categorised. Coding involves a set of systematic steps in which the researcher follows in order to be thorough with the research findings (Du Plooy-Cilliers, 2014).

3.8. Application of Data-analysis Methods

Qualitative data is made up of observations, experiences and perceptions, it is mainly used in explorative research such as this research study (Stuckey, 2014). Once the data is collected, it will be analysed in order to find basic patterns and observations, as well as transcribing the data. Research objectives are being looked at again during this stage to ensure that the data collected correlates with the objective and that there is efficient data collected (Stuckey, 2014). A framework will be developed such as coding the data. Once the data has been coded, the researcher will look at these and general findings which answer the research questions along with findings which can be explored further (Stuckey, 2014).

3.8.1. Conversational analysis:

The aim of conversational analysis is to understand how participants respond to each other in a natural conversation, it is language focused as opposed to structural focus (Schmidt and Richards, 2013). It analyses social interaction with the goal being identifying the connections which exist between elements that are found in human actions along with the generalisations which can be derived from resources (Schmidt and Richards, 2013). Conversational analysis is applied in this research study by understanding the participants which are being interviewed, in term of language use. Any preconceived thoughts are minimized to ensure that accurate data will be collected (Schmidt and Richards, 2013). The audio and visual clips will be used to understand and summarize any findings from the in-depth interviews about consumer perceptions on incentives in relation to supermarket sustainability.

3.8.2. Coding:

Inductive coding is used as codes are created from the survey responses. Inductive coding follows a process in which you break down the data in samples, analyse the data and create codes which fit into the sample (Stuckey, 2015). Read new samples and apply the codes used in the previous sample, create a sample based on the second set and continue once all responses have been full coded (Stuckey, 2015).

4. Findings and Interpretations

4.1. Findings

The presentation of the data findings will be in the format of pie charts, word clouds and tables, as it is the most suitable presentation method of each question.

4.1.1. Age Bracket

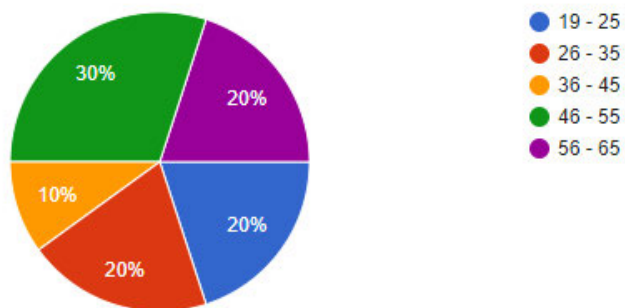


Figure 1 - Chart 4.1.1

4.1.2. Gender

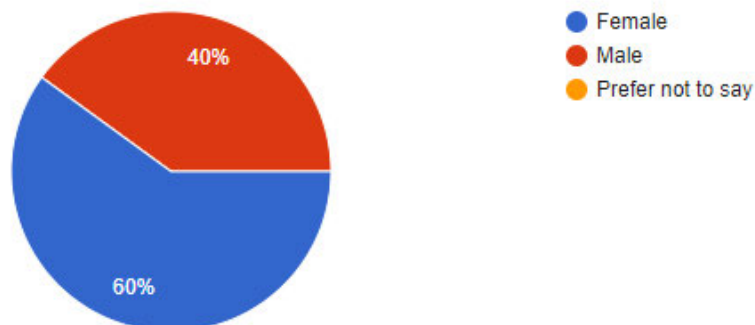


Figure 2- Chart 4.1.2

4.1.3. Are you a parent or a grandparent?

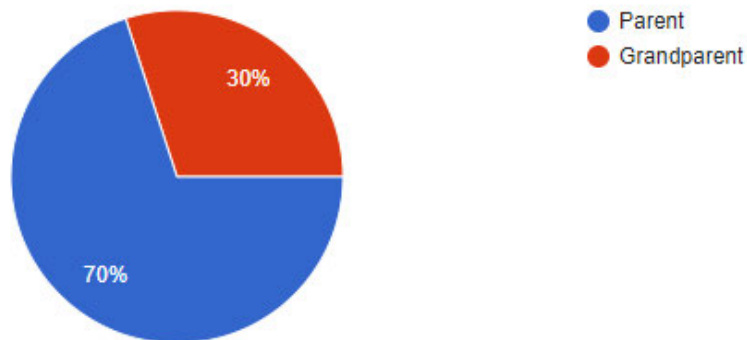


Figure 3- Chart 4.1.3

Age, gender and whether the participant was a grandparent or parent was asked in order to determine the average demographics of the audience which participated in the survey.

4.1.4. How often do you shop at a supermarket?

Participants	Responses
1	"Weekly"
2	"Every 2 weeks"
3	"Once a month"
4	"Weekly, I buy items when the family needs it and not in bulk"
5	"Twice a month"
6	"Once a week"
7	"Every third day"
8	"Once a week"
9	"Every 2-3 weeks"
10	"Whenever I need groceries"

Table 1 - Table 4.1.4

4.1.5. What is your reason for shopping at a supermarket?



Figure 4 - Word Cloud 4.1.5

Respondents were asked the reason for shopping at a supermarket as opposed to a convenience store, the average answers resulted in the respondents stating that due to the deals and specials the store offers, the affordable price and quality of products and the convenience of having every item in one place are the reasons for shopping at a supermarket.

4.1.6. Are you aware of the consumer incentives which have been offered by Supermarket A and B?

Participants	Responses
1	"Yes"
2	"Yes"
3	"Yes"
4	"Yes"
5	"Yes"
6	"Yes"
7	"Yes"
8	"Yes"
9	"Yes"
10	"Yes"

Table 2 - Table 4.1.6

4.1.7. If answered “Yes” to the previous question, how did you find out about the incentives?

Participants	In-Store	T.V	Radio	Word-of-mouth
1		●		
2		●	●	
3	●		●	
4	●	●		
5				●
6	●			
7	●			
8	●	●		
9				●
10	●	●	●	

Table 3 - Table 4.1.7

4.1.8. Do you shop at Supermarket A or B due to the incentives being offered? Elaborate.



Figure 5- Word Cloud 4.1.8

6 out of the 10 respondents answered “no” to the above question, the responses gathered from these 6 stated that the reason for shopping at Supermarket A or B is mainly due to buy groceries due to the convenience it holds and the affordable prices. 4 out of 10 respondents had answered “yes” saying that the reason for shopping at Supermarket A or B is due to the fact of the incentive being offered at the time along with the respondents knowing of people or family members that are

collecting the incentives, other respondents had stated that if the incentive is of value it will be gladly accepted and given to a family member.

4.1.9. Do you usually spend over a certain amount of in order to qualify for the incentive? Elaborate.



Figure 6 - Word Cloud 4.1.9

The responses generated from the question above were mainly “no” as respondents had stated that an automatic qualification of the incentives is what usually happens as opposed to spending more money just to qualify for the product. Other respondents had stated that spending more money to qualify is dependent on the incentive being offered at the time.

4.1.10. Are you aware of the sustainability practices done in Supermarket A? Elaborate

Participants	Responses
1	“No”
2	“No, I am not aware actually”
3	“ I think so, I think they also promote using recycled bags such as the fabric ones”
4	“No, I don’t know”
5	“No, all I know is that they have the fabric bags on sale”
6	“Yes”
7	“ No”
8	“Yes”
9	“No, they don’t really advertise in store”
10	“Yes, the promote the sales of recycled material bags such as the Sprite bag”

Table 4 - Table 4.1.10

4.1.11 Are you aware of the sustainability practices done in Supermarket B?

Elaborate

Participants	Responses
1	"No"
2	"Yes, I am aware"
3	"Yes, using recyclable bags and no single use plastics"
4	"No, I just go for the items I need"
5	"No"
6	"Yes, they promote the use of recycled bags and they try to reduce the limit of single use plastics."
7	" No"
8	"Yes"
9	"Yes, such as the R2 bag"
10	"Yes, they have a recyclable plastic bag which is green in colour"

Table 5 - Table 4.1.11

4.1.12. Is your decision to shop at Supermarket A or B based on their sustainable practices?



Figure 7 - Word Cloud 4.1.12

Every respondent had answered "no" in response to the above question, stating reasons such as "they do not really worry about the sustainable practices as they shop at the supermarkets due to convenience and having the necessities."

4.1.13 Do you as a consumer have any sustainable practices which you do?
(Such as using recycled bags, etc.) If so, please elaborate.

Participants	Responses
1	"Yes, I bring my own shopping bags"
2	"Yes, I carry my own bags"
3	"Sometimes I will buy a fabric bag or bring one from home"
4	"Yes, I carry my own fabric bags"
5	"No"
6	"Yes, I always bring my own bags"
7	"Yes, carry bags"
8	"No"
9	"Yes, bring my own bags"
10	"Yes, I never use the plastic bags"

Table 6 - Table 4.1.13

4.1.14 Do you shop at either Supermarket A or B if their sustainable practices
are in line with yours? (Such as promoting the use of recycled bags, etc.)

Participants	No	Yes
1	☒	
2	☒	
3	☒	
4	☒	
5	☒	
6	☒	
7	☒	
8	☒	
9	☒	
10	☒	

Table 7- Table 4.1.14

4.1.15 Are you satisfied with the consumer incentives offered at Supermarket

A or B? Elaborate



Figure 8 - Word Cloud 4.1.15

Majority of the respondents had stated “no” in terms of the satisfactory factor of the incentives. The respondents had given various reasons stating that if the incentives were activity based, if the children are attracted to it and if it holds any interest and value it would an incentive which would be collected.

4.1.16 Do you feel that Supermarket A's incentives align with their sustainability movements? (E.g. A supermarket will promote using recycled bags and cutting down the plastic usage yet they offer incentives made from plastic)

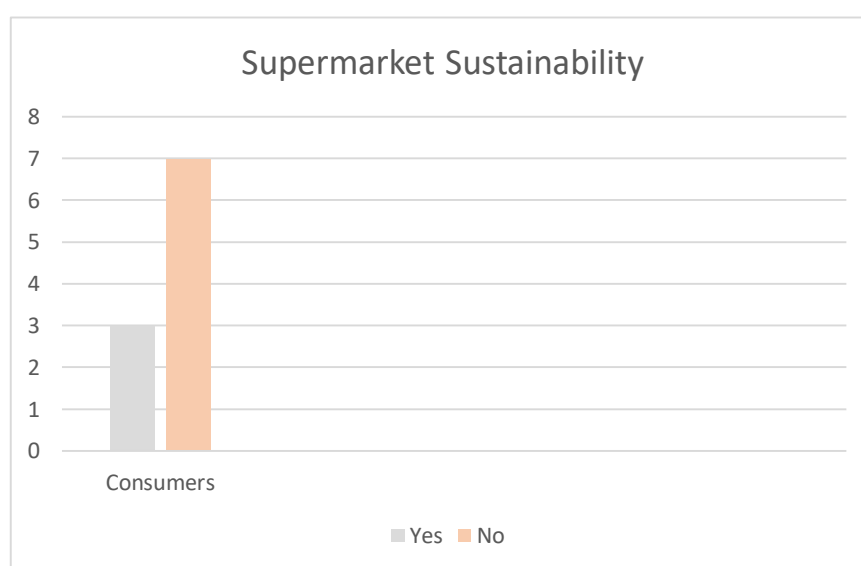


Figure 9 - Bar Graph 4.1.16

4.1.17 Do you feel that Supermarket B’s incentives align with their sustainability movements? (E.g. A supermarket will promote using recycled bags and cutting down the plastic usage yet they offer incentives made from plastic)

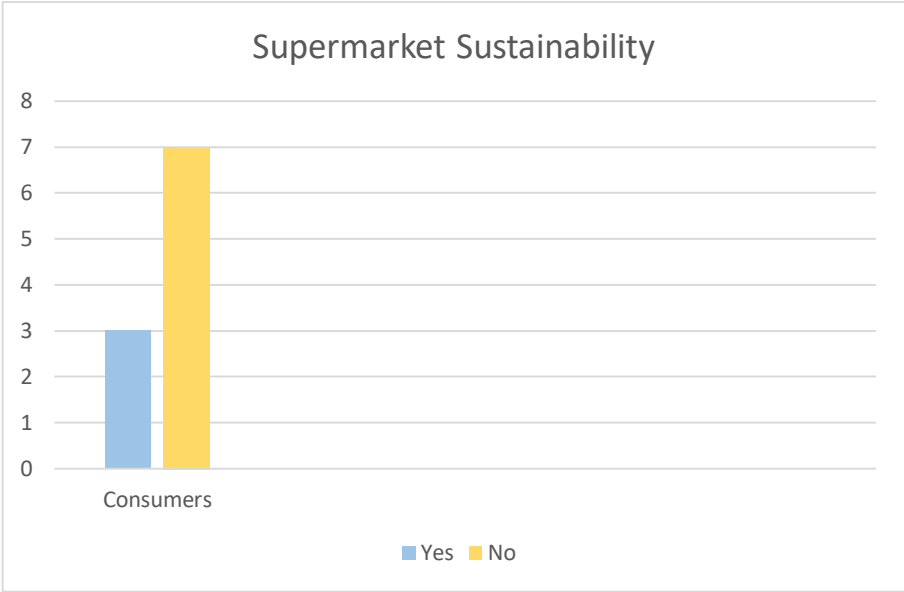


Figure 10 - Bar Graph 4.1.17

4.1.18 When you qualify for the consumer incentives do you gladly accept or do you decline the offer?

Participants	Accept	Decline
1	●	
2	●	
3	●	
4	●	
5	●	
6	●	
7	●	
8	●	
9	●	
10	●	

Table 8 - Table 4.1.18

4.1.19 Would you take up the offer of an incentive if it promotes sustainable practices? (Such as being eco-friendly, made from recycled material or promote an educational experience) Elaborate.



Figure 11 - Word Cloud 4.1.19

Every single respondent had answered “yes” to the above with majority of the responses stating that “it teaches the younger generation about the planet and how we should take action to help with the waste and pollution. It also shows the brand is being sustainable throughout their store”, “it would teach my children the importance of sustainability and recycling” and “it will teach my children to recycle and respect the environment”

4.1.20 Do you feel that Supermarket A and B should create more incentives that promote sustainable educational development? (E.g. DIY incentives which can be done at home such as grow your own plant, make your own...)



Figure 12 - Word Cloud 4.1.20

Every single respondent had answered “yes” to the above with majority of the responses stating that “activities such as those stimulate kids’ minds, they will be interested in DIY activities which they can do but also get a learning experience from it”, “it will also give children and activity to do and will keep them outside instead of indoors with technology” and “activities such as those stimulate kids’

minds, they will be interested in DIY activities which they can do but also get a learning experience from it”.

4.1.21 Are you aware of the plastic waste pollution we are facing in the country?

Participants	Yes	No
1	●	
2	●	
3	●	
4	●	
5	●	
6	●	
7	●	
8	●	
9	●	
10	●	

Table 9 - Table 4.1.21

4.1.22 Do you feel that certain incentives which have been offered by the Supermarkets contribute towards the plastic waste crisis in the country?



Figure 13 - Word Cloud 4.1.22

Every respondent had answered yes with common explanations stating that the supermarkets use single-use plastics which is unsustainable and it does contribute towards the waste and pollutions crisis in the country.

4.1.23 Do you think that Supermarket A and B are doing their utmost best to promote sustainability? If not, what are possible suggestions for improvement?



Figure 14 - Word Cloud 4.1.23

8 out of the 10 respondents stated that both supermarkets aren't doing enough to promote sustainability, the respondents gave suggestions along the lines of the supermarkets should be advertising more about recycling such as using reusable bags and doing away with single-use plastics. Along with promoting clean-ups in areas ridden with pollution and offering incentives which do not contribute to the waste crisis.

4.1.24 Do you feel that Supermarket A and B have sustainable practices put into place in order to attract more consumers?

Participants	No	Yes
1	☒	☐
2	☒	☐
3	☒	☐
4	☒	☐
5	☒	☐
6	☒	☐
7	☒	☐
8	☒	☐
9	☒	☐
10	☒	☐

Table 10 - Table 4.1.24

4.1.25 Are you aware of the term green-washing?

Participants	No	Yes
1	•	
2		•
3		•
4	•	
5	•	
6		•
7	•	
8		•
9	•	
10		•

Table 11 - Table 4.1.25

4.1.26 How would you feel if you had found out that a certain brand has been green-washing consumers into thinking that they are sustainable/ethical when they aren't?

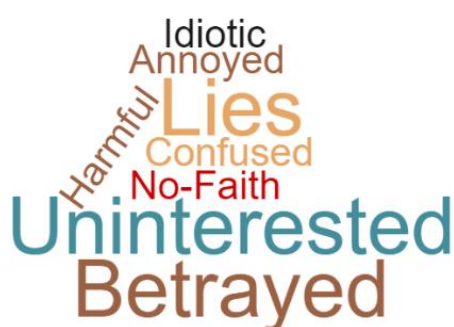


Figure 15 - Word Cloud 4.1.26

The responses from the questions above were similar in nature, respondents had stated that “I would feel annoyed as I have been lied by brands I have been supporting. Even if you aren’t sustainable, just don’t lie about being it. It’s the principle”, “I would lose faith in the brand” and “I would feel betrayed as I feel that I have supported a brand which doesn’t do any good for the environment and it is worse as they lied to consumers”.

4.1.27 Do you feel that more brands should promote and operate sustainability?

Participants	Yes	No
1	☒	☐
2	☒	☐
3	☒	☐
4	☒	☐
5	☒	☐
6	☒	☐
7	☒	☐
8	☒	☐
9	☒	☐
10	☒	☐

Table 12 - Table 4.1.27

4.1.28 If answered "Yes", what are some possible solutions which could be taken into consideration?



Figure 16 - Word Cloud 4.1.28

The respondents gave the following suggestions for supermarkets to put into action to alleviate pollution. Promoting the use of reusable bags, instead of plastic bags at the tills the brands should offer brown paper bags instead, sourcing products ethically and using packaging in store which can be recycled and overall creating an awareness with the consumers and the general public on the importance of recycling and taking care of the planet.

4.2. Interpretations and findings in context

Objective 1: *To investigate why supermarket brands use consumer incentives as a tool for publicizing awareness and to gain consumers an expense to the environment.*

Question 1.4

Respondents were asked how often they shop at supermarkets. Majority of the responses were that the participants' often shop at supermarkets on a weekly basis followed by monthly visits. This question is a build up to objective one as it pertains to the influence supermarkets have on the respondents.

Question 1.5

Respondents were asked to elaborate as to why they go to supermarkets, majority of the respondents had stated that they go to supermarkets for the quality of products, to buy basic necessities, to partake in the special offers and deals which the supermarkets are having and lastly the stores are convenient and easily accessible. By identifying the different reasons the respondents go to supermarkets it gives an understanding into the different factors which are considered other than just going to the grocery store and buying items.

Question 1.6

Respondents were asked if they have been aware of the consumer incentives which Supermarket A and B have had, each respondent had answered yes, this creates an understanding that the supermarkets have been effectively communicating campaigns as awareness has been created. This question ties into the Bait and Hook model (Zoet, Smit and de Haan, 2014) as the respondents are aware that if you purchase over a certain amount you will receive the incentive for free

Question 1.7

Respondents were asked to elaborate on how they became aware of the consumer incentives, majority of the audience members had stated that they have seen campaigns on television and radio as well as the in-store advertising and word of mouth.

Question 1.8

A motivation based on the previous question was asked to the respondents in order to understand whether they specifically shop at the stores for the incentives. The results were an equal with 50% of respondents who said and the other 50% which said no. The key phrases which had surfaced from the answers were respondents would buy from a supermarket if their grandchild/child was interested in collecting the incentive the other responses were that respondents didn't bother with the supermarkets and incentives.

The theory which ties into this question is the consumer culture theory Jafri, 2018 as it speaks directly to the respondents who shop at the stores for the incentives only, the 50% of responses also stated that consumers were interested in a certain incentive over another, this incentive being a plant-based DIY project. The theory is also based on consumer behaviour, which has been shown in the results due to certain respondents buying from a particular supermarket due to the incentive being offered.

Question 1.9

Respondents were asked whether they spend over a certain amount just to receive the incentives, majority of responses stated "No" as they usually spend over a certain amount when they shop, thus making them automatically qualify for the incentive.

Question 1.24

Respondents were asked whether they feel that Supermarkets have sustainable practices put into place in order to attract and retain consumers, each respondent had answered "No" as they do not feel that Supermarkets use practices to lure the public.

Objective 2: *To explore whether parents perceptions on incentivized gifts influenced on the decision to shop at a supermarket, are consumer incentives in line with supermarkets sustainability objectives as well as the parents.*

Question 1.10

Respondents were asked whether they are aware of the sustainability practices which are done in Supermarket A. 60% of respondents had answered “No”, while the 40% had agreed and stated some of the practices they know about, such as the recyclable bags and the elimination of single-use plastics as carrier bags. This relates to the literature by Wiese, 2019 as he states the practices which Supermarket B has taken along with the impact it has on the environment.

Question 1.11

This question was similar to the previous question as the respondents has answered both questions the same. With regards to the sustainability practices, the respondents’ were aware of the reusable bags which are available to purchase at store. The literature which ties into this question is from Ackerman, 2019 as the article states the practices Supermarket B has taken in order to help reduce the carbon footprint of the brand.

Question 1.12

Respondents were asked if whether they shop at a certain supermarket due to the brand sustainable practices.

Question 1.13

The next question which was asked was whether the respondents have any sustainable practices which they do, majority of responses featured answers stating that they carry their own reusable or recycled bags instead of purchasing a plastic bag at the till.

Question 1.14

Respondents were asked if they had felt if Supermarket A and B’s sustainable practices are aligned with theirs, each respondent had answered “No”. The literature which pertains to this question is by (Chen and Chang, 2012), this article speaks about consumers’ viewpoints on green-brands, and it is evident from the survey that

the respondents do not view Supermarket A and B as green-brands.

Question 1.15

Respondents were asked whether they were satisfied with the incentives that were offered. The results were 50/50, respondents who had answered “No” had stated that they and their children were interested mainly in the incentives which were activity based and taught their children skills such as growing their own produce. This question directly relates to the problem statement as it speaks about consumers being interested in incentives which offer value and is seen as sustainable and eco-friendly. Consumers are stepping away from incentives that are made from plastic as they feel that it does not hold as much value as opposed to a DIY project which involves the whole family.

Question 1.16 and 1.17

Both of these questions asked respondents whether they feel that the Supermarkets’ incentives are aligned with their sustainable movements, majority of the respondents had answered “No”. This question also relates to the problem statement as Supermarket A and B have been promoting decreasing the carbon footprint and using recyclable materials, yet they still have been creating incentives which are made from plastic.

Question 1.18

Respondents were asked whether they accept or decline the offer of an incentive once they qualify, all the respondents had answered “Yes”. Once again the Bait and Hook theory is related to the question as it states that consumers are willing to receive a free incentive yet still pay for additional elements for the incentive, this is also known as a lock-in platform (Jafri, 2018).

Question 1.19 and 1.20

Respondents were asked whether they would be interested in incentives which are made from recyclable materials as well as hold value in terms of the incentive being an activity, DIY project and an education experience into sustainable living. Each respondent had agreed on both questions and the most common keywords which

came up were the incentives will aid in development and stimulating children in terms of learning new skills, it will also reduce waste as it will be made from recycled materials and it is a learning experience for the future.

The consumer culture theory fits into this question as brands will be able to create a connection between the consumers and brand as the consumers became a part of a sustainability movement which the brand had created through the incentives (Townsend, 2018).

Objective 3: *To understand green-image and the green-washing that has been happening within the South African food retail.*

Question 1.25 and 1.26

Respondents were asked if they knew the about the concept of green-washing, the responses were equal as 50% of respondents knew about the concept while the other half did not. A follow up question was asked and a brief description of green-washing was given. The question asked the respondents how would they feel if they had been green-washed by a brand, the responses were mainly the audience members stating that they would feel betrayed, lied to and lose all faith in brand, along with some responses of the audience saying that they will stop supporting the brand.

These two questions relate to an article by Weiner, 2000 as the article speaks about the effects of green-washing on consumer reactions. The article specifically states that consumers respond negatively towards initiatives that are deemed egoistic and stakeholder driven, thus affecting the brand's attitude and the consumer's behaviour with regards to the buy-in (Weiner, 2000).

Objective 4: *To explore South African supermarkets ecological footprints in the context of plastic waste.*

Question 1.21 and 1.22

Respondents were asked two questions pertaining to plastic waste. The first question asked respondents if they are aware of the plastic waste crisis we are facing in the country, each and every respondent had answered “Yes”. The second question which was asked was whether the respondents felt that certain Supermarket A and B incentives have contributed towards the plastic waste crisis, respondents had agreed as well.

The literature which fits into these questions is plastic waste in South Africa which was written by Nhamo, 2008. The literature discusses plastic pollution and how South Africans need to try and alleviate the plastic waste crisis by supporting brands that provide biodegradable and reusable shopping bags, as single-use plastics make up a large fraction of the pollution in the country (Nhamo, 2008).

Question 1.23

This question asked respondents if they feel that Supermarket A and B have been doing the most to promote sustainability. Majority of the responses had stated “No” and have given suggestions such as eliminating single-use plastics, promote clean-ups in public areas which are littered and generally create more awareness in the store.

Question 1.27 and 1.28

This question asked participants whether brands should offer more sustainable practices and any suggestions. Each respondent had agreed and gave similar situations such as brands using brown paper bags, cardboard boxes instead of plastic packaging. Doing away with single use plastics and bringing in reusable fabric bags.

Consumers are aware of the ongoing environmental crisis we are facing in the country, they are also willing to make a difference as long as large brands will be doing the same.

4.3. Trustworthiness

4.3.1. Credibility: refers to the extent to which a qualitative research study is deemed believable and, with specific reference to the level of agreement between researcher and the participants (Morrow, 2005). It is also based on how coherent the findings given by the participants to the researcher are and refers to the internal validity. Ethical considerations will be employed and maintained in order to maintain credibility in the research study, participants will be given a choice to participate in the research as this will allow for transparency in answers as participants will not be forced or persuaded to participate in the data collection.

4.3.2. Transferability: refers to the extent to which the results in a research study can be used or transferred to other contexts, transferability is also known as generalizing and based on external validity. The researcher is responsible for analysing how sensible the transfer from one context to the other is. With regards to this research study the transferability will follow certain criteria such as stating restrictions against participants in the study, the data collection process and the organisation whom the data is for.

4.3.3. Conformability: refers to extent in which the results of the research study can be authenticated by others, conformability also refers to the objectivity in relation to the research study. In order to achieve conformability in the study researchers need to ensure that data is checked various times such as conducting audits which examined the data collection and analysis, thus allowing for any judgment's based on biases and distortion in regards to the study.

4.3.4. Dependability: refers to the need for the researcher to take ever-changing context into account, the responsibility lies within the research in describing and changes that occur and how these changes can affect the way the researcher approaches the research study. Dependability is also referred to as reliability. In order to reach dependability in the research study, an audit will be taking place in order to analyse whether trustworthiness has taken place in the study.

5. Conclusion

5.1. Research goal

Objective 1: To investigate why supermarket brands use consumer incentives as a tool for publicizing awareness and to gain consumers an expense to the environment.

Majority of the responses were that the participants' often shop at supermarkets on a weekly basis followed by monthly visits. Identifying the different reasons the respondents go to supermarkets it gives an understanding into the different factors which are considered other than just going to the grocery store and buying items. Respondents were asked to elaborate on how they became aware of the consumer incentives, majority of the audience members had stated that they have seen campaigns on television and radio as well as the in-store advertising and word of mouth.

50% of responses also stated that consumers were interested in a certain incentive over another, this incentive being a plant-based DIY project. The theory is also based on consumer behaviour, which has been shown in the results due to certain respondents buying from a particular supermarket due to the incentive being offered.

Respondents feel that Supermarkets do not use practices to lure the public as the responses also featured answers stating that supermarkets do not do enough to create awareness about the ongoing pollution crisis. These questions are a build up to objective one as it pertains to the influence supermarkets have on the respondents, the respondents strongly felt that brands need to use their platform to advertise and create more awareness about issues which affect the country as a whole.

Objective 2: To explore whether parents perceptions on incentivized gifts influenced on the decision to shop at a supermarket, are consumer incentives in line with supermarkets sustainability objectives as well as the parents.

The common descriptions resulted from the questions were that over half of the respondents were not aware of the sustainability practices done by both supermarket A and B. The respondents that were aware only knew about the promotion of using

recycled bags. Questions about the respondents own sustainable practices were asked, the answers stated that majority of the respondents carry reusable bags instead of using plastic bags.

Respondents had also stated that Supermarket A and B's sustainable practices are not aligned with theirs as the respondents do not view supermarket A and B as green-brands. Consumers are also stepping away from incentives that are made from plastic as they feel that it does not hold as much value as opposed to a DIY project which involves the whole family, the respondents also felt that the incentives are not sustainable as supermarket A and B have been promoting decreasing the carbon footprint and using recyclable materials, yet they still have been creating incentives which are made from plastic.

Respondents had agreed to having sustainable incentives which included an activity feature as will aid in development and stimulating children in terms of learning new skills, it will also reduce waste as it will be made from recycled materials and it is a learning experience for the future.

Objective 3: To understand green-image and the green-washing that has been happening within the South African food retail.

Respondents were asked if they knew the about the concept of green-washing, the responses were equal as 50% of respondents knew about the concept while the other half did not. A follow up question was asked and a brief description of green-washing was given. The question asked the respondents how would they feel if they had been green-washed by a brand, the responses were mainly the audience members stating that they would feel betrayed, lied to and lose all faith in brand, along with some responses of the audience saying that they will stop supporting the brand.

Objective 4: To explore South African supermarkets ecological footprints in the context of plastic waste.

Respondents were asked two questions pertaining to plastic waste, they had agreed that they are aware of the plastic waste crisis we are facing in the country the second question which was asked was whether the respondents felt that certain Supermarket A and B incentives have contributed towards the plastic waste crisis, respondents had agreed as well.

Respondents have given suggestions such as eliminating single-use plastics, promote clean-ups in public areas which are littered and generally create more awareness in the store. Consumers are aware of the ongoing environmental crisis we are facing in the country, they are also willing to make a difference as long as large brands will be doing the same

5.2. Implications of findings

In terms of the research being continued in the future, a few findings identified from this study will assist in drawing up dissertation that has less restrictions. The sample size of this study was restricted to 10 participants due to the pandemic which is affecting the world, if the sample size was significantly larger, there would be a variety of responses from a more diverse population. With regards to data collection, the use of interviews and focus groups would help this study in the future as the researcher would be able to understand the respondents' emotions and feelings towards the topic and questions being asked. Since only surveys were distributed there was a lack of emotional connection between the researcher and respondent.

5.3. Final conclusions

The research dissertation has been concluded with the following, the research study falls under the interpretivism paradigm with a qualitative approach. Population parameters along with a thorough and finalized sample size have been determined. The data collection and analysis methods have been identified and explained as to why it fits the study. Data analysis, insights and interpretations have been drawn up.

Ethical considerations along with clearance have been identified, the limitations of the study along with the major limitation which is the COVID-19 pandemic have been identified. The research study being qualitative in nature has been identified using validity and trustworthiness.

5.4. Ethical implications

This research study will require ethical clearance from the Independent Institute of Education (IIE), ethical requirements are stated in the postgraduate which are provided to students.

Ethical issues in relation to the researcher includes three issues (du Plooy-Cilliers, 2014). Misusing information, the researcher ensures that the data being gathered will solely be used for the purpose of the specific research proposal at hand (du Plooy-Cilliers, 2014). Falsifying information, researcher has to ensure that information collected has to be truthful (du Plooy-Cilliers, 2014). Distorting results, the researcher has to ensure that the data being collected cannot be changed (du Plooy-Cilliers, 2014).

Ethical issues in relation to the participants includes three issues (du Plooy-Cilliers, 2014). Deception, the researcher has to ensure that the respondents receive information that is accurate (du Plooy-Cilliers, 2014). Informed consent, the researcher has to ensure that the respondents are fully aware of what the research entails, such as knowledge about the brand, participants are aware of the incentives Supermarket A have created and an overall understand of Supermarket A and any sustainability movements that have been implemented and that consent is given (du Plooy-Cilliers, 2014). Avoiding harm, researcher should ensure that the participants are not harmed and put in dangerous situations (du Plooy-Cilliers, 2014).

Ethical issues in relation to participants' information collected from surveys and interviews, consent will be given by the participants along with the researcher explaining that all participants will be recorded anonymously. The data collected from participants will be stored on a device only accessible by the researcher, consent has to be given by the participants if lecturers or a supervisor wants to view the data.

5.5. Limitations of the study

Due to the COVID-19 outbreak, data collection methods have been limited to online means and fewer sample sizes. The research study is qualitative and dependent on field research, field research has been excluded as it may put the researcher and participants at a high risk of contracting the virus. A limitation with regards to data collection is that the sample size features ten participants' which will participate in the survey and approximately three participants whom will participate in an in-depth interview. Other limitations include certain participants not being able to participate in the study due to technological issues such as the internet bandwidth and bad connectivity. Other participants may not have the time to answer surveys due to work or personal circumstances.

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7. Annexures

7.1. Ethical clearance letter



6 August 2020

Student name: Errisha Moodley

Student number: [REDACTED]

Campus: Vega School

Re: Approval of Honors Strategic Brand Communication Proposal and Ethics Clearance

HONOURS/PGDIP ETHICAL CLEARANCE LETTER

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

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

Please discuss with your supervisor/navigator/lecturer how you will address these issues listed below: Please note: Your fieldwork may only proceed once you address the following issues:

- Final interview schedule is missing, supervisor is aware as he has viewed all ethics documents including consent forms and has signed the form.
- E.G. Your final interview schedule/questionnaire is missing or needs refinement. Your supervisor needs to sign off your final interview schedule or questionnaire.
- Please wait for an IIE letter approval if you plan to conduct research on an IIE site/staff/students.
- Your letter of consent is absent or not sufficient. Please resubmit.
- Your letter to ask for approval to record the interview is absent or not sufficient. Please resubmit.
- Any other ethical concerns/provisions:

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

We wish you all the best with your research!

GENERAL CONDITIONS TO BE FULFILLED IN RELATION TO RESEARCH

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

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

Permission is granted subject to the following conditions:

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

Supervisor: Dr Clive Greenstone



Campus Postgraduate Coordinator (CPC): ~~Carolanda du Toit~~ |

Date: 07/08/2020

7.2. Survey template



Errisha's Supermarket Sustainability Survey

I am conducting research under the supervision of Dr. Clive Greenstone about 'Parents perceptions of incentivized gifts for children from large supermarkets stores'. I aim to gain an understanding of whether parents/grandparents support supermarket brands that promote sustainability in store and through consumer incentives which are offered at the tills.

* Required

1. Age Bracket *

- ☐ 19 - 25
- ☐ 26 - 35
- ☐ 36 - 45
- ☐ 46 - 55
- ☐ 56 - 65

2. Gender *

- ☐ Female
- ☐ Male
- ☐ Prefer not to say

3. Are you a parent or a grandparent? *

- ☐ Parent
- ☐ Grandparent

4. How often do you shop at a supermarket? *

Your answer

5. What is your reason for shopping at a supermarket? *

Your answer

6. Are you aware of the consumer incentives which have been offered by Supermarket A and B? *

Your answer

7. If answered "Yes" to the previous question, how did you find out about the incentives? *

Your answer

8. Do you shop at Supermarket A or B due to the incentives being offered? Elaborate. *

Your answer

9. Do you usually spend over a certain amount of in order to qualify for the incentive? Elaborate. *

Your answer

10. Are you aware of the sustainability practices done in Supermarket A? Elaborate *

..

11. Are you aware of the sustainability practices done in Supermarket B?

Elaborate *

Your answer

12. Is your decision to shop at Supermarket A or B based on their sustainable practices? Elaborate *

Your answer

13. Do you as a consumer have any sustainable practices which you do? (Such as using recycled bags, etc.) If so, please elaborate. *

Your answer

14. Do you shop at either Supermarket A or B if their sustainable practices are in line with yours? (Such as promoting the use of recycled bags, etc.) *

Your answer

15. Are you satisfied with the consumer incentives offered at Supermarket A or B? Elaborate *

15. Are you satisfied with the consumer incentives offered at Supermarket A or B? Elaborate *

Your answer

16. Do you feel that Supermarket A's incentives align with their sustainability movements? (E.g. A supermarket will promote using recycled bags and cutting down the plastic usage yet they offer incentives made from plastic) *

Your answer

16. Do you feel that Supermarket B's incentives align with their sustainability movements? (E.g. A supermarket will promote using recycled bags and cutting down the plastic usage yet they offer incentives made from plastic) *

Your answer

18. When you qualify for the consumer incentives do you gladly accept or do you decline the offer? Elaborate? *

Your answer

19. Would you take up the offer of an incentive if it promotes sustainable practices? (Such as being eco-friendly, made from recycled material or promote an educational experience) Elaborate.

Your answer

20. Do you feel that Supermarket A and B should create more incentives that promote sustainable educational development? (E.g. DIY incentives which can be done at home such as grow your own plant, make your own...)

Your answer

21. Are you aware of the plastic waste pollution we are facing in the country? *

Your answer

22. Do you feel that certain incentives which have been offered by the Supermarkets contribute towards the plastic waste crisis in the country? *

Your answer

23. Do you think that Supermarket A and B are doing their utmost best to promote sustainability? If not, what are possible suggestions for improvement? *

Your answer

24. Do you feel that Supermarket A and B have sustainable practices put into place in order to attract more consumers? *

Your answer

25. Are you aware of the term green-washing?

☐ Yes

☐ No

26. How would you feel if you had found out that a certain brand has been green-washing consumers into thinking that they are sustainable/ethical when they aren't?

Your answer

27. Do you feel that more brands should promote and operate sustainability? *

Your answer

28. If answered "Yes", what are some possible solutions which could be taken into consideration? *

Your answer

Thank you!

Thank you for completing my survey, if you have any questions, please feel free to contact me.

Submit

7.3. Survey appendices

The pictures below were shown to the respondents of the survey in order to familiarise and picture the incentives, the pictures also aided respondents in answering questions directed at Supermarket A and B. Respondents were instructed to answer questions without mentioning the brands' name.

Supermarket A

Checkers - Consumer Incentives



Supermarket B

Pick n' Pay - Consumer Incentives



7.4. Research summary table

Provisional Title: Parents perceptions of incentivized gifts for children from large supermarkets stores.

Research Purpose/ Objective	Primary Research Question	Research Rationale	Seminal Authors/ Sources	Literature Review – Conceptual Framework	Paradigm	Approach	Data Collection Method(s)	Ethics	Anticipated Findings	References
To collect accurate, qualitative data about Supermarket A and B's sustainability footprints on consumer incentives, along with parent perceptions.	How do incentivized gifts for children promote sustainable ethical brand practice, sustainable education and customer loyalty?	Even though Supermarket A and B are creating sustainable packaging and making room for sustainable products, the brand had also created unsustainable incentives in which consumers collected.	W Laufer B Weiner J Moisaner S Clayton and S Opatow R Chan	The literature review looks at shared value and corporate social responsibility along with the differences between the concepts, corporate green-washing, the implications and how it affects the consumer, the green-image brands are trying to pursue along with tactics which have been implemented, to understand the effect of plastic waste on the South African environment, along with how these elements link to the objectives of the study.	The paradigm best suited to the research is Interpretivism. As this research study focuses on the sustainability movements of Supermarket A and B. These two factors requires a thorough understanding of human values and perceptions. Interpretivism is focused on how humans are studied as opposed to objects, as humans have different ways of thinking and thoughts are always fluctuating especially in an environment which influences them (Du Plooy-Cilliers, 2018). Another element is that human beings thoughts are always fluctuating especially in an environment which influences them (Du Plooy-Cilliers, 2018).	Qualitative data will be collected as these focuses on people's emotions, perceptions and Population South African consumers of Supermarket A and B aged between 19-65 in the Durban North, Umhlanga and Comubia area.	Surveys - surveys will be distributed to twenty-five consumers of Supermarket A and B aged 19-65. The survey design will be cross-sectional as data will only be collected once from participants' to find a general phenomenon. Questions will be open-ended, these questions allow for broader answers and freedom when participants respond, it also allows for a conversational aspect as opposed to participants just stating opinions. Surveys will be designed on Google Forms and distributed via e-Mail or the survey link.	All participants feel safe and comfortable and are not put in harm's way. All information collected will be truthful and honest. Information collected must not be distorted or changed. Participants are to give consent before researcher starts the data collection. Data collected from participants will remain private, along with participants' remaining anonymous.	Consumers are more conscious in today's world when it comes to sustainability, consumers support brands that are sustainable and support sustainable practices. Why did Supermarket A change from producing sustainable consumer incentives to plastic incentives? Parents perceptions on incentivized items for children.	Du Plooy-Cilliers, F., Davis, C. & Bezuidenhout, R. M., 2018. <i>Research Matters</i> . 1st ed. Cape Town: Juta & Company Ltd. Jafri, S., 2018. Consumer Culture Theory. Research in Consumer Behaviour, Volume 19, pp. 191-205. Rochman, C., Browne, M. & Halpem, B., 2013. Classify plastic waste as hazardous. <i>Nature</i> , Volume 494, pp. 169-171. Moore, C., 2014. Corporate Social Responsibility and Creating Shared Value. <i>Heifer International</i> , 38(3), pp. 99-105. Furlow, N. E., 2010. Green washing in The New Millennium. <i>Journal of Applied Business and Economics</i> , 10(6), pp. 1-22.
Research Problem	Secondary Questions/ Hypotheses/ Objectives	Key Concepts	Key Theories			Sampling	Data Analysis Method(s)	Limitations	Anticipated Contribution	
Supermarket A and B have both launched incentives and shifted to creating sustainable incentives to incentives which still involve the use of plastic. Supermarket A and B have changed certain operation in stores such as creating recyclable and reusable shopping bags, this holds value as it demonstrates to consumers that the brand is trying to create an awareness in the plastic waste pollution crisis of the country. Supermarket A and B's sustainability reports will be looked at in order to see how these brands are making a difference in creating environmental awareness and sustainability.	To investigate why supermarket brands use consumer incentives as a tool for publicizing awareness and to gain consumers an expense to the environment.	- Shared Value - Incentives - Retailers - Green-washing - Green Image - Sustainable Footprints - Consumer Engagement - Environment - Green Consumerism - Ecological Footprint	Bait and Hook Business Model Consumer Culture Paradigm			Population parameters for the research study includes all South African consumers who shop at Supermarket A and B retail outlets. Participants aged 19 – 65 will be studied, these are three different generations and it will allow a variety of perceptions and data. Due to the corona virus pandemic, non-probability sampling will be used such as convenience sampling due to the population being convenient to the research as the population are the consumers of Supermarket A and B. Purposive sampling may also be used as some of the data which will be collected would come from consumers of Supermarket A and B as some of the data being gathered are specified to certain participants, such as questions to managers and consumers will be differentiated as different data is to be collected which only pertains to a certain sample.	Coding: Coding works well for these questions as the questions are open-ended which gave a variety of answers. Due to the variety, the answers needed to be broken down and rearranged and then analysed once each answer has a category. Coding involves a set of systematic steps in which the researcher follows in order to be efficient and thorough with the research findings Conversation Analysis: Conversation analysis will be used for the interview as in interviews, conversation analysis focuses on the linguistic aspects such as phrasing and pitch, and this will also allow analysis of tones and expressions. And will allow the interviewer to analyse the participants' feelings and emotions during the interview.	Due to COVID-19 conducting field research has become a limitation as we need to practice social distancing. The study is limited to the Durban area, due to travelling and transport. There is a lack of information and data when it comes to South African supermarkets and the sustainability they practice.	More academic knowledge and information which focus on the green washing in the brand Supermarket A, along with the types of incentives they offer and how consumers perceive it. This will be added to an existing body of knowledge, mainly sustainability movements of South African supermarkets.	