



RESEARCH TITLE

Pick n Pay's- drive for food courtesy in South African communities.

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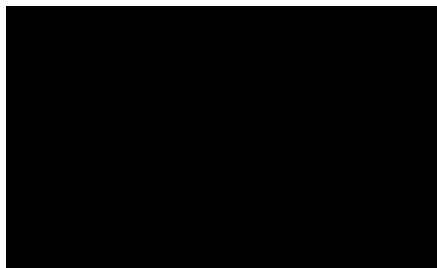
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Abstract

The aim in research was to shed light on awareness among consumers on the problematic ongoing food wastage. Focussing on South African shores through a healthy meaningful brand. That would better convey the message of consumers changing their lifestyles to accommodate their near future of less wastage and good practice of food waste management. By the accumulation of consumer insight, various ways of transferring information about food management would be localised and user ready for application in the daily lives of consumers. The significance and importance of this report were to indicate practical solutions that can prevent and or minimise the wasting of food throughout the food supply chain from retail to consumer's hands.

The reason for the research was to create a useful channel in coaching South Africans on manners that food can be saved by them. The vision was to get positive and consistent involvement in communities despite there being no legislation on the management of food.

A critical realist study in society was used because the technique is to understand the realities of society inductive reasoning to have liberated the consumer from a vicious lifestyle cycle. It is challenging to market solutions to an issue like this but various worldwide initiatives that are driven correctly have proven to have a dramatic influence on a social and economic crisis like food wastage. The goal here is that when capital is directed to teaching the language that would action change the hypotheses posed that education in this instance awareness can eventually eliminate contradictory phenomena of food wasting and hunger. People are interested in transforming their lives to do better when there is involvement in participating in activities that support that. Pick n Pay is a powerful brand because of its customer values, that it can see the world through the eyes of the consumer. this is a brand that has already had the ball rolling with regards to the food waste phenomena. The brand's involvement of consumers would be to create a greater impact on society.

1. Introduction

In the investigation to change the following was done by the research- the issue was defined; problems were interpreted so that clarification of issues would for the procession of working solutions. It had been stated that South Africa was faced with a third of its population not knowing where their next meal might be coming from, yet dealing with 10 million tons of food mismanaged and wasted yearly (Farmers Weekly, 2017). Why had food waste not gotten the necessary attention? Food waste was the core of other issues like the exhaustion of land, waste of water, and carbon emitted through farming, manufacturing, and logistics in the food supply chain. The other element was the inequality of financial stability in the country (Mckinsey, 2016). The aim in research was to raise awareness about ongoing food wastage worldwide by focusing on a healthy, meaningful South African brand, and identifying how this brand uses its messaging to encourage consumers to change their lifestyles and practice good food waste management.

The inaction by consumers was the key motivation, to explain why the actual implementation of solutions is highly encouraged throughout the research. People identify food as a resource or form of energy, but they do not associate value with the commodity. The research was set to find how not awareness but action could be lifted and waste decreased. People attached luxury to items like clothes and shoes because of the perceived association they received when they had those things which most of the time cost more Rands than monthly nutritional groceries. The motives to buying brand name products would be giving off an associated upper-class image, so an article by Food and Wine titled "if Luxury brands took over the grocery store in 11 beautiful images" was studied article had created a simulated reality of how food products would look if they were packaged in designer labels like Tiffany & Co., Prada, and Versace as an example, the statements that food would make and the commanded respect food would get if all food products were imagined to be luxurious fashion food. Food would be valuable as the names of the high designer branding of clothes. The images in the article show common foods like a tray of eggs and bags of flour in designer prints (Food & Wine, 2017). The report was designed for the consumer to see food in a superior manner as well as to address the reasoning why consumers had still fallen victim to the food waste, the research examined how consumers engagement through a meaningful brand like Pick n Pay would result in positive action and implantation of solutions in solving the food waste crisis.

1.1 Rational

The reasoning behind the journey in a Postgraduate Diploma in Brand Contact Management was to have a perspective of learning to strategically understand any success of a business, specifically in the Research Methodology which had given analysis skills crucial for getting to the gaps and insights in any field of study to create brand positioning that is unique and establish loyalty from the market at hand in any sector across. Having retail sales as a background expansion of knowledge was needed in creating a positive association for clients in my field. According to Vega Brand School (2020), this particular module finds sources to answering challenging questions through credible research, using insight as a golden thread in reasoning information that in return will be useful (vegabrandschool.com,[s.a]).

The food waste management area of study in support of a meaningful brand was the topic given. In the creating of the report, I had learned the following: developing concepts to investigate in a given field, the importance of what outcome I would like to accomplish through choosing an appropriate paradigm. How to strategically place literature to bring across my argument by addressing the gaps discovered. In identifying the actual problems in a topic, the research would be able to have asked the right questions intend to understand the reasoning behind the urgency of solving in this case food wastage. It was important to establish questions directed to a food consumer sample in which the researcher as a consumer as well could personally relate to the brand.

1.2 Problem Statement

By having looked at the state of food waste in the world specifically focussing on South Africa's is highly excessive waste, the study saw an emphasis on lack of control of the situation. The problem had started far back in the food chain to the harvest duration levels on farms and continuously developed into consumer's homes the trends are regrettable starvation of the less fortunate, environmental/ social issues and revenue lost. This justified the null hypothesis that there was no relationship between knowledge/ awareness and food waste management as it was tested that 61.9% of the respondents from the Food waste management consumer insight survey were aware of food waste management (Food Waste Management consumer insight,2020). It was essential to have found a brand that was associated as an influential game-changer through their values and had matched the requirements in terms of sharing consumer values and offered characteristics to catalyse positive influence. The everyday South African consumer's attitude was needed to be changed, as awareness alone wasn't enough they were required to have been more active to have fought the socioeconomic problem highlighted the years had come and left and had no significant change.

The barrier was not understanding how to convince people or make it easier for them to have sustainably saved food as it was disheartening to find that through the existing stretched out pockets of many South African's who are severely affected by income inequality, (were the same culprits of waste) who had an unnecessary additional crisis that could have been changed and energy could have been redirected into areas that needed to solved like getting money saved.

Considering the South African economy, its social ills then carelessness of food management, actual implementation constructs, and theories needed to be divulged in. The consumer had nowhere to hide but to face food-wasting with a new outlook to avoid future further complications in the matter.

1.3 Research Goal

The objectives of the study were to bring a difference to the consumer level in the food chain by the involvement of society so that the research understood the communities understanding in what food waste management was and get an even better translation through a meaningful brand like Pick n Pay to have run collaboration between a consumer-centric brand with a great following and high probability of expanding that following. The Research goal had to apply to SMART objectives that would enforce a successful executed business model, strategically designed to purposefully engage the consumer to have driven the plan to fulfillment (Chaffey, 2020).

Specific- There was an existing gap that had shown inaction of sustainable management of food waste. A lack of consistency in the proactive promotion of awareness so insight accumulated had to be specific to the South African community, this had shown to be the presented opportunity to passively teach the audience how(Chaffey, 2020).

Measurable- Success of the goal can be measured through the existing platforms like Fan score, social media platforms like Facebook, through Pick n Pay's brand extension the reach is substantial. Pick n Pay's existence had been concrete with it had rated as the best retailer, with boxer as the most favourite discounter (which is Pick n Pay's brand extension) as examples. Also quantitative and qualitative research measured numbers through the number of respondents from the public (Chaffey, 2020).

Achievable- With budgets set on re-investments of No-Name extension lines, which would have been the best carriers or contact touchpoints to have as they would indirectly interact with consumers through imagery. The money would be allocated into re-printing packagings. Pick n Pay has released a report that stated that they would invest R500 million into saving essential groceries, so capitalising on food management would allow them as a brand to stretch the length of this capital. Pick n Pay recently announced that it would invest R500 million into offering consumers savings on essential grocery items over the next year(Mavundza, 2020). The brand had an investment of R1,7 billion for 2020, which 83% would have to be directed towards customers' experiences (Paul and Benedetti, 2019).

Relevant- The matter was urgent, so study like necessary and there is an interest found in the consumer as the study showed 76,2% of consumers said that instructions to save on labels would promote action to save and 71,4% of consumers wanted to learn how to grow their fresh produce (Food Waste Management consumer insight survey, 2020)

Time- The action plan was arranged in a timeframe that the campaign could reach the targeted audience in waves so the first few months of 2021,

algorithms from Smart Shopper profiles would have been used to study the treading of consumers per designated location to promote initiatives to the style of the consumer around each area (Chaffey, 2020).

1.4 Research Questions

The null hypothesis is that there is no relationship in lack of awareness/ education of food waste, people implementing change in their consumer lifestyles, and starvation. The alternative hypothesis is that there is a relationship in, correct knowledge/ apprehension of food waste and the minimisation of food waste and hunger. That there was a positive interdependence of awareness, education, apprehension, and food waste management (Payne, 2014).

Factors taken into consideration for the blueprint of research was to ask questions that would have found out why it is that people still wasted? when the larger majority of over 60% of respondents confirmed that they were aware of what food waste management was. Having found out why initiatives, efforts, and information had fallen onto deaf ears? What were the attitudes of South African consumers towards food waste? How did socio-economic issues in South Africa relate to the problem of food waste management and hunger?

It was noted that strategically get the involvement of Pick n Pay to have made people who were aware but did not implement change become part of the movement of actual management in their lifestyles. Qualitative and quantitative questions were formulated to have strategically investigated those existing concerns. The questions designed were to answer the found the relationships of various variables through the mixed methods discussed. The set of qualitative questions were purposely directed to Eden Glen and Alexander Mall Pick n Pays to strategically highlight how segmentation between a Pick n Pay in a township versus a suburban area would differ in regards to how they relate to the matter individually and how they would have shared the same sentiments. The set of quantitative questions was to have addressed consumers on their behaviour around their food (Trochim, 2020).

2. Literature Review

A report done by CSIR stated that it took up to 4.14tCO₂e on each tonne of food produced of carbon emissions and that organic waste/ methane had made a 4,3% contribution to greenhouse gas emissions. The water footprint had contributed 22% the other reasons found for waste were because the food was left past sell-by dates or food expiry dates, the appearance or odour of food was displeasing to consumers, consumers had forgotten about food in their homes, bad packaging, overcooked food remained behind, Pests were an issue, over-stocking food or the consumer had no skills in cooking (Oelofse, 2019).

Pick n Pay being voted the most influential brand gave reason for consideration as the brand had values of "having a leading-edge, respect, presence, trustworthiness and engagement" (Franchise Association South Africa, 2018). Pick n Pay's brand came out most gracious it was a multi-channel brand that

offered various one-stop services like bank services that allowed, utility statement payments, consumers could earn points for social grants and allowed people to use the retailer as an ATM to send and take out money. Pick n Pay represented a local brand that addressed community needs that put consumers forefront of their messaging. Pick n Pay was immersed in the South African local culture. FASA states that brands that made the top 10 were brands that moved society forward yet still enriched in the traditional principles when they upgraded their product line extensions (FASA,2018)

When it came to community upliftment programmes that included nutrition and poverty relief, The Feed the Nation campaign at Pick n Pay encompassed the consumers' needs in the matter (Pick n Pay Integrated Annual Report, 2020). The positioning of Pick n Pay was established via their SWOT analysis which highlighted the brand's characteristics (trade intelligence, 2020). The brand essence of Pick n Pay read "Inspired by you" which gave a consumer-centric approach in service and product.

Pick n Pay's strengths were characteristics of strategy, sustainability, growth, and marketing to consumers:

- Being a heritage brand that had kept traditional values to retain the loyalty of consumers and get growing future sales;
- The brand was diverse and a multi-channel retailer;
- Customer behaviour was tracked through their Smart shopper platform which gave individual customer insight;
- The provision of strategic consumer shopper segmentation;
- Appropriate price promotions considered shoppers highly affected by the negative effects of the economy;
- Pick n Pay had extended its line through the extension of services including of Tyme Bank;
- Also, they identified a strong focus on reduction of their waste; and
- They invested in connecting with communities around them.

Weaknesses of the brand are as follows:

- The brand had spread focus to other brand extensions like clothing, convenience express stores, Boxer, and liquor stores;
- Refurbishing of many stores still had to be done which was costly;
- Execution of concepts was slow;
- Shelf availability of products is considered a challenge; and
- The lack of acknowledgment of regional products caused centralised purchasing (trade intelligence, 2020).

Pick n Pay's Opportunities

The opportunities from the SWOT analysis were insight contributions to recommendations

- The brand performance insights;
- The translation of data through shopper behaviour looked at category insights in-store;
- The exploration of supply and label designs (this area allowed for instruction imagery on ways to save on packaging);
- Pick n Pay had direct connectivity within the Pick n Pay franchise;

- Was able to further invest in product line and packaging;
- The supporting of the expressos, market stores which are referred to as the spaza shops with products regarded as appropriate products ranges and packaging sizes for forecourt or entrance space display and focus on Market store convenience consumer marketing (catering to the needs of the segment as well strategic localisation of initiatives to appeal to communities to spark response);
- Establishment of market insights and Stock Keeping Units and evaluating what roles the various categories had to play within Pick n Pay;
- Using Smart shopper to inform consumers on promotions (this is an additional channel to conveying messaging) ;
- The opportunity to capitalise on planograms which aid in the visual appearance of the store (this area would promote awareness);
- The improvement in the cold chain and finding area to save costs within the value chain (this ensures a decrease in wastage);
- Having had good commercial relations that are supported by well-equipped fact orientated arguments; and
- Understanding the brand's Key Performance Indicators to put in place strategic executions (trade intelligence, 2020).

Pick n Pay's threats are as follows:

- Running risk of product being out of stock on high- value products due to questionable;
- Management of space planning and supplier interaction was currently not in balance;
- Better inventory systems were lacking;
- Struggling centralisation; and
- The absence of Distribution Centre of controllers affected operations badly (trade intelligence, 2020).

Just to comprehend the intensity of food waste it had to be understood, what food wastage was, knowing that food waste enhanced food loss. Wasted food was good and in edible condition thrown away, whilst food loss was food that had lost quality from mishandling, spoiling, or spilling which happened throughout the food chain (UN Environment, [s.a]). Food Waste is an international behaviour that had many ills attached to it. It fought wars with the environment through manufacturing as mentioned before and, at the end of the day affected the same people and environment that contributed to the problem. Overexertion land for mass food production caused tonnes of food and invested revenue to being thrown away was alarming (trvst.com; [s.a]).

The lower earners or no-earners had to combat hunger while the potential for everyone being able to dish up a plate existed, showed people needed to tread carefully around the issues. Just like the carbon footprint and recycling or creating biodegradable packaging like plastic bags was important this was important too. Various processes in the food chain have added to one of the pains of the world waste in the harvest level due mismanagement and injury, to harsh travel whilst in transit to faulty equipment and inefficient management, to overstocking and preparing at retailers to carelessness at the consumer level also one of the managers had stated in the food waste management Pick n Pay's insight interview had reasoned that sometimes to meet operational demand it is

likely that food is cooked in excessive amounts to meet necessary meals but the traffic of consumers would decrease in the later hours of the day (trvst.com; [s.a]).

It was found that 15 400 litres of water were used in farming 1 kilogram of beef and putting into perspective that 28% of land use is for the agricultural purposes but yet so much is discarded. Threats of deforestation and the soil losing nutritional value and an image of land bigger than China was utilised to produce food that was thrown away yearly, meaning ecosystems that occupied that land were destroyed by the destruction of rainforests and animals being forced to move or had gone into extinction and people moved from indigenous homes for sole farming purposes and overproduction of food was a global unhealthy culture where also 3,3 billion tonnes of carbon dioxide was produced yearly for food yet consumers were still not very alarmed about statistics. When around the world 1 out of 9 people worldly suffered from malnutrition and suffered from hunger there was no excuse for not having taken accountability. The overproduction is not halted, and unemployment on the rise affected the number of those who would be hungry and through the expansion of the population, this indicated that waste was to simultaneously have grown(trvst.com; [s.a]).

Food Forward South Africa Organisation was an initiative that had worked with Pick n Pay that relocated rejected quality surplus food which was still edible to give access to those in need. Food Forward SA collected edible surplus from various areas in the food supply chain and 80 percent of the food fed an approximation of 30 000 students as well as others in need. Food Forward SA had used the Second Harvest programme and collected 5115 tons of food distributed to 400 000 people (Food Forward South Africa, [s.a]) and households that had three or more children made a third of the population at 29,6% were food insecure, these families are larger than 2 people in a home exemplifying that there were also more likely to experience financial strain to the point that children would also suffer significantly(Stats SA, 2019).

3. Research Paradigm

The theoretical framework used was to have supported a critical realist view by having studied social ills that are social norms, organisations like the World Health Organisation, had shown to be interested in the wellness of society and the environment the research shared the same sentiments, an inductive approach in research was done to have found insight from respondents in society an epistemological framework was to study the knowledge of consumers to measure their awareness but also to understand the situation and to have found out why knowledge had not been proceeded by practice? Reasonable alternatives were given through recommendations. The social development of communities included the study identified had loopholes consumers indicated in areas where Pick n Pay could have induced/ promoted motivation to change behaviour, having studied the social ontology or the reality of society measures were put in place to fit into this reality. Having investigated existing social structures in literature like financial instability of the county and environmental issues (Healthypeople.org, 2020).

The Roy Bashkar model on relational ontology was followed and involved the following steps (Boje, 2018):

1. Empirical realism- Which studied previous facts in statistics of the South African economy, the statistics of food wastage as well as the un-logical numbers of malnutrition and hunger.
2. Social Actual Realism-Which saw into the social behavioural constructs and food waste cycle stance in South Africa
3. Philosophical realism- Came to the understanding of the consumer market and has created mechanisms to take opportunities to change their livelihoods (in changing consumer purchase experience cutting down on over- "concepts" like overstocking, overbuying by consumer and retailer).

Paradigms have been described as studies on how on people interact and behave in society, paradigms describe society through perspectives or lenses aimed to prove theories of confliction in this instance to speak to ill- ideologies of socio-economic issues and the inequality in livelihoods of people. The functional/structural critical realist view looked at structures that created stability or instability in society (Dunn, 2020). A critical realist approach was the most suitable lens to see through when the research was conducted because it had elements of positivistic and interpretivism traditions. The positivist view allowed the study of variables through observation of numbers that were used to predict possible future outcomes. Secondly the interpretivism approach allowed for personal observation and both together created mixed-method results, the combination of reality and an idealistic world gave absolute reason to achieve an outlook of change (du Plooy- Cilliers, 2014).

4. Research Methodology

Careful techniques for collecting research were conducted in the following ways by studying the brief and identifying the problem which excess food wastage, great numbers of hunger/ malnutrition, and weak management of waste. Concepts or ideas were brainstormed through keywords that would formulate a research topic ideas were based on South African society and their realities this sparked ideas from financial instability to bad consumer choices, also the selection of brand needed to catalyse bridging the gaps. Meaningful brand criteria were used as a checklist against the Pick n Pay brand because it had been one of the most consumer-centric and influential it fitted well within the criteria. Once ideas were listed it was important to have studied previous reports so that the field could be better understood.

4.1 Research Strategy

The research strategy followed the the map below (Johannesson and Pearson, 2014)

- Studying the environment of food wastage and hunger through the literature review to find concepts that were used as leads for communication and change;
- Then feasibility was the indication on measuring the success of the initiative through capital, as well as interest using existing resources;
- There were ethical considerations towards people and the environment;
- Analyses of the market and mentioned brand;
- A field experiment was done;
- Surveys and Interviews were methods to get a feel of people's attitudes;
- Pick n Pay was studied as the meaningful against the meaningful brand criteria and a consumer sample was used to investigate the life and attitude of the South African consumer. This was an example of purposive sampling towards people who purchase food, different individuals completed the survey to prevent biases also, (an online survey gave more reach);
- The setting/ environment was taken into consideration the planned selection of Pick n Pay was that the branches were representatives of two variant segments (a township Alexander Mall and a suburb Eden Glen);
- An ethnographic approach was taken because the research wanted to be empathetic in understanding social and economic structures; and
- Descriptive statistics were used.

4.2 Research Design

the study was conducted to decrease food waste through better management skills and to reduce hunger, the purpose and objective was to uplift the management of food. The research design was made to understand market segmentation through these various ways- geographic, demographic, psychographic, and behavioural elements which focussed on the South African unspoken colloquial language (behaviour), acknowledging that South Africa is a third world country with a high-income inequality or wealth distribution the vast majority had issues with low income. Consumer knowledge was investigated on awareness of food waste, households were studied and had been asked how many people lived in their homes that to prove these high numbers of people and homes with children usually suffered the most? Consumer lifestyle was taken into consideration to strategically grab consumer interests, values, attitudes, and personality through getting the community's opinion (Roberts, 2020).

Literature allowed research to have found the benefits in the support of a meaningful brand like Pick n Pay to give insight into the purchase behaviour of consumers through algorithms tracking. The timeframe for the initiative was one to be implemented within the 2021 projections as the initiative would have fit into the coming year's budget which would have measured quantitative surveys and face to face interaction with Pick n Pay brand representatives (Roberts, 2020).

4.3 Sampling Plan

The sampling plan was aimed to speak to two sections in the food chain the consumer level and the food retailer.

The sample was purposely chosen by the selection of random (random sampling) contacts through WhatsApp groups, friends, and family contacts who were people from different households and had different shopping preferences, incomes, and demographics including age, locality, and ethnic groups. The message sent with the link to the survey was that the respondent was requested to send the link to others. This created a snowball sample to expand reach. Again Pick n Pay's Alexander Mall and Eden Glen where the most suitable samples as they had a mix of individuals that the research was interested in which was variant incomes, and segmentation- which the marketing segmentation here was to localise recommendation according to the characteristics and needs of the consumers (Johannesson and Pearson, 2014).

4.3.1 Unit of analysis

A unit of analysis is a conceptual tool that guided research to have proceeded in a meaningful investigation of South African consumers, a meaningful food retailer Pick n Pay to have identified relevant information. The unit of analysis is sectioned into the three following things this would be the tools, to give meaningful observation:

4.3.2 Criteria

The research checklist included:

1. That the question was understood;
2. Investigated areas addressed the problem;
3. Insightful answers were retrieved from proposed questions;
4. Data collected gave information that conceptualised recommendations;
and
5. The study can be furthered and invested further into.

4.4 Data Collection Instrument

Social research was conducted through these ways a digital survey/questionnaire and personal interviews the questioning was simple to avoid intrusive questions that would have offended respondents in a confrontational manner. So innovative ways to ask Living Standard Measurement questions and financial questions were to ask income brackets and living areas. The two instruments were used to accumulate quantitative and qualitative data. To formulate numerical/ empirical statistics as well as personal non-empirical information. The survey was a digital inexpensive method that had a higher reach. The survey allowed for certain points to be focussed on like the important areas that consumers would not say in person, the digital quantitative survey had closed-ended questions, multichoice questions and, liker- type questions to measure what and how certain food was wasted? The in-person interview had questions that allowed the respondent to answer freely in a 20minute schedule, questions allowed for information to flow and to get more than yes/no answers (Wilkinson and Birmingham, 2003).

4.5 Data Processing and Analysis

The survey was designed in a manner to be user friendly with a simple layout from Google Docs. Necessary information was included in the letterhead which specifying confidentiality, age restrictions, encouraging honest participation, and finally thanking the respondents for their time before commencing. The platform was used because the instrument formulated graphs and created a spreadsheet that would be used to tally information to formulate descriptive statistics for data analysis. An initial pilot was done when creating the questionnaire with colleagues and the moderator having read through and given suggestions on improvements for approval of the survey which would be sent to the vast majority of family, friends, colleagues, and group chats (as all these respondents represent food consumers) which spread on the WhatsApp social media platform.

The qualitative interviews were done through an interview schedule that introduced the researcher and the purpose of the research an expected time allocation to complete the interview was also printed on the schedules for the Pick n Pay managers to read carefully prior and give their comfortability and okay. The questions were drafted and checked by the moderator for amendments to professionally interview the chosen Pick n Pay managers the questions were structured but in the actual interviews, the environment allowed for a semi-structured approach which helped a lot, the personal became more comfortable with going more into depth in procedures and current situations (Wilkinson and Birmingham, 2003).

There was flexibility with the semi-structured interview, the research was able to have directed the interview more, as most questions were more undetermined when the structure was loosened that environment allowed the interviewee an opportunity to add to the flow of information. After interviews were held the answers were put into word so that themes could be identified through comments and the extraction of data in the Doc Tool add-in. Both conducts of the interviews were casual the managers chose an area they were comfortable in which assisted in the extended comfortability of the interview. the research asked proposed questions which the interviewees responded too then the interviewer wrote brief notes on the print out of the schedule which was confirmed and signed by the interviewees (Wilkinson and Birmingham, 2003).

4.6 Research Reliability and Validity

The reliability of the instrument the stability of the research- the research survey was sent out in August 2020 and results were accumulated all in the same season/ timeframe so there weren't too many factors affecting the research, the questions remained the same and interviews were done on the same day.

The letterhead of the online survey had requested that the respondents answer truthfully and that their identities are not required in the aim to have gotten the truth. Looking at the validity, accuracy was seen through the survey as it matched most of the literature from credible articles and reports the tested sample corresponded with the World Health Organisation's statistics (Farmers Weekly, 2017). Having used a large credible brand like Pick n Pay information allowed for transferability that the same questions can be used at other Pick n Pays and similar responses would occur and the fact that food consumers make part of the everyone the survey questions could be sent out anywhere else in South Africa. As well the research had given a sense of reflexivity that the researcher could have personally related to the investigation (Koonin, 2014).

5. Data Analysis and Presentation of Results

A survey called Food Waste Management Consumer Insight was conducted in August 2020 and distributed to South African consumers. It analysed quantitative responses, the following was found from a sample of 21 responses.

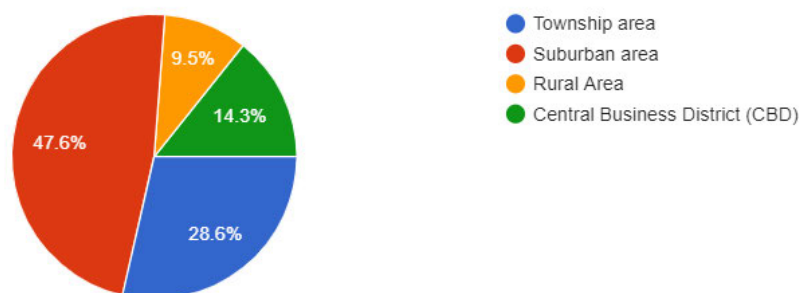
The link below gave access to the quantitative survey:

<https://forms.gle/KZpG1L2uG8zj9Xgk7>

1.

Please describe the area in which you live?

21 responses



Research question 1 (Food Waste Management Consumer Insight survey): please describe the area in which you live?

The respondents were asked this question to understand the environment in which consumers live. This would explore more into the various segments and demographics to properly understand the market. It was reported that urban establishments residence households suffer from poverty the most affected by struggles of unemployment, low earnings (Stats SA, 2019).

The results show here show that 47.6% of the market resides in suburbia, followed by 28.6% of the market living in townships, 14.3% live in the central business district and 9.5% live the rural areas. The vast majority of the market doesn't fall under the high or middle class, this question was proposed to investigate the relation of living conditions and possible earnings to areas that would waste the most foods this compared to studies on the financial insecurity of South Africans. Also because of these conditions, food segmentation was important as the various Pick n Pays would need to have explored this (question 1 proposed in the qualitative research had an interesting link to question 16 of the qualitative interviews)

Question 16 of the qualitative interview with Pick n Pay Edenglen and Pick n Pay Alexander Mall asked- Do you think segmentation and demographics affect your efforts to managing food waste, kindly specify why? What do you think could be done differently? (Pick n Pay Alexander Mall and Eden Glen, 2020)

Pick n Pay Alexander Mall	Pick n Pay Eden Glen
"Yes, why would you want to sell to people who will never consume so catering to the correct demographic is important."	"Shop standards differ, so the preparations are different to suit the people they cater too at each specific Pick n Pay."

Looking at the answers it was prevalent that reading the area around the market and the location of the brand will influence the lifestyles of the consumer which would have highly influenced the interests of that specific market in terms of a way to have lead communication strategies.

"why would you want to sell to people who would never consume?" so catering to the correct demographic was important." Also "shop standards differ, so preparations are different to suit the people they cater too at each specific Pick n Pay."

Tally 1:

Question 1:	
Township	6
CBD	3
Suburb	10
Rural	2

Mean	5,25
Standard Error	1,796988
Median	4,5
Mode	#N/A
Standard Deviation	3,593976
Sample Variance	12,91667
Kurtosis	-0,58189
Skewness	0,888584
Range	8
Minimum	2
Maximum	10
Sum	21
Count	4

According to the statistics accumulated from the question the following were taken into consideration:

The central tendency which referred to the,

Mean- which was at an average 5,25

Median -4,5 which was the number in the middle scores

Mode-which was non- applicable for this specific question but the most frequent answer was the high numbers of consumers living in the suburbia.

The dispersion was the measures of standard deviation and range

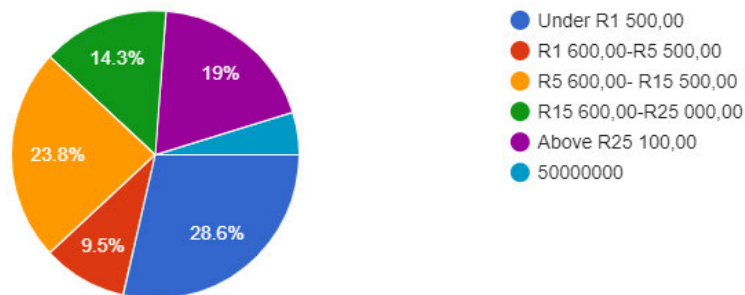
Standard deviation – measured 3,593976
 Range-8 (which is the maximum 10- the minimum 2)

The standard deviation – at 3,5 shows a distribution lower than the average mean of 5,25 meaning that living conditions here are not evenly distributed there are still people who are not as fortunate to have resided in the suburban areas though through the sample used most of the respondents fell higher up the Living Standard Measurement due to their location yet both parties are in some way wasteful in some food areas.

2.

Please kindly give an indication of your combined household income bracket?

21 responses



Research question 2 (Food Waste Management Consumer Insight survey): please kindly give an indication of your combined household income bracket?

This question was asked to gain clarification on the various Living Standard Measurements through the analyses of consumer income. The results below highlight the vast majority having a household income combination of R5 600,00-R15 500,00 as oppose to those earning above R15 600,00-R25 000,00. This was to explore the affordability of the consumer which can be supported by promotional work by Pick n Pay that was to support the tight budgets of consumers.

The income in South Africa was highly skewed and was in the favourable direction of the 20 percent high earners in the country (IMF News,2020) and at the same time, 70% of 1000 interviewees reported financial worry in terms of employment instability and concerns of not being able to save money and possibly food as well(Hattingh, Magnus, and Ramlakan, 2016).

Tally 2:

Question 2:	
Above R25 100,00	4
Under R1 500,00	6
R1 600-R5 500,00	2

Mean	3,5
Standard Error	0,763763

R15 600-R25 000,00	3
R5 600- R15 500,00	5
Beyond the million	1

Median	3,5
Mode	#N/A
Standard Deviation	1,870829
Sample Variance	3,5
Kurtosis	-1,2
Skewness	1,33E-16
Range	5
Minimum	1
Maximum	6
Sum	21
Count	6

Statistics formed from the question above had looked at:

The central tendency which referred to the,

Mean- which was at an average 3,5

Median -3,5 which was the number in the middle scores

Mode-which was non- applicable for this specific question, the highest numbers fell on those who earned shockingly under R1 500,00 and most of the respondents were unsurprisingly found below what is regarded as the average South African salary which is over R20 000,00 per month according to (Business Tech, 2019) this exposes the gap between the 20percent high earners and the rest of those below the bracket that the gap between the two was significantly large R20 000,00.

Statistics South Africa highlighted recently in August 2020 increased inflation (STATS SA, 2020).

- Petrol increased from R13,40 per litre to R15,12 in July 2020 and diesel at R14,62 from R13,13;
- Municipal rates had also risen to 6,3% from 3,5% in 2019;
- Water tariffs had risen to 10,3% from 9,9% in the previous year;
- Electricity tariffs rapidly heightened to 10,5% from 6,3%;
- Cereal and bread experienced inflation at 2,0% to 2,3% between white and brown bread irrespectively; and
- The South African consumer inflation had succumbed to 3,2%.

The dispersion was the measurement of standard deviation and range

Standard deviation – measured 1,8

Range-5 (which is the maximum 6- the minimum 1)

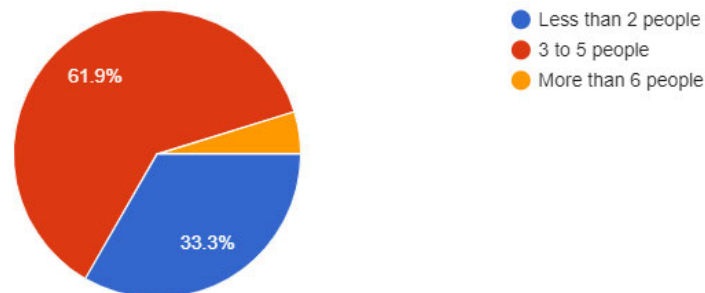
The standard deviation – at 1,8 showed distribution lower than the average mean of 3,5 meaning an unequal distribution of money meant many South African consumers were suffering from food loss where people had low incomes they had lived lifestyles of low nutrition as reported that low-income earners had been highly likely to purchase calorie-dense food and/ or “junk food” to prolong the consumption of the next meal because of money being scarce to purchase

fresh food like vegetables and fruits have not held hunger for too long so they would need to buy a lot of this food (Middleton, 2018)

3.

How many people do you reside with in your household?

21 responses



Research question 3 (Food Waste Management Consumer Insight survey): How many people do you reside within your household?

This question was asked to get a picture of how expanded South African households were, as food insecurity was highly likely in the communities that had lower incomes and bigger households would have inadequate money due to increased expenses, they were prone to malnutrition and more exceptive to waste food (Stats SA, 2019).

Tally 3:

Question 3:	
3 to 5 people	13
Less than 2 people	7
More than 6 people	1

Mean	7
Standard Error	3,464102
Median	7
Mode	#N/A
Standard Deviation	6
Sample Variance	36
Kurtosis	#DIV/0!
Skewness	0
Range	12
Minimum	1
Maximum	13
Sum	21
Count	3

According to the statistics accumulated from the question the following factors were taken into consideration:

The central tendency which referred to the,

Mean- which was at an average 7

Median -7 which was the number in the middle scores

Mode-which was non- applicable for this specific question, but the most frequent answer was the high numbers of households of 3-5 people in the home highlighted a higher need for food thus higher need for more focussed attention in-terms of avoiding over purchasing and managing food waste.

The dispersion the measures of standard deviation and range

Standard deviation – measured 6

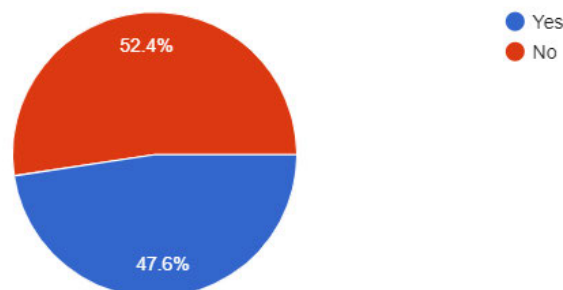
Range-12 (which is the maximum 13- the minimum 1)

The standard deviation – at 3,5 shows a distribution lower than the average mean of 5,25 meaning that living conditions here are not evenly distributed there are still people who are not as fortunate to have resided in the suburban areas though through the sample used most of the respondents fell higher up the Living Standard Measurement due to their location yet both segments still wasted.

4.

Are there any children in your household?

21 responses



Research question 4 (Food Waste Management Consumer Insight survey): Are there any children in your household?

Reported that the homes that have children contribute to almost a third of the population at 29,6% and suffer from food insecurity the children suffer significantly (Stats SA, 2019). The data had opened an area of discussion as too what's happening to the children?

Tally 4:

Question 4:	
Yes	10
No	11

Mean	10,5
Standard Error	0,5

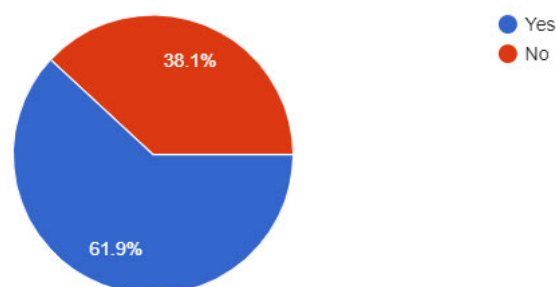
Median	10,5
Mode	#N/A
Standard Deviation	0,707107
Sample Variance	0,5
Kurtosis	#DIV/0!
Skewness	#DIV/0!
Range	1
Minimum	10
Maximum	11
Sum	21
Count	2

The central tendency which referred to the,
Mean- which was at an average 10
Median -10,5 which was the number in the middle scores
Mode-which was non- applicable for this specific question, from the pie chart nearly half of the respondents have children in their households at 47,6%
The dispersion the measures of standard deviation and range
Standard deviation – measured 0,7
Range-1 (which is the maximum 11- the minimum 10)

5.

Are you aware of food waste management?

21 responses



Research question 5 (Food Waste Management Consumer Insight survey): Are you aware of food waste management?

This question was the game changer as statistics proved that there is awareness but is that awareness fluent enough to have gotten consumers to have taken greater strides in acting, this is where the implementation and South African behaviour need to be evaluated. Looking back at the interview, the research began to see more of the prevalence of consumer behaviour that their needs must be met, this could pose that they may be harsh to change but due to

insight given further in question 11 of the Food Waste Management consumer insight survey showed that solutions were welcome but in their terms.

Qualitative question 15: Do you think segmentation and demographics affect your efforts in managing food waste, kindly specify why? What do you think could be done differently?

Pick n Pay Alexander Mall	Pick n Pay Eden Glen
Yes, why would you want to sell to people who will never consume so catering to the correct demographic is important	Shop standards differ, so the preparations are different to suit the people they cater too at each specific Pick n Pay

Speaking to people so that they could have been heard was important.

Tally 5:

Question 5:	
Yes	13
No	8

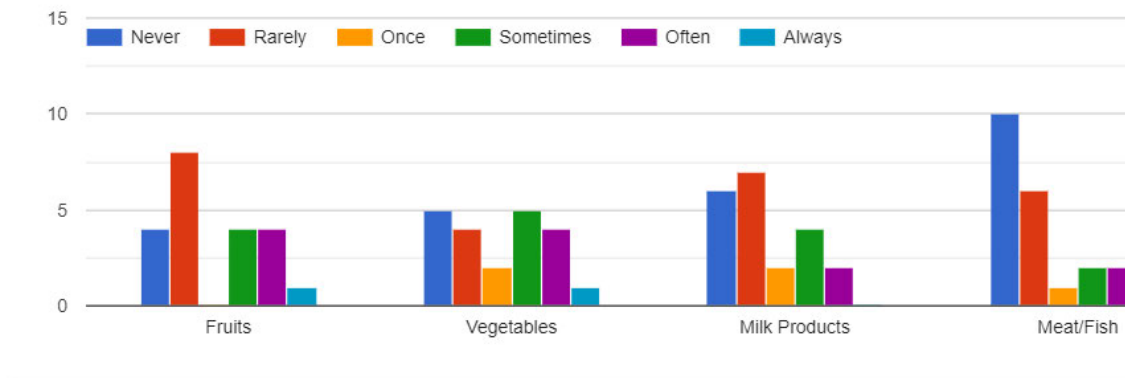
Mean	10,5
Standard Error	2,5
Median	10,5
Mode	#N/A
Standard Deviation	3,535534
Sample Variance	12,5
Kurtosis	#DIV/0!
Skewness	#DIV/0!
Range	5
Minimum	8
Maximum	13
Sum	21
Count	2

The central tendency which referred to the,
Mean- which was at an average 10,5
Median -10,5 which was the number in the middle scores
Mode-which was non- applicable

The dispersion the measures of standard deviation and range
Standard deviation – measured 3,5
Range-5 (which is the maximum 13- the minimum 8)

6.

What food group is wasted the most? You can select more than one.



Research question 6 (Food Waste Management Consumer Insight survey): What food group is wasted the most? You can select more than one. Surprisingly the research showed fruits ranked highest at rarely wasted with an even distribution between never, often, and sometimes on the Likert scale. Most efforts by Alexander Mall's Pick n Pay is on keeping the fresh goods fresh.

Question 4 What do you think Pick n Pay can do better towards educating consumers on food wastage?

The interview stated emphasis had been put into that fresh produce section the vegetables and fruit because of no processing methods used they are prone to spoil easy. It was interesting to have seen that consumers don't waste this but during the retail stage food needs to move out fast.

Pick n Pay Alexander Mall	Pick n Pay Eden Glen
Reducing to Clear Stock (RTC), what is left is donated to charity (specifically fresh produce like fruits and vegetables).	Having personal communication channels with consumers instore get engagement with representatives.

6.1

Question 6:	
Fruit	
Never	4
Rarely	8
Once	0
Sometimes	4
Often	4
Always	1

Mean	3,5
Standard Error	1,147461
Median	4
Mode	4
Standard Deviation	2,810694
Sample Variance	7,9

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Kurtosis	0,472681
Skewness	0,445856
Range	8
Minimum	0
Maximum	8
Sum	21
Count	6

The central tendency which referred to the,
Mean- which was at an average 3,5
Median -4 which was the number in the middle scores
Mode-4

The dispersion the measures of standard deviation and range
Standard deviation – measured 2,8
Range-8 (which is the maximum 8- the minimum 0)

6.2

Vegetables were also safe from waste, which would be a rare find which explained the interest in consumers who wanted to practice subsistence farming as the sample is supposedly wanted to change food loss's own valued and grown crops further into the data analysis (Garfeild, 2017).

Vegetables	5
Never	4
Rarely	2
Once	5
Sometimes	4
Often	1
Always	0

Mean	3,5
Standard Error	0,67082
Median	4
Mode	5
Standard Deviation	1,643168
Sample Variance	2,7
Kurtosis	-1,02881
Skewness	-0,81144
Range	4
Minimum	1
Maximum	5
Sum	21
Count	6

The central tendency which referred to the,
Mean- which was at an average 3,5
Median -4 which was the number in the middle scores

Mode-4

The dispersion the measures of standard deviation and range

Standard deviation – measured 1,6

Range-4 (which is the maximum 5- the minimum 1)

6.3

With long life products and products like cheese and the various meals that milk contributed to, it is difficult to waste dairy products as the sample did not report to have wasted much (Garfeild, 2017).

Milk Products			
Never	6	Mean	3,5
Rarely	7	Standard Error	1,087811
Once	2	Median	3
Sometimes	4	Mode	2
Often	2	Standard Deviation	2,664583
Always	0	Sample Variance	7,1
		Kurtosis	-1,39853
		Skewness	0,142717
		Range	7
		Minimum	0
		Maximum	7
		Sum	21
		Count	6

The central tendency which referred to the,

Mean- which was at an average 3,5

Median -3 which was the number in the middle scores

Mode-2

The dispersion the measures of standard deviation and range

Standard deviation – measured 2,6

Range-7 (which is the maximum 7- the minimum 0)

6.4

Meat/ fish is one of the more expensive foods and most enjoyed, hence the seldomness of it being wasted. Again the association of expensiveness and respect was touched on (Garfeild, 2017).

Meat/ Fish			
Never	10		

Rarely	6
Once	1
Sometimes	2
Often	2
Always	0

Mean	3,5
Standard Error	1,543805
Median	2
Mode	2
Standard Deviation	3,781534
Sample Variance	14,3
Kurtosis	0,676317
Skewness	1,248245
Range	10
Minimum	0
Maximum	10
Sum	21
Count	6

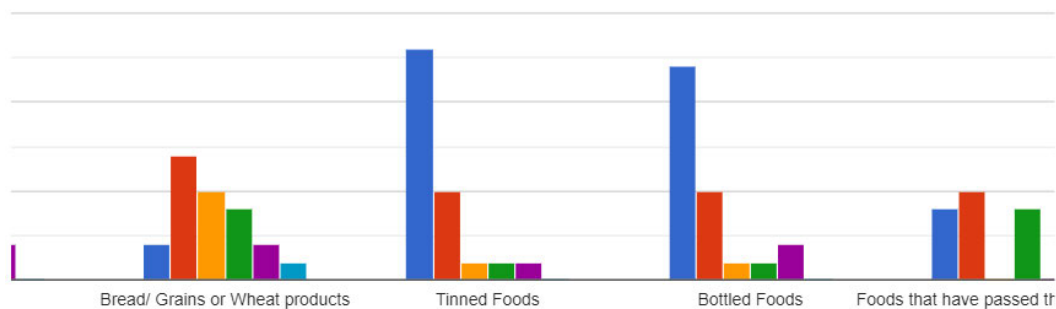
The central tendency which referred to the,
Mean- which was at an average 3,5
Median -2 which was the number in the middle scores
Mode-2

The dispersion the measures of standard deviation and range
Standard deviation – measured 3,7
Range-10 (which is the maximum 10- the minimum 0)

6.5

Bread, grain and wheat products tend to ferment or go off faster if not contained well, making it easier to waste if bought in bulk or even forgotten (Garfeild, 2017).

What food group is wasted the most? You can select more than one.



Bread, Grains or Wheat products	

--	--

Never	2
Rarely	7
Once	5
Sometimes	4
Often	2
Always	1

Mean	3,5
Standard Error	0,921954
Median	3
Mode	2
Standard Deviation	2,258318
Sample Variance	5,1
Kurtosis	-0,74971
Skewness	0,62514
Range	6
Minimum	1
Maximum	7
Sum	21

The central tendency which referred to the,
Mean- which was at an average 3,5
Median -3 which was the number in the middle scores
Mode-2

The dispersion the measures of standard deviation and range
Standard deviation – measured 2,2
Range-6 (which is the maximum 7- the minimum 1)

6.6

Non-perishable goods take very long to go off and are very convenient this had explained the reason to them seldom been wasted (Garfeild, 2017).

Tinned Foods	
Never	13
Rarely	5
Once	1
Sometimes	1
Often	1
Always	0

Mean	3,5
Standard Error	2,028957
Median	1
Mode	1
Standard Deviation	4,969909
Sample Variance	24,7
Kurtosis	3,407858
Skewness	1,884214
Range	13
Minimum	0
Maximum	13
Sum	21
Count	6

--	--

The central tendency which referred to the,

Mean- which was at an average 3,5

Median -1 which was the number in the middle scores

Mode-1

The dispersion the measures of standard deviation and range

Standard deviation – measured 4,9

Range-13 (which is the maximum 13- the minimum 0)

6.7

The processing of bottled food would allow for food to be preserved for a very long while so even if forgotten when remembered the food would still be considered edible at most times (Garfeild, 2017).

Bottled Foods	
Never	12
Rarely	5
Once	1
Sometimes	1
Often	2
Always	0

Mean	3,5
Standard Error	1,839384
Median	1,5
Mode	1
Standard Deviation	4,505552
Sample Variance	20,3
Kurtosis	3,021913
Skewness	1,771214
Range	12
Minimum	0
Maximum	12
Sum	21
Count	6

The central tendency which referred to the,

Mean- which was at an average 3,5

Median -1,5 which was the number in the middle scores

Mode-1

The dispersion the measures of standard deviation and range

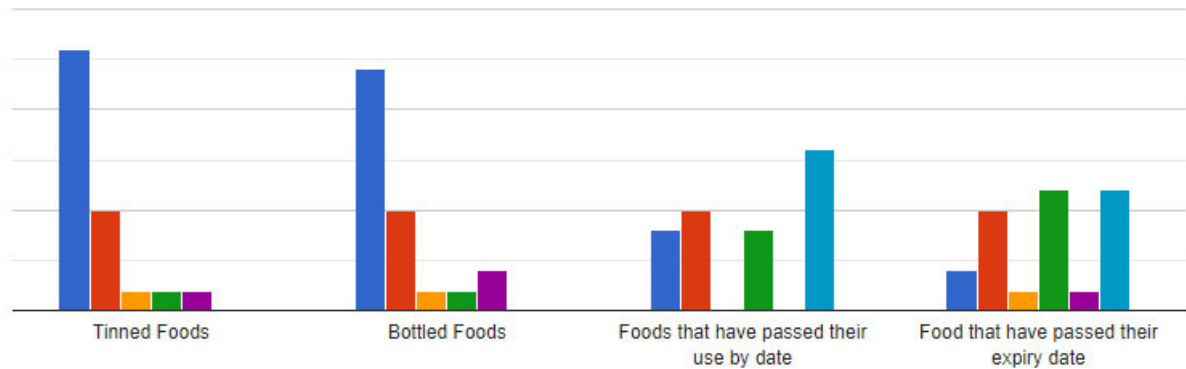
Standard deviation – measured 4,5

Range-12 (which is the maximum 12- the minimum 0)

6.8

Food passed the use-by date is associated with being 'ugly' food, this food is usually stale (Garfeild, 2017)

What food group is wasted the most? You can select more than one.



Foods that have passed their use-by date	
Never	4
Rarely	5
Once	0
Sometimes	4
Often	0
Always	8

Mean	3,5
Standard Error	1,258306
Median	4
Mode	4
Standard Deviation	3,082207
Sample Variance	9,5
Kurtosis	-0,70139
Skewness	0,09221
Range	8
Minimum	0
Maximum	8
Sum	21
Count	6

The central tendency which referred to the,
Mean- which was at an average 3,5
Median -4 which was the number in the middle scores
Mode-4

The dispersion the measures of standard deviation and range
Standard deviation – measured 3,08
Range-8 (which is the maximum 8- the minimum 0)

6.9

Food passed the expiry-by date is not regarded as safe nor healthy consumers would be at risk been poisoned if consumed (Garfeild, 2017).

Food that have passed their expiry dates	
Never	2
Rarely	5
Once	1
Sometimes	6
Often	1
Always	6

Mean	3,5
Standard Error	0,991632
Median	3,5
Mode	1
Standard Deviation	2,428992
Sample Variance	5,9
Kurtosis	-2,90434
Skewness	0
Range	5
Minimum	1
Maximum	6
Sum	21
Count	6

This kind of foods would be threats to consumers health based on the **qualitative question 10** What do you do with the cooked food that is left over from your Deli?

Pick n Pay Alexander Mall	Pick n Pay Eden Glen
We seal it and wait for the skip waste to come and take it. We throw it away.	It is wasted because there are not too many containers remaining before closing time.

As well as **question 14** How do food regulations affect you in terms managing waste and contributing to helping the hungry?

The answers below highlighted how current government regulations on food safety are strict yet needed and have proven to be a catch 22

Pick n Pay Alexander Mall	Pick n Pay Eden Glen
It is a loss of revenue though, extremely strict regulations are needed that to ensure the Pick n Pay is its monthly audits.	The government is sensitive towards sensitive consumers by considering their health so strict regulations are needed to protect the consumer.

The central tendency which referred to the,
Mean- which was at an average 3,5
Median -3,5 which was the number in the middle scores

Mode-1

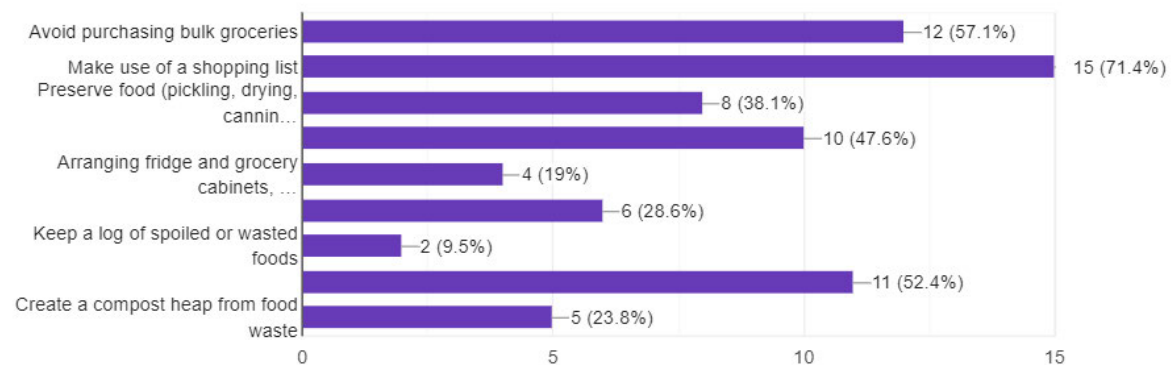
The dispersion the measures of standard deviation and range

Standard deviation – measured 2,42

Range-5 (which is the maximum 6- the minimum 1)

Which of the following methods do you use in your household to ensure that food is not wasted (you may select more than one)?

21 responses



Research question 7 (Food Waste Management Consumer Insight survey): Which of the following methods do you use in your household to ensure that food is not wasted. You may select more than one

With alarming numbers of food wastage, the South African consumer is still very interested in the management of their food waste.

Questions 6 What would be the best staff training methods for Pick n Pay to take towards managing waste?

and 7 Where would you like to see better solutions to food wastage and how?

The following answers showed means taken and internal regulations in place.

Pick n Pay Alexander Mall	Pick n Pay Eden Glen
Habits to consider are as follows: • Stock accuracy (looking at overstock and understock) • Handling of stock (receiving stock from the truck and moving straight to cold/chiller rooms) • Having rodents and infestations Minding the storing of stock/ products of stock/ products	Teaching the hot food department how to prepare less food daily in such a way to avoid wasting by seeing the favourites.
Specifically focussing on the shelf life of the Fresh departments need to be considered, we use a 7-minute rule	Cutting down on the production between 2-3 pm would reduce food remaining but due to the store closing

means it should take a 7-minute period for produce to come off the truck and be placed in fridges. Also ensuring equipment and fridges are at the correct temperatures.	late and catering for late evening/ dinner consumption the hot food department remains to prep food but on the downside, there are fewer consumers in the evening than during the day.
---	--

Tally 7:

Question 7:	
Avoid purchasing bulk groceries	12
Make use of a shopping list	15
Preserve food (pickling, drying, canning, freezing, and curing)	8
Use sealed containers for food storage	10
Arranging fridge and grocery cabinets, placing new purchases at the back of the cabinets	4
Use overripe fruits and vegetable scraps to make smoothies, soups or stock	6
Keep a log of spoiled or wasted foods	2
Freeze fresh food products to extend their shelf life	11
Create a compost heap from food waste	5

Mean	8,111111
Standard Error	1,408747
Median	8
Mode	#N/A
Standard Deviation	4,226241
Sample Variance	17,86111
Kurtosis	-0,91305
Skewness	0,16896
Range	13
Minimum	2
Maximum	15
Sum	73
Count	9

The central tendency which referred to the,

Mean- which was at an average 8,1

Median -8 which was the number in the middle scores

Mode-4,2

The dispersion the measures of standard deviation and range

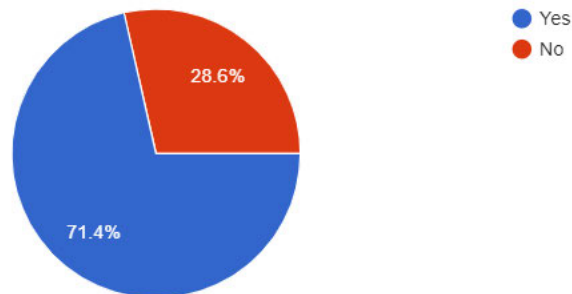
Standard deviation – measured 4,2

Range-13 (which is the maximum 15- the minimum 2)

8.

Do you have access to the Internet?

21 responses



Research question 8 (Food Waste Management Consumer Insight survey): Do you have access to the internet?

In addressing the audience if they had access to the internet and social media was that the country is moving into a digital age so qualitative **questions 3** In what ways do you get the best engagement from consumers when engaging with them as a brand?

The research supported that a 22% 2016 increase in the online purchasing movement, showing that this is a very good thing that over 95% of the (Urban Studies, 2018).

Pick n Pay Alexander Mall	Pick n Pay Eden Glen
The Pick n Pay has a Fan Score whereby the consumer after purchasing and leaving the store can rate the store through the programme. This allows the store to improve its service and this is regarded as highly effective.	Posting on the WhatsApp community page as well as the Pick n Pay's Facebook.

Tally 8:

Question 8	
Yes	15
No	6

Mean	10,5
Standard Error	4,5
Median	10,5
Mode	#N/A
Standard Deviation	6,363961
Sample Variance	40,5
Kurtosis	#DIV/0!
Skewness	#DIV/0!
Range	9
Minimum	6

Maximum	15
Sum	21
Count	2

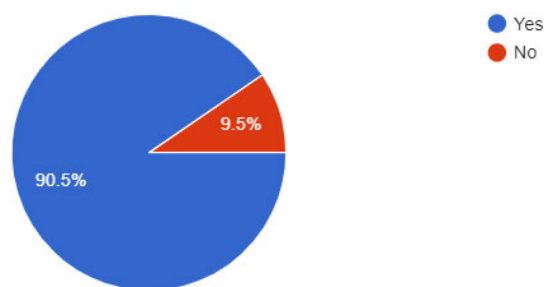
The central tendency which referred to the,
Mean- which was at an average 10,5
Median -10,5 which was the number in the middle scores
Mode-Non applicable

The dispersion the measures of standard deviation and range
Standard deviation – measured 6,3
Range-9 (which is the maximum 15- the minimum 6)

9.

Do you have access to social media?

21 responses



Research question 9 (Food Waste Management Consumer Insight survey): Do you have access to social media?

In supporting a brand that practices 3.0 Marketing and is expected to take on certain responsibilities that are related to customer concern's satisfaction the brand multi-channelled allowed communication with customers by the inclusivity of social interactive media, Pick n Pay was cultured in the same value systems of their locality meaning the brand is relatable to consumers and attached to positive meaning by its involvement in society and the environment (ecmetrics.com; [s.a]).

Tally 9:

Question 9:	
Yes	19
No	2

Mean	10,5
Standard Error	8,5
Median	10,5
Mode	#N/A
Standard Deviation	12,02082
Sample Variance	144,5

Kurtosis	#DIV/0!
Skewness	#DIV/0!
Range	17
Minimum	2
Maximum	19
Sum	21
Count	2

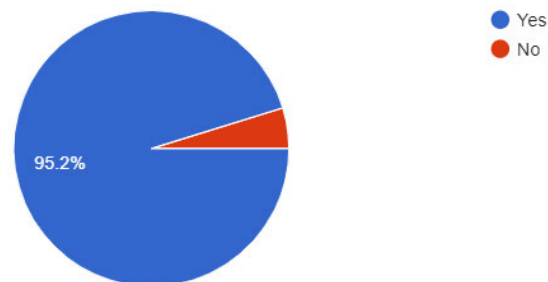
The central tendency which referred to the,
Mean- which was at an average 10,5
Median -10,5 which was the number in the middle scores
Mode-Non applicable
The dispersion the measures of standard deviation and range
Standard deviation – measured 12,02
Range-17 (which is the maximum 19- the minimum 2)

10.

The 95,2% yes was motivation to push that the initiative tested worked in society.

Do you think if people learn more about saving food, it would decrease wasting and people suffering from hunger?

21 responses



Research question 10 (Food Waste Management Consumer Insight survey): Do you think people learn more about saving food, it would decrease wasting and people suffering from hunger?

Tally 10:

Question 10:	
Yes	20
No	1

Mean	10,5
Standard Error	9,5
Median	10,5
Mode	#N/A

Standard Deviation	13,43503
Sample Variance	180,5
Kurtosis	#DIV/0!
Skewness	#DIV/0!
Range	19
Minimum	1
Maximum	20
Sum	21
Count	2

The central tendency which referred to the,
Mean- which was at an average 10,5
Median -10,5 which was the number in the middle scores
Mode-Non applicable

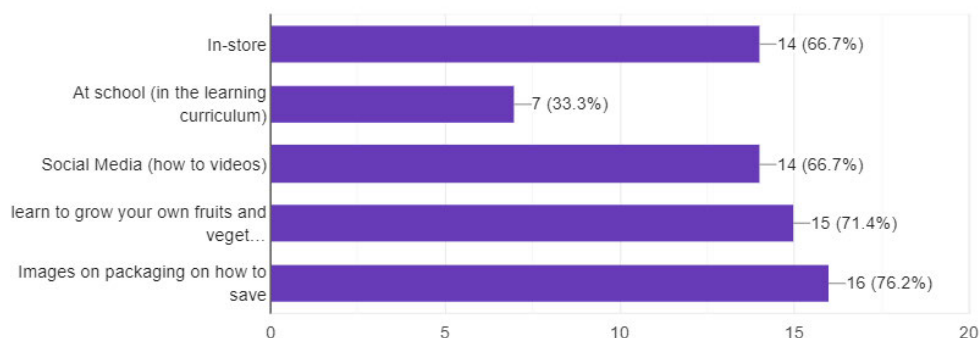
The dispersion the measures of standard deviation and range
Standard deviation – measured 13,43
Range-19 (which is the maximum 20- the minimum 1)

11.

This question gave insight into have created that change in SMART ways of speaking to the community.

How would you like to learn about preserving food? You can select more than one option.

21 responses



Research question 11 (Food Waste Management Consumer Insight survey): How would you like to learn about preserving food? You can select more than one option.

Tally 11:

Question 11:	
In-store	14
At school (in the learning curriculum)	7
Social Media (how-to videos)	14
learn to grow your fruits and vegetables	15
Images on packaging on how to save	16

Mean	13,2
Standard Error	1,593738
Median	14
Mode	14
Standard Deviation	3,563706
Sample Variance	12,7
Kurtosis	4,015748
Skewness	-1,9289
Range	9
Minimum	7
Maximum	16
Sum	66
Count	5

The central tendency which referred to the,
Mean- which was at an average 13,2
Median -14 which was the number in the middle scores
Mode-14

The dispersion the measures of standard deviation and range
Standard deviation – measured 3,5
Range-9 (which is the maximum 16- the minimum 7)

6. Discussion of Results

The results found gave the following insights, with regards to the interview, themes were developed to identify gaps that Pick n Pay saw from the consumer market, and the following was found. The data collected was iterative it was parallel linked to the method of collection of data.

Question	Pick n Pay Alexander Mall	Pick n Pay Edenglen/Eden Terrace
1. Are you aware of food waste management if yes how do you take precautionary measures towards saving?	Yes, having a deli production plan, will determine how much you can produce, considering previous years of sales and the growth of the department.	Yes, prepacked food is put on promotion as a buy one- get- one free promotion. When it is later in the day prices are cut down and bakery goods are given to charity.
According to question 1, it was found that the studied consumer behaviour helped manage operations, instore stock. Promotions had a strong impact on consumers.		
2. What would you say is the most effective way to introducing new information to the customer - internet, social media platforms, in-store promotions, or others?	Instore promotions and smart shopper cards that have customer profiles this platform allow for promotions to be sent out to consumers.	Instore signages, referred to as flashers are used.
Question 2 showed that consumers were intrigued by instore communication through visuals and were loyal members of the Smart Shopper loyalty card.		
3. In what ways do you get the best engagement from consumers when engaging with them as a brand?	The Pick n Pay has a Fan Score whereby the consumer after purchasing and leaving the store can rate the store through the programme. Which allows the store to improve its service? This is regarded as highly effective.	Posting on the WhatsApp community page as well as the Pick n Pay's Facebook.
Question 3 showed that consumers still practiced traditional consumer values they were still interested in going into and to have interacted with Pick n Pay		

consultants but also the responses showed how technology was a new era of communication that was essential in driving engagement.		
4. What do you think Pick n Pay can do better towards educating consumers on food wastage?	Reducing to Clear Stock (RTC), what is left is donated to charity (specifically fresh produce like fruits and vegetables).	Having personal communication channels with consumers instore get engagement with representatives.
Question 4 addressed personal education, promoting products, and teaching the involvement in charity.		
5. What foods are wasted the most in the store and what is the cause of this?	Basing range of food that caters to the demographic of the community also acknowledging that the range is skew considering that people are different there are many areas to look into.	Leftovers from the hot food department are thrown away due to overproduction caused by the demand.
Question 5 showed that various foods were wasted specifically in the hot food section because of over-preparation due to customer numbers and over a variety of preferences but the food was still thrown. After the last preparations, the food left would have been sold or given to workers. Also due to the locality and demographics of consumers the food range is skew because of various likings.		
6. What would be the best staff training methods for Pick n Pay to take towards managing waste?	Habits to consider are as follows: 1) Stock accuracy (looking at overstock and understock) 2) Handling of stock (receiving stock from the truck and moving straight to cold/chiller rooms) 3) Having rodents and infestations 4) Minding the storing of stock/ products	Teaching the hot food department how to prepare less food daily in such a way to avoid wasting by seeing the favourites.
Question 6 showed that many internal challenges were faced by the brand When the brand invested in its infrastructure, stock-keeping would have been accurate. Equipment would be effective (an investment in solar fridges would make sure that temperatures were always kept at required levels, also more modified precautions on pest control could be invested in.		
7. Where would you like to see better	Specifically focussing on the shelf life of the Fresh	Cutting down on the production between 2-

solutions to food wastage and how?	departments need to be considered, we use a 7-minute rule means it should take 7 minute period for produce to come off the truck and be placed in fridges. Also ensuring equipment and fridges are at the correct temperatures.	3pm would reduce food remaining but due to the store closing late and catering for late evening/ dinner consumption the hot food department remains to prep food but on the downside, there are fewer consumers in the evening than during the day.
With regards to question 7 internal management must have been fast and time management is essential.		
8. Are you assisting any NGO's towards helping the hungry and in what ways do you help?	Donating mostly fresh produce stock (that is fit for consumption and baked goods and not hot foods.)	Yes, NGO's come to collect canned, bakery and dry foods mainly.
Question 10 showed Pick n Pay was meaningful, they were contributing to communities in need having good relations with Non-Government Organisations.		
9. How would you personally like to help with the management of food waste?	We have waste shrink meetings with all departments we identify causes to waste looking at our range of produce to ensure we communicate to the demand planner.	. Just cutting down on the food prepared because some people go hungry.
According to question 9 Pick n Pay representatives wanted to assist through corrective planning, minimising stock, and preparation so that was is effective change.		
10. How would you personally like to help with the management of food waste?	We have waste shrink meetings with all departments we identify causes to waste looking at our range of produce to ensure we communicate to the demand planner.	. Just cutting down on the food prepared because some people go hungry.
In question 10 Innovative efforts were taken by the representatives, having meetings as a team to communicate better efforts in their planners. Trying to minimise as much as possible in hot food sections.		
11. What do you do with the cooked food that is	We seal it and wait for the skip waste to come and take it. We throw it away	It is wasted because there are not too many containers remaining before closing time

leftover from your Deli?		
Question 11 showed that food unfortunately is discarded but is sealed and the procedure to waste is careful. To ensure people's safety.		
12. What are the tips to keeping your Deli food fresh daily?	Ensure that every 4 hours dishes are changed food should not linger, we make produce to meet demand and consider times of the day to prepare/cater meals accordingly through breakfast, lunch, and dinner.	Cooked food goes straight to the counter and is always replenished throughout the day.
Question 12 shows Preparing food at various times and cooking in small sections. Made sure that food is not exposed for too long.		
13. What do you do with your wasted food?	I throw it away	It is discarded hence wasted
Question 13, food is wasted regardless.		
14. What do you do with food in-store that is approaching expiry or sell-by dates?	With regards to the shelf life of grocery goods like dry foods the (RTC) might be a day prior based on quantities, fresh produce reduced to clear 3 days prior and perishable goods at 2 days prior (grocery/dry goods would be reduced to clear at 30 days)	We run our buy one get one free promotion.
Question 14 shows that promoting was the best way to get food off the shelves.		
15.How do food regulations affect you in terms of managing waste and contributing to helping the hungry?	It is a loss of revenue, very strict regulations are needed to ensure the Pick n Pay is its monthly audits.	The government is sensitive towards sensitive consumers by considering their health so strict regulations are needed to protect the consumer.
Question 15 showed that regulations are strict but need to be kept because of the necessary safety precautions. Also adhering to regulations made sure that Pick n Pay does well in their audits.		
16. Do you think segmentation and demographics	Yes, why would you want to sell to people who will never consume so catering to the	Shop standards differ, so the preparations are different to suit the

affect your efforts in managing food waste, kindly specify why? What do you think could be done differently?	correct demographic is important	people they cater too at each specific Pick n Pay
Question 16 Pick n Pay needed to market appropriately to their market through the Marketing 4 Ps to each specific Pick n Pay. localisation of offering to cater to the people in the area allowed so that stock flows better in-store.		

The comments from Microsoft Word Doc Tools Extraction created themes.

Identified Themes
Signage
Promotion
Production-
Community-
Donations-
Prevention-

By having analysed the rest of the insight from comments it was found that Planning, inventory, overproducing, promotions Smart shopper consumer behaviour messaging, instore messaging engagement, Fanscore , WhatsApp Facebook engagement, RTC, donations to charity, speaking consumers Appropriate, range, appropriate, demographic, wasted, handle produce better, prevention, good equipment, cutting down, involvement in initiatives, NGO's, internal solutions, thrown away, consumer wants, keeping food fresh, promotions, loss of revenue, specific pick n pay where keywords picked up.

Comment sheet

Page	Line	Comment scope	Comment text	Author	Date
1	5	production	<u>Planning</u> is essential for <u>inventory</u> to prevent <u>overproducing</u>	Reshoketswe Mokale	27-Aug-2020
1	7	promotion	Running <u>promotions</u>	Reshoketswe Mokale	27-Aug-2020
1	13	cards	<u>Smart shopper</u> cards track <u>consumer behaviour</u> and for <u>messaging</u>	Reshoketswe Mokale	27-Aug-2020
1	12	signages	<u>Instore</u> consumer <u>messaging</u>	Reshoketswe Mokale	27-Aug-2020

Page	Line	Comment scope	Comment text	Author	Date
1	23	and	Interactive <u>engagement</u> through <u>Fanscore</u>	Reshoketswe Mokale	27-Aug-2020
1	22	community	<u>WhatsApp</u> group and <u>Facebook</u> allows for interactive <u>engagement</u>	Reshoketswe Mokale	27-Aug-2020
1	30	donated	Fresh foods are wasted so <u>RTC</u> is implemented to induce effective use of food, plus <u>donations to charity</u> .	Reshoketswe Mokale	27-Aug-2020
1	31	instore	Personally <u>speaking to consumers</u> is effective	Reshoketswe Mokale	27-Aug-2020
1	36	the	<u>Appropriate range for appropriate demographic</u> is valuable	Reshoketswe Mokale	27-Aug-2020
1	37	overproduction	Hot food is always <u>wasted</u> .	Reshoketswe Mokale	27-Aug-2020
1	44	accuracy	Having good habits to <u>handle produce</u> better	Reshoketswe Mokale	27-Aug-2020
1	43	to	Teaching department waste <u>prevention</u> .	Reshoketswe Mokale	27-Aug-2020
2	20	for	<u>Good equipment</u> and fast operations will save shelf-life	Reshoketswe Mokale	27-Aug-2020
2	20	consumption	<u>Cutting down</u> in preparation later in the day.	Reshoketswe Mokale	27-Aug-2020
2	29	consumption	Present <u>involvement</u> with <u>initiatives</u>	Reshoketswe Mokale	27-Aug-2020
2	28	canned	<u>NGO's</u> are involved in saving with Pick n Pay.	Reshoketswe Mokale	27-Aug-2020
2	35	our	Find <u>internal solutions</u> within the departments	Reshoketswe Mokale	27-Aug-2020

Page	Line	Comment scope	Comment text	Author	Date
2	34	hungry	Cutting down in the department	Reshoketswe Mokale	27-Aug-2020
2	39	wait	<u>Thrown away</u>	Reshoketswe Mokale	27-Aug-2020
2	41	before	<u>Thrown away</u>	Reshoketswe Mokale	27-Aug-2020
2	47	meet	Meeting <u>consumer wants</u>	Reshoketswe Mokale	27-Aug-2020
2	45	counter	Keeping <u>food fresh</u>	Reshoketswe Mokale	27-Aug-2020
3	1	reduced	<u>Promotions</u>	Reshoketswe Mokale	27-Aug-2020
2	55	promotions	<u>promotions</u>	Reshoketswe Mokale	27-Aug-2020
3	11	regulations	<u>Loss of revenue</u>	Reshoketswe Mokale	27-Aug-2020
3	11	towards	Protect <u>consumer</u>	Reshoketswe Mokale	27-Aug-2020
3	18	so	Understanding the <u>consumer</u>	Reshoketswe Mokale	27-Aug-2020
3	18	they	<u>Pick n Pays are specific</u>	Reshoketswe Mokale	27-Aug-2020

Using some of the Ps from the 4 Ps Marketing Mix was a great model used to read results, making up below the initiative of not just awareness and knowledge but to have pushed or motivated consumers. This was essential through the clever use of various factors. The power of a brand like Pick n Pay is that they had already had a concrete foundation to have supported a new direction.

Promotion

Promotional efforts were put in place for appropriately reducing stock to ensure that the product is still fresh before reaching consumers. Platforms like social pages, Smart shoppers, and the 2017 Fan Score allowed for another channel of messaging. The information found showed a great interest in instore marketing which included public relations and direct marketing (Bartolacci, 2019).

- Sales Promotion- run new extension line packaging;
- Advertising- in-store display and repackaging of some of the no-name brand foods;
- Public Relations- speaking to the larger public through other mediums and Announcing the new campaign "fighting food waste addiction". " The return of the leftovers"; and
- Direct Marketing- instore communication.

Place –Pick n Pay had an internally invested in upgrading and the improvement of operations which would have included concentration on the factors below

- Channels
- Market coverage
- Assortment
- Location
- Inventory
- Transport

7. Conclusions and Recommendations

7.1 Ethical Considerations

The research was subjected to the following practice(Koonin, 2014).

1. Consent was asked before questioning and interviews were conducted on the available set dates by managers. The research had to follow the procedure of respect without forcing or making the respondents uncomfortable. This allowed the respondents to give their terms and conditions in the process. Respondents answered questions at their set days and times. It also gave them time to read through the interview schedule before committing.
2. The questioning was confidential and the privacy of respondents was kept. The interview asked for company details which managers agree to, so their company intellectual property needed to be respected. This also allowed for respondents in both methods to feel comfortable with answering questions.
3. The respondents for the survey were anonymous even though links were sent out there is no record of the individuals' identities. Anonymity was important to keep as it went hand in hand with privacy and respect for respondents.

4. Honesty and transparency were kept in the conduction of research. This was to keep the flow in conversation and to develop trust in the interview

7.2 Limitations and Trustworthiness

Limitations experienced in the research were challenges on the collection of data, as many questionnaires were sent but some respondents chose not to participate due to lack of interest or time because there was no personal face-to-face contact, the rates of people responding was not as great. Following up had to be done which could have easily repelled respondents away. Some were not able to respond due to lack of connectivity or even the know-how, on how to respond to the online link. The research, unfortunately, did not reach great saturation (Wilkinson and Birmingham, 2003)

The data collected was trustworthy, the method quality of data was good because the same timing was used for both methods the selection of consumers was random and had a snowball effect. The confidence in data was high as a lot of the information matched one another. Sources were credible hence the research could depend on the information given and the fact that a lot of the insight found from the qualitative research could be confirmed by the previous studies in literature and research(Koonin, 2014).

7.3 Recommendations

Just to have proven that people are aware but were not driven to change their behaviour a previous campaign in Britain by Jamie Oliver was to promote cooking skills for the more lower-earning society and those who lacked time but the same initiative drove those same people away. The audience was not targeted properly (Middleton, 2018). Another initiative studied was a campaign called "School Dinners" in the United Kingdom which aimed to improve the eating of young people with nutritional diet transformation but the attitude of the students towards that was that they had an association of eating well and healthy as a lavish phenomenon. Children had negative connotations of a healthy lifestyle (Sherwin, 2015). An observation made was that it may have been hard for consumers to embark on a healthier and meaningful journey because of a subconscious behaviour of shopping. So maybe if food wastage was related to a bad shopping addiction then the behaviour could be better analysed, bad habits are difficult to change Psychology Today had released an article that studied patterns within compulsive consumer purchasing (Heshmat, 2018)

There may have been a relation to South African consumer's struggle in financial security and wasting of food for one a culture created around credit allowed for consumers to excessively buy, suppressing financial standings. Unaware that household food waste in South Africa stood at roughly R21.7 million in 2018 but yet the food was wasted meaning money was wasted through also excessive buying (Carrie, 2018). Over-indulging in the concept of impulsive purchasing had well been associated with negative emotions like anxiety and frustration

(Heshmat, 2018) bombarding consumers with lengthy information that would not sure interest them, like “eat healthily, save food” they might have wanted to hear so the consumer needed to be paced slowly into this time into the initiative use of strategic touchpoints or contact points, provided motivation and ideas to have achievable goals that would actually be created by the community itself. To have initiated or used the SMART goals. To have created the SMART shopper meaning a custom plan that would have customly helped the consumer through a mobile application that would have taken the consumers profile and spending traits and would be utilised to suggest better living.

A personalised reminder that said “Hey Ntando! remember you bought those fresh tomatoes last week take things up a notch by turning your tomatoes into something by preparing a spicy chicken and tomato soup tonight using all the fresh groceries you still have left in the fridge and cupboards you got last week, send us a picture and stand a chance to feature your home recipe in our Pick n Pay Fresh Living magazine” Smart Shopper algorithms would support such a campaign by lightening up the mood with passive communication and a subconscious happier healthier lifestyle without having to do too much. Pick n Pay has many existing channels that are a strength already just driving a subtle yet effective campaign was achievable in consumer tracking it would not be intrusive but accommodating knowing when to alert the consumer with promotional weekly messaging, a campaign that learned about the person who they and what is important to them can be opportunities used (Mavundza, 2020).

The positive results from the survey done on consumers had empowered the drive-in technology with 66,7% of consumers had shown that they would in engage on social media platforms and, or the internet and also that they do want the same customer experience that Pick n Pay had offered for years within their value chain. People wanted to have learned more from the product imagery which would have played a powerful part. If your food reminded you what day it is and what would like to be for breakfast would be intriguing this with the combination of technology for example on a tray of eggs each row would have a day attached to it and a suggested recipe for that day, for example, Friday “Fry egg sandwich day” (Food Waste Management consumer insight, 2020)

Finding better ways to have preserved fresh produce through just having grown it yourself as it was highlighted that only 2,5 million households out of 16,2million households are involved in agricultural efforts, these households were found mostly in the more rural communities in the country but they sustained their lives through small scale farming in their gardens or vegetable patches farming grain, poultry, livestock, fruits, and vegetables there was a variety to have selected from according to Statistics South Africa this could have been introduced into the more urban areas as well(STATS SA, 2019).

Another solution was the promotion of seasonal eating by being mindful of the environment of the seasons, and promoting crops that grow within each season would rid-off over-exhaustion of soil when just the natural growth of crops is assisted. This would have minimised greenhouse emissions and encourage healthy nutritious crops preventing food loss as the crop would have retained its raw healthy qualities. Also, areas like importing would have lessened and export increased while production levels increased. Seasonality eating would work well

with alternative buying which means substitutes are encouraged which would reduce consumer's expenditure, for example, investing more on food that are pulses which are lentil, peas, and beans in replacement of fish and meat, which in the consumer insight survey statics showed a high volume in that being rarely thrown, so the insight here is that there was strong liking/indication that showed that this food is regarded valued out of most so, a higher price tag would naturally follow (Karma, [s.a]).

Promoting the value of fruits and vegetables by possible an extension of range in the lower LSM groups so that they are exposed to "superfoods" that are fruits and vegetables. Pick n Pay can invest more in sampling for consumers to learn more and interest them in investing in that area, also promoting more into tinned and dried fruits which capture a lot of the nutrients from the processing methods used and were also cheaper. Promoting consumers to preserve their own bottled and pickled food though in the survey interest had been shown, numbers could be increased through indication on how consumers are strapped for time so most things need to fit into their lifestyles. This was an opportunity for "flashers" or posters suggesting how to do all this would help (Karma, [s.a]).

If consumers learned that making own goods would save them more but notably time was if prices were compared to them they would have invested their time in the engagement real food to move away from junk food (which takes less time, is filling but has not much nutritional value) Pick n Pay must have invested more in the deli creating substitutes to unhealthy food by intriguing consumers to want to buy at the deli because it's just as tasty, affordable and the range appealed to that type of market like an introduction or promotion on the "Fresh Kota, Fruit fat-cakes, etc.. (Karma, [s.a]).

Consumer Touch Points would have created a successful consumer-centric approach towards educating or enlightening the consumer. interaction with people would need to be almost perfect, hence touchpoints whereby the customer is met with the brand's service and product, The touchpoints would need to be created to drive consumer needs by useful tracking and recorded interaction (Interaction Design Foundation, [s.a]).

The customer journey took into consideration:

Appropriate-

The correct appropriation which made sure that the language chosen to convey messages to the consumer was localised in a manner that would have considered cultural contextualisation on the South African consumer

Relevant-

Information sent out to the consumer must have fit into their way of living. Changing behaviour was difficult so having given consumers what they like and need at the same time was important.

Meaningful-

Relatability the campaign/ initiative was purposeful it fell into the 3.0 marketing. solutions targeted audience's grasp. These initiatives met the demographic that

consumers were in and got the reception of consumers. To like good things in life and the brand promoted this regardless of which Pick n Pay and where the Pick n Pay was located.

Endearing-

This was consumer' loyalty to have trusted the brands' direction

By Pick n Pay having changing packaging to have invested on label print outs on how to save them better according to the food waste management consumer insight survey. If the consumer had known that some foods are multi-usable they could have created many varieties of meals from a single food and were consistently to reminded on a fun receptive way to have been educated as they were on saving fuel, reduction of carbon emissions and the value of lifestyle expensive brands consumers would know the bad repercussions to not have taken care of food and would have associated the value to exclusivity of brand names, food would be taken seriously. So firm education of the public was needed so effective change could happen (Interaction Design Foundation, [s.a]).

A global study done by MVC Company found that packaging promoted consumers to purchase more over television. The design of packaging affected consumer behaviour to assume the credibility of the product and influenced consumers to buy into that product again. This behaviour was studied and found that packaging is associated to the brand or that packaging is more important the actual brand 76,6 % of the respondents from the Food Management Consumer Insight survey said that imagery on packaging on how to save would spike than to invest into saving better. There was a found demand for packaging that communicated a meaning or an affiliation (people are not completely satisfied with packaging design .MVC company showed that in every 10 people only one liked the packaging design).44% of consumers were said to try a new product solely because of the packaging and the product would have the loyalty of 57% whereby consumers would buy and use the product time and time again and to South Africa's advantage 59% of South African consumers have gratification for the product packaging(Mueller, 2016).

7.4 Conclusions

In conclusion, based on findings the alternative hypothesis was that yes indeed awareness/ knowledge and education will decrease food wastage and focus can be put in towards sustainable food and eating for the hungry a positive response came from 71,4% of respondents being interested in growing their fresh produce. As many rural-based South African consumers live in a manner of subsistence or city urban farming and 33% of respondents wanted to learn about this at school this indicated an exceptionally low interest in learning about food management in school. Proving that awareness taught in the traditional learning system would have been unsuccessful. It was prevalent that behaviour is a significant attribute through the critical realist investigation by showing consumers proof of consequences to have established a sense of responsibility voicing that as much as consumers wanted meaning from their brand they should also do the same.

The research had tested the following that awareness and education will change the food wasteful behaviour of consumers if actioned appropriately, the research was relevant in a sense of consumers wanted to change their behaviour by expressing where they wanted to see change. The data can be used by the Pick n Pay brand it may be at a slight rebranding cost but there was remuneration from the brand to yearly invest in consumers. The results showed the high likeliness of the encouragement of consumers to save.

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Appendix A

Interview Schedule

Food waste management Pick n Pay's insight

Dear Pick n pay representative. My name is Reshoketswe Mokale. Thank you for taking the time to engage in a 20-minute interview towards getting insight on how to better manage food waste

Please kindly answer questions honestly to give insightful contributions to the study. Thank you!

Focus areas
Focus areas are possible suggestions/ solutions
Internal food management
Communication with customers
Questions
• Are you aware of food waste management if yes how do you take precautionary measures towards saving? • What would you say is the most effective way to introducing new information to the consumer through these various ways- the internet, social media platforms, or in-store promotions or others? • How do you get the best engagement from consumers? • What do you think Pick n Pay can better towards educating consumers on food wastage? • What and how mostly wasted by Pick n Pay and why? • What would be the best staff training methods for Pick n Pay to take towards managing waste? • Where would you like to see better solutions to food wastage and how? • Are you assisting any NGO's towards helping the hungry and in what ways do you help? • How would you personally like to help with the management of food waste? • What do you do with the cooked food that is leftover from your Deli? • What are the tips to keeping your Deli food fresh daily?

- What do you do with your wasted food?
- What do you do with food in the store that is approaching expiry or sell-by dates?

The qualitative example of the online survey.

8/29/2020 Food waste management insight - Google Forms

Food waste management insight

Questions Responses 21

Food waste management consumer insight

Completing the survey gives consent. You must be above the age of 18 to complete the survey. Feel free to provide answers honestly your insight is important. Thank you for your time!

Please describe the area in which you live?

☒ Multiple choice

- ☐ Township area
- ☐ Suburban area
- ☐ Rural Area
- ☐ Central Business District (CBD)
- ☐ Other...
- ☐ Add option

Please kindly give an indication of your combined household income bracket? *

- ☐ Under R1 500,00
- ☐ R1 600,00-R5 500,00
- ☐ R5 600.00- R15 500.00



<https://docs.google.com/forms/d/162kaL1k6L5PacPwPpubRjIjb8AlySlaObES1aYqOXRQE/edit>

1/4

8/29/2020

Food waste management insight - Google Forms

- ☐ Above R25 100,00
- ☐ Other..

How many people do you reside with in your household? *

- ☐ Less than 2 people
- ☐ 3 to 5 people
- ☐ More than 6 people

Are there any children in your household? *

- ☐ Yes
- ☐ No
- ☐ Other...

Are you aware of food waste management?

- ☐ Yes
- ☐ No

What food group is wasted the most? You can select more than one. *

	Never	Rarely	Once	Sometimes	Often	Always
Fruits	☐	☐	☐	☐	☐	☐
Vegetables	☐	☐	☐	☐	☐	☐



<https://docs.google.com/forms/d/162kaL1k6L5PacPwPpubRjlb8AlySiaDbES1aYqQXRQE/edit>

2/4

8/29/2020

Food waste management Insight - Google Forms

Meat/Fish	☐	☐	☐	☐	☐	☐
Bread/ Grai...	☐	☐	☐	☐	☐	☐
Tinned Foods	☐	☐	☐	☐	☐	☐
Bottled Foods	☐	☐	☐	☐	☐	☐
Foods that h...	☐	☐	☐	☐	☐	☐
Food that h...	☐	☐	☐	☐	☐	☐

Which of the following methods do you use in your household to ensure that food is not wasted (you may select more than one)? *

- ☐ Avoid purchasing bulk groceries
- ☐ Make use of a shopping list
- ☐ Preserve food (pickling, drying, canning, freezing and curing)
- ☐ Use sealed containers for food storage
- ☐ Arranging fridge and grocery cabinets, placing new purchases at the back of the cabinets
- ☐ Use overripe fruits and vegetable scraps to make smoothies, soups or stock
- ☐ Keep a log of spoiled or wasted foods
- ☐ Freeze fresh food products to extend their shelf life
- ☐ Create a compost heap from food waste

Do you have access to the Internet? *

☐ Yes



<https://docs.google.com/forms/d/162kaL1k6L5PacPwPpubRijb8AlySiaObES1aYqOXRQE/edit>

3/4

8/29/2020

Food waste management insight - Google Forms

Do you have access to social media? *

☐ Yes

☐ No

Do you think if people learn more about saving food, it would decrease wasting and people suffering from hunger? *

☐ Yes

☐ No

How would you like to learn about preserving food? You can select more than one option. *

- ☐ In-store
- ☐ At school (in the learning curriculum)
- ☐ Social Media (how to videos)
- ☐ learn to grow your own fruits and vegetables
- ☐ Images on packaging on how to save

Appendix B

These were the rough copies of the personal interviews:

1- Pick n Pay Alexander

Interview Schedule

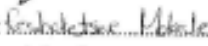
Food waste management Pick n Pay's insight

Dear Pick n pay representative. My name is Reshoketswe Mokale. Thank you for taking the time to engage in a 20 minute interview towards getting insight on how to better manage food waste

Please kindly answer questions honestly to give insightful contributions towards the study. Thank you!

Focus areas	
Focus areas are possible suggestions/ solutions	
Internal food management	
Communication with customers	
Questions	
1	Are you aware of food waste management if yes how do you take pre- cautionary measures towards saving? <i>Es, Deli production plan to determine how much you produce considering previous years scales, & growth of department</i>
2	What would you say is the most effective way to introducing new information to the customer- internet, social media platforms, in-store promotions or other? <i>in-store promotions / smart shopper card</i>
3	In what ways do you get the best engagement from consumers when engaging with them as a brand? <i>For score customer will purchase then when they leave they can take the store (highly effective)</i>
4	What do you think Pick n Pay can do better towards educating consumers on food waste? <i>Reducing to clear stock what is left is donated to charity (specifically fruit + vegetables - fresh produce)</i>
5	What foods are wasted the most in the store and what is the cause of this? <i>Expiry in range of food for sales to the demographic of the community also</i>
6	What would be the best staff training methods for Pick n Pay to take towards managing waste? <i>in the form of a class where they can learn from each other</i>
7	Where would you like to see better solutions to food waste and how? <i>specifically shell life fresh departments need to be considered</i>
8	Are you assisting any NGO's towards helping the hungry and in what ways do you help? <i>Donating mostly fresh produce (not for consumption) to the hungry</i>
9	How would you personally like to help with the management of food waste? <i>Make short meetings with all departments (we identify causes) & on cold temp</i>
10	What do you do with the cooked food that is left over from your Deli? <i>Send it we wait for skip waste to take it</i>
11	What are the tips to keeping your Deli food fresh daily? <i>ensure that every 4 hours dishes are changed food should not linger</i>
12	What do you do with your wasted food? <i>Produce on demand + times of day (breakfast, lunch, dinner) cater accordingly</i>
13	What do you do with food in store that is approaching expiry or sell by dates? <i>Shell life in grocery RTC might be a day prior based on quantities (fresh produce)</i>
14	How do food regulations affect you in terms managing waste and contributing to helping the hungry? <i>Loss of revenue, very strict regulations are a must Pick n Pay is audited</i>
15	Do you think segmentation and demographics affect your efforts to managing food waste, kindly specify why? What do you think could be done differently? <i>Yes, why do want to sell people who will never consume so catering to demographic is important</i>

Gatekeepers Approval

Consent form to conduct research at my company	
I, 	
Representative of 	
My capacity: 	
Give my permission that  may conduct research at my company. This research has been explained to me and I understand what participation in this research will involve. I reserve the right to withdraw this permission at any time. I also understand that research reports are available in the library and IIE Repository unless I indicate below that I would not	
Select below:	
☐ I request that my company's identity be kept confidential. ☐ My company can be identified in the study ☐ The study may never be available on the repository. ☐ The study may be made available on the repository. ☐ The study may be made available on the repository after 2 months.	
Signature 	Date 14/08/20

CONSENT FORM TEMPLATE

EXPLANATORY INFORMATION SHEET AND CONSENT FORM FOR PARTICIPANTS To whom it may concern, My name is Reshoketswe Mokale and I am a student at Vega School. I am currently conducting research under the supervision of Mbalil Rameste. To find insight on food waste management. I hope that this research will enhance our understanding of FINDING SOLUTIONS TO REDUCING food waste. I would like to invite you to participate in my study. In order to explain to you what your participation in my study will involve, I have formulated questions that I will try to fully answer so that you can make an informed decision about whether or not to participate. If you have any additional questions that you feel are not addressed or explained in this information sheet, please do not hesitate to ask me for more information. Once you have read and understood all the information contained in this sheet and are willing to participate, please complete and sign the consent form below.
What will I be doing if I participate in your study? I would like to invite you to participate in this research because you can contribute greatly to finding solutions to managing food waste. If you decide to participate in this research, I would like to speak to you to get your thoughts on the problem. You can decide whether or not to participate in this research. If you decide to participate, you can choose to withdraw at any time or to decide not to answer particular interview questions.
Are there any risks/ or discomforts involved in participating in this study? Whether or not you decide to participate in this research, there will be no negative impact on you. There are no direct risks or benefits to you if you participate in this study. You might, however, indirectly find that it is helpful to talk about your food waste experience. If you find at any stage that you are not comfortable with the line of questioning you may withdraw or refrain from participating.
Do I have to participate in the study? - Your inclusion in this study is completely voluntary; - If you do not wish to participate in this study you have every right not to do so; - Even if you agree to participate in this study, you may withdraw at any time without having to provide an explanation for your decision.
Will my identity be protected? I promise to protect your identity. I will not use your name in any research summaries to come out of this research and I will also make sure that any other details are disguised so that nobody will be able to identify you. I would like to ask your permission to record the interviews, but only my supervisor, I will have access to these recordings. Nobody else, including anybody at Vega Brand School, will have access to your interview information. I would like to use quotes when I discuss the findings of the research but I will not use any recognisable information in these quotes that can be linked to you.
What will happen to the information that participants provide? Once I have finished all interviews, I will write summaries to be included in my research report, which is a requirement to complete my Postgraduate Diploma in Rural Foodst Management. You may wish to read you a summary of the research if you are interested in the final outcome of the study.
What happens if I have more questions about the study? Please feel free to contact me or my supervisor should you have any questions or concerns about this research, or if there is anything you need to know before you decide whether or not to participate.

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



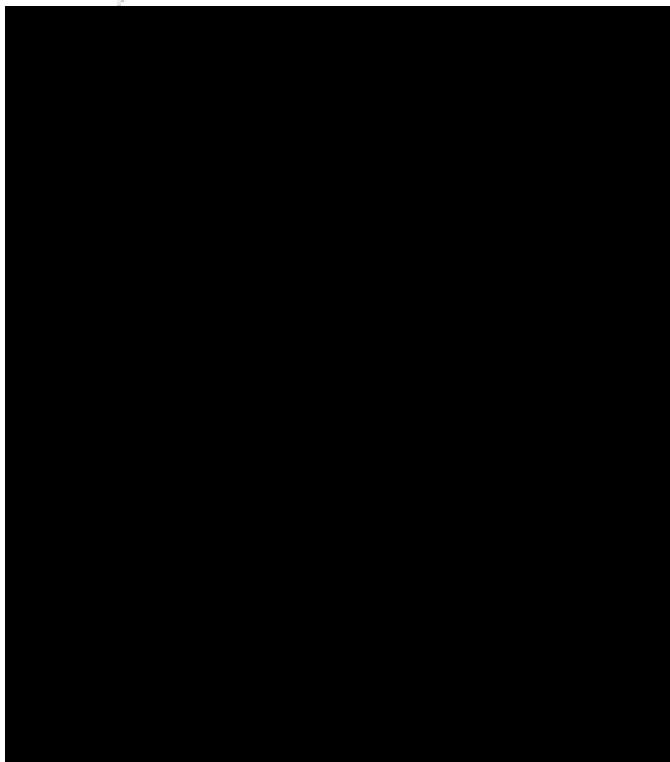
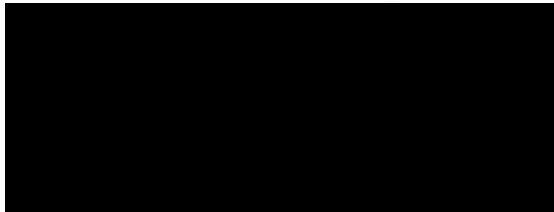
Gatekeepers letter/ Request to conduct research

Dear [REDACTED]

I AM WRITING TO ask your permission to conduct research at your Pick n Pay [REDACTED]

My name is Rashoketwe Mokale, a Post graduate Diploma in Brand Contact Management student at the VEGA Brand School a brand of the Independent Institute of Education (IIE). The research I wish to conduct for my Post graduate Diploma Research Methodology Report) titled Research Methodology.

The aim of this study is to investigate food waste management. The project involves of INTERVIEWING PICK N PAY representatives. The nature of your firm's participation will be to interview representatives, who oversee food in the company, it will take 20 minutes, till August 2020 at your PREMISES or over the phone or mail. In aid to finding solutions to the wastage of food as well as curbing hunger. Interviews are confidential



2-Pick n Pay Eden Glen

Interview Schedule

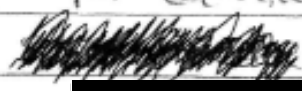
Food waste management Pick n Pay's insight

Dear Pick n pay representative, My name is Reshoketswe Mokale. Thank you for taking the time to engage in a 20 minute interview towards getting insight on how to better manage food waste

Please kindly answer questions honestly to give insightful contributions towards the study. Thank you!

Focus areas	
Focus areas are possible suggestions/ solutions	
Internal food management	
Communication with customers	
Questions	
1	Are you aware of food waste management if yes how do you take pre-cautionary measures towards saving? <i>Prepared 2 days buy 1 get one free when it lde we cut down on production, bakery goods are given to charity</i>
2	What would you say is the most effective way to introducing new information to the customer? <i>Internet, social media platforms, in-store promotions or other?</i>
3	How do you get the best engagement from consumers when engaging with them as a brand? <i>Postings on whatsapp page for the store on Facebook</i>
4	What do you think Pick n Pay can do better towards educating consumers on food waste? <i>communication channels consumers ask inside with personal regard</i>
5	What foods are wasted the most in the store and what is the cause of this? <i>leftovers are thrown some time over production because of demand</i>
6	What would be the best staff training methods for Pick n Pay to take towards managing waste? <i>be prepare less to avoid wasting</i>
7	Where would you like to see better solutions to food wastage and how? <i>cutting down 2-3 times down on preparation but store closes late</i>
8	Are you assisting any NGO's towards helping the hungry and in what ways do you help? <i>Yes NGO's come collect Cans, bakery food, dry food less customers</i>
9	How would you personally like to help with the management of food waste? <i>cutting down whilst people are hungry</i>
10	What do you do with the cooked food that is left over from your Deli? <i>its wasted its not too many customers</i>
11	What are the tips to keeping your Deli food fresh daily? <i>cook straight to counter and replenish</i>
12	What do you do with your wasted food? <i>dispose</i>
13	What do you do with food in store that is approaching expiry or sell by dates? <i>buy 1 get 1 free promotions</i>
14	How do food regulations affect you in terms managing waste and contributing to helping the hungry? <i>government sensitive towards sensitive clients + health so strict regulations are needed</i>
15	Do you think segmentation and demographics affect your efforts to managing food waste, kindly specify why? What do you think could be done differently? <i>Shop demographics differ, preparations are different to suit the people who go to the shop specific</i>

Gatekeepers Approval

Consent form to conduct research at my company	
I, 	
Representative of <u>FIN EDUCATION</u>	
My capacity: 	
Give my permission to  may conduct research at my company. This research has been explained to me and I understand what participation in this research will involve. I reserve the right to withdraw this permission at any time. I also understand that research reports are available in the library and IIE Repository unless I indicate below that I would not	
Select below:	
☐ I request that my company's identity be kept confidential. ☐ My company can be identified in the study ☐ The study may never be available on the repository. ☐ The study may be made available on the repository. ☐ The study may be made available on the repository after months.	
	14-08-2020 Date

CONSENT FORM TEMPLATE

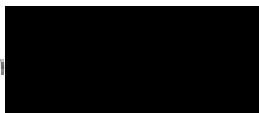
Explanatory information sheet and consent form for participants To whom it may concern, My name is Reshobetswe Mokhele and I am a student at Vega School. I am currently conducting research under the supervision of Mbalil Rametsi. To find insight on food waste management. I hope that this research will enhance our understanding of finding solutions to decreasing food waste. I would like to invite you to participate in my study. In order to explain to you what your participation in my study will involve, I have formulated questions that I will try to fully answer so that you can make an informed decision about whether or not to participate. If you have any additional questions that you feel are not addressed or explained in this information sheet, please do not hesitate to ask me for more information. Once you have read and understood all the information contained in this sheet and are willing to participate, please complete and sign the consent form below.
What will I be doing if I participate in your study? I would like to invite you to participate in this research because you can contribute greatly to finding solutions to managing food waste. If you decide to participate in this research, I would like to speak to you to get your thoughts on the problem. You can decide whether or not to participate in this research. If you decide to participate, you can choose to withdraw at any time or to decide not to answer particular interview questions.
Are there any risks/ or discomforts involved in participating in this study? Whether or not you decide to participate in this research, there will be no negative impact on you. There are no direct risks or benefits to you if you participate in this study. You might, however, indirectly find that it is helpful to talk about your food waste experience. If you find at any stage that you are not comfortable with the line of questioning, you may withdraw or refrain from participating.
Do I have to participate in the study? - Your inclusion in this study is completely voluntary; - If you do not wish to participate in this study, you have every right not to do so; - Even if you agree to participate in this study, you may withdraw at any time without having to provide an explanation for your decision.
Will my identity be protected? I promise to protect your identity. I will not use your name in any research summaries to present out of this research and I will also make sure that any other details are disguised so that nobody will be able to identify you. I would like to ask your permission to record the interviews, but only my supervisor. I will have access to these recordings. Nobody else, including anybody at Vega Brand School, will have access to your interview information. I would like to use quotes when I discuss the findings of the research. But I will not use any recognisable information in these quotes that can be linked to you.
What will happen to the information that participants provide? Once I have finished all interviews, I will write summaries to be included in my research report, which is a requirement to complete my Postgraduate Diploma in Brand Contact Management. You may ask me to send you a summary of the research if you are interested in the final outcome of the study.
What happens if I have more questions about the study? Please feel free to contact me or my supervisor should you have any questions or concerns about this research, or if there is anything you need to know before you decide whether or not to participate.





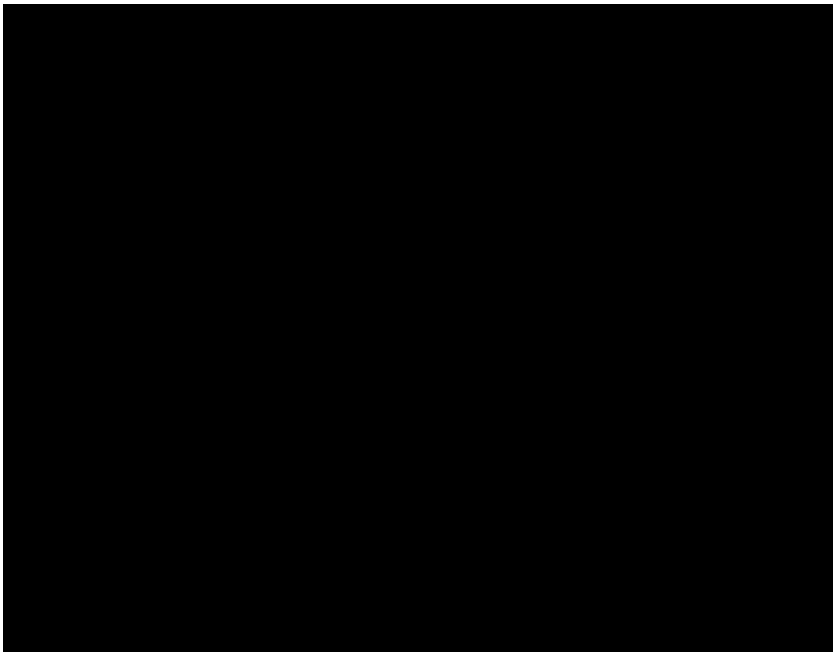
Gatekeepers letter/ Request to conduct research

Dear 

I am writing to ask your permission to conduct research at your Pick n Pay 

My name is Reshoketswe Mokoale, a Post graduate Diploma in Brand Contact Management student at the Vuyo Bessell School of Brand of the Independent Institute of Education (IIE). The research I wish to conduct for my Post graduate Diploma Research Methodology Report] titled Research Methodology.

The aim of this study is [to investigate food waste management. The project consists of interviewing Pick n Pay representatives. The nature of your firm's participation will be to interview representatives, who oversee food in the company, it will take 20 minutes, this August 2020 at your premises or over the phone or mail. In aid to finding solutions to the wastage of food as well as curbing hunger. Interviews are confidential.



Consent form for participants

I, [Redacted Name] agree to participate in the research conducted by Reshoketswe Mokale about finding solutions to decreasing food wastage and hunger.

This research has been explained to me and I understand what participation in this research will involve. I understand that:

- I agree to be interviewed for this research.
- My confidentiality will be ensured. My name and personal details will be kept private.
- My participation in this research is voluntary and I have the right to withdraw from the research at any time. There will be no repercussions should I choose to withdraw from the research.
- I may choose not to answer any of the questions that are asked during the research interview.
- I may be quoted directly when the research is published, but my identity will be protected.

