



Title:

A qualitative study on consumer perceptions of a South African coffee shop's
biodegradable consumables

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of Commerce Honours in Management at the Independent Institute of Education.

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

Signed:

Date: 28 October 2020

Abstract:

There has been an increase in the number of individuals who prefer to purchase goods and consumables that are biodegradable and environmentally friendly. This is due to the rise of environmental issues caused by conventional plastics. Environmentally friendly packaging can change how consumers perceive certain goods and can influence their purchasing decisions (Beuthner, Herbes & Ramme, 2018). This research paper is therefore aimed at finding out how consumers perceive biodegradable takeaway cups and straws from a South African coffee shop in Camps Bay.

The research made use of a qualitative approach with open-ended questions in a questionnaire. A qualitative approach and open-ended questions allowed for the researcher to gain an in-depth understanding of the participants and their perceptions. The participants included nine (9) individuals who purchase from a South African coffee shop in Camps Bay. Inductive thematic coding was used as this allowed for the researcher to identify codes that emerged from the data.

The main findings of the research were that consumers' purchasing decisions are influenced by the implementation of biodegradable consumables with consumers preferring to purchase from an environmentally conscious store. Consumer perceptions of the biodegradable consumables were however favourable even though some of the consumables were of substandard quality.

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Chapter 1: Introduction

1.1 Contextualisation / Background

Consumer perception is a process whereby an individual becomes aware and interprets information regarding a situation or a consumable (Agyekum, 2015, p. 25). Understanding perception is important to both the manufacturer and retailer as consumers' purchasing decisions are influenced by the way the product is marketed, packaged and manufactured in order to determine product quality (Agyekum, 2015, p. 25-26).

In South Africa, there has been a marked increase in plastic pollution (Dube, Nkomo & Van Rensburg, 2020, p. 2-8) and many consumers are now becoming environmentally conscious and would prefer to purchase environmentally friendly consumables (Kim & Yun, 2019, p. 2). As a result, there are several companies that are introducing environmentally friendly practices and consumables in order to respond to consumers' needs (Kim & Yun, 2019, p. 2). A South African coffee shop has implemented sustainable practices with their consumables being made from compostable and biodegradable components such as polylactic acid (PLA) and plant-based materials (Vida, 2020). These biodegradable consumables break down faster than conventional plastics (Van Hille, Van Hille & Zietsman, 2020, p. 4).

This was a qualitative research study with the intention of finding out how consumers perceive a South African coffee shop's biodegradable takeaway cups and straws and whether people's purchasing decisions are influenced by these biodegradable consumables. This study was conducted with participants, through convenience sampling, who purchase from a South African coffee shop in Camps Bay. Research that has been done indicates that there is limited information on how consumers perceive biodegradable consumables in a South African context (de Beer, Kempen, Van der Merwe & Venter, 2010, p. 2). By gaining insight on consumer's perceptions of a South African coffee shops' biodegradable takeaway cups and straws, it has enabled the researcher to provide feasible recommendations to a South African coffee shop in Camps Bay. Furthermore, it allows for a South African coffee shop to access

information on this subject which they can use to evaluate their implementation of biodegradable consumables and whether they should improve the quality of some of their consumables.

1.2 Rationale:

This research was relevant as it contributed to the understanding of how consumers perceive biodegradable consumables. It also addresses a global trend of individuals and companies attempting to become more environmentally friendly. Companies need to adopt environmentally friendly practices in order to be seen to be contributing towards a more sustainable environment (Dube, et al., 2020, p. 2-8).

Another reason this research was relevant was that even though there is research conducted on this topic globally (Kim & Yun, 2019, p. 2), there is very limited research consumer perceptions with a specific focus on takeaway cups and straws. There was also limited research done in South Africa on consumer perceptions of environmentally friendly packaging (de Beer, et al., 2010, p. 2).

Consumer perception is extremely important as it can affect a consumers' purchasing decisions, loyalty and how they recommend a brand to others. How a consumer perceives a product or service can either have a negative or positive impact on a company (Madichie, 2012, p. 4). A consumer's perception and purchasing decisions can be influenced by a company's implementation of environmentally friendly products and consumables (Beuthner, et al. 2018, p. 3).

By conducting this research, it has allowed for the researcher to identify why and how consumers perceive biodegradable consumables and their purchasing decisions. This information can be useful to a South Africa coffee shop as it can inform them of what consumers think about their consumables and how they should go about implementing changes to these consumables. Furthermore, this research study is adding to the limited amount of existing research conducted on similar topics.

1.3 Problem statement:

There has been increase in the awareness of environmental damage associated with conventional plastic packaging. This has led many individuals to opt for 'greener' and more environmentally friendly packaging (Beuthner, Herbes & Ramme, 2018, p. 3). Beuthner et al (2018) states that environmentally friendly packaging may influence consumers' purchasing decisions and perceptions, however, there is limited research conducted on this topic. This research study was aimed at finding how consumers perceive the biodegradable takeaway cups and straws at a South African coffee shop and whether their purchasing decisions are affected by the implementation of the biodegradable consumables.

1.4 Research goal, question and objectives:

Research goal:

The purpose of this study was to explore consumer perceptions of a South African coffee shops' biodegradable takeaway cups and straws. This qualitative study was used to find out how consumers perceived these biodegradable consumables and whether their purchasing decisions were influenced by these consumables. This research study was conducted as the researcher found limited research done on this topic worldwide and in South Africa.

Research question:

What are consumers perceptions with regards to a South African coffee shops' biodegradable takeaway cups and straws?

Research objectives:

- To ascertain whether a South African coffee shop in Camps Bay's use of biodegradable takeaway cups and straws influence consumer perceptions.
- To observe if these biodegradable consumables affect consumers purchasing decisions.

Chapter 2: Literature Review

2.1 Theoretical foundation:

Theory of Environmentally Responsible Behaviour:

The Theory of Environmentally Responsible Behaviour (ERB) was created by Jody Hines, Harold Hungerford and Audrey Tomera in 1986 (Hines, Hungerford & Tomera, 1986, p. 1). The theory of ERB is a term that describes “any action, individual or group, directed toward remediation of environmental issues or problems” (Sivek & Hungerford, 1990, p. 31). According to Giuseffi (2011, p. 20), the theory of ERB includes both general actions and specific actions. General actions are talking to others about environmental issues and encouraging family and friends to behave environmentally responsibly (Giuseffi, 2011, p. 20), whereas specific actions include someone recycling, purchasing sustainable and environmentally friendly products and conserving energy (Giuseffi, 2011, p. 20). The theory of ERB helped the researcher understand individuals intentional and unintentional actions to reduce environmental problems. This research attempted to understand how consumers perceive biodegradable consumables and their general and specific actions towards these consumables and the environment.

According to Braun (2012, p. 25), an individual’s increased knowledge regarding the environment would lead to a more positive attitude towards nature, therefore leading to individuals acting to reduce environmental problems. This would be able to be seen through individual’s preferring to use biodegradable consumables rather than conventional plastics. It can be seen that many individuals, restaurants and cafés have improved their knowledge regarding the environment, with many restaurants and café’s implementing environmentally friendly practices and using biodegradable consumables, such as a coffee shop in Camps Bay.

The following variables indicated by the theory of ERB are the intention to act, locus of control, attitudes, sense of personal responsibility and knowledge. These variables suggest whether an individual would adopt a specific behaviour or not (Akintunde,

2017, p. 123). This research aimed to identify what individuals think about the environment and whether an individual would adopt a specific behaviour due to them having sufficient knowledge on the environment. If an individual is environmentally friendly, then this person would adopt a specific behaviour by only purchasing environmentally friendly and biodegradable consumables. With regards to this research, if an individual adopted a specific behaviour, they would only prefer to use the biodegradable takeaway cups and straws offered by a South African coffee shop regardless of the quality.

The theory of ERB is also defined as any action that supports environmental conservation (Axelrod & Lehman, 1993, p. 149). This theory will provide ideas on how an individual behaves as participants will have to answer questions on how they perceive biodegradable consumables and whether they prefer to use them over conventional plastics. This will indicate to the researcher whether individuals show any bias towards supporting the environment and whether they have adopted any specific behaviour.

The theory of ERB is important for this research study as it aims to explore individuals intentional and unintentional actions in order to reduce environmental problems (Lee, Jan & Yang, 2013, p. 3). It is important to understand what environmentally responsible behaviour is and how both the researcher and participants aim to achieve this behaviour. The theory of ERB is important to understand as it forms part of the basis on which the results will be analysed with regard to whether individuals make use of general or specific actions towards their environmental beliefs when using a South African coffee shops biodegradable consumable.

Theory of Planned Behaviour:

The Theory of Planned Behaviour (TPB) was created by Icek Ajzen in 1985 (Akintunde, 2017, p. 126). The TPB is a behavioural intention model where behavioural intentions are a set of beliefs that individuals hold and whether or not they will perform any given behaviour (Braun, 2012, p. 60).

The TPB consists of three conceptually independent determinants of intention: attitudes, subjective norms and control (Ferguson, Hair, Silva and Mollah, 2017, p. 2). The behavioural construct includes the beliefs about the likely outcome of a behaviour and the evaluations of these outcomes (Giuseffi, 2011, p. 15). The normative construct includes beliefs about social normative expectations of others and motivation to comply with these beliefs (Giuseffi, 2011, p. 15). The control construct includes the factors that facilitate an action and the perceived power of these attitudes and beliefs (Giuseffi, 2011, p. 15). The theory of TPB has become one of the most important theories regarding social psychology as it is used to elaborate the factors of people's decision making (Si, Shi, Tang, Wen, Miao & Duan, 2019, p. 2). The TPB could help the researcher understand why a person does a specific action, in this instance, how individuals behave towards the environment and if they have a set of beliefs which they follow, such as they must only purchase biodegradable consumables.

According to Si, et al (2019, p. 2), this theory is becoming a key theory in predicting and promoting pro-environmental behaviours. The TPB considers people's intentions to perform an action to assess how important the action is to them and the effort the individual is willing to exert to perform a particular behaviour (Mohiuddin, Mamun, Masud, Syed & Su, 2018, p. 3). By conducting this study, the researcher will be able to assess whether individuals consider the environment important to them and the actions they take to show whether it is important or not. The TPB places importance on an individual's personality and the influences of that individual's social group rather than on the individual's intention to act in a certain manner (Mohiuddin, et al. 2018, p. 3).

According to Brockhaus, Kersten and Petersen (2016, p. 13-14), people only intend to perform a behaviour if they have a positive evaluation of it and if they perceive to be compliant with social norms. This research aims to find if individuals have a positive outlook on biodegradable consumables and environmentally friendly practices, which will therefore tell us how they perceive these biodegradable consumables. However, according to Brockhaus et al (2016, p. 13-14), some individuals are skeptical about the ecological and social performance of bioplastics as well as the lack of adequate recycling and waste treatment processes for these bioplastics.

The TPB is commonly used with quantitative data collection and analysis method (Ferguson, et al., 2017, p. 1), however, this theory was used in this qualitative research study through open-ended questions because the aim of this research is to find out how consumers perceive a South African coffee shop's biodegradable consumables. The TPB has been important for this research study as it provided another view on individual's behaviour towards a certain perception. The TPB helped the researcher to identify individuals behaviour towards biodegradable consumables at a South African coffee shop and how their behaviours are linked to their actions. By conducting the research, it was seen that participants who stated they are environmentally conscious will only use biodegradable and environmentally friendly consumables, therefore confirming that their behaviour is linked to their actions.

2.2 Literature review:

With plastic pollution a worldwide environmental problem and with a big increase in plastic pollution in South Africa (Dube, et al., 2020, p. 1), consumers are becoming more concerned about and aware of the environment, which hopefully will lead to increased environmental consciousness and perceptions regarding biodegradable consumables (Pillai & Junare, 2016, p. 15).

According to Borowski, Rydzkowski, Szczypinski & Wroblewska-Krepsztul (2018, p. 1), plastic waste, specifically food packaging, is causing severe environmental problems globally. With this being a worldwide environmental problem, many businesses in South Africa (Dube, et al., 2020, p. 2), including a South African coffee shop, have implemented sustainable practices. A South African coffee shop has implemented 100% biodegradable and plant-based consumables for customers in place of conventional plastics (Vida e Café, 2020).

Sustainability is one of the most vital challenges many people and companies are facing (Higgins-Desbiolles, 2015, p. 11) and for restaurants and cafés to engage in environmentally friendly practices is a strategy that a business can implement to increase their level of corporate social responsibility (David, Kandampully & Kralj, 2010, p. 2). Restaurants and café's around the world have implemented creative

initiatives and sustainable practices (Higgins-Desbiolles, 2015, p. 11). In order for a restaurant or café to be sustainable, they must manage the social and environmental impacts of their operations and products (Higgins-Desbiolles, 2015, p. 11). Sustainable packaging and consumables have gained a lot of interest recently as the materials are often functional and are environmentally friendly (Borowski, 2018, p. 2). There are different types of sustainable and environmentally friendly packaging, with the main focus being on polylactic consumables which are made from starch and sugar (Borowski, 2018, p. 5). Due to polylactic having a high rigidity, it makes it suitable for the production of biodegradable plastic bottles and cups (Borowski, 2018, p. 5).

According to Kim and Yun (2019, p. 2), consumers who are environmentally conscious prefer to purchase and use environmentally friendly products even if they are less convenient than alternative products. Coffee shops are becoming more environmentally friendly and are focusing on more environmentally sociable practices in order to respond to consumers awareness and concerns (Kim & Yun, 2019, p. 2).

An example of an environmentally friendly coffee shop in Europe is Costa. This coffee store has implemented environmentally friendly consumables, with their coffee cups being made from sustainable wood pulp. Many coffee stores around the world are listening to consumers and are implementing environmentally friendly products, such as using recycled cups, reducing waste and conserving energy (Kim & Yun, 2019, p. 2). According to Hong, Lee, Suk and Yan (2019, p. 58), global coffee franchise stores have implemented environmentally friendly strategies to raise environmental awareness by providing eco-friendly takeaway cups. It can be seen that this is a worldwide concern and cafés and restaurants are implementing more environmentally friendly options as consumers are becoming more aware of the situation. There are a few coffee shops and restaurants in South Africa that have implemented sustainable practices, such as Kauai and Nourished. At Kauai, their takeaway smoothie cups are made from 80% recycled materials and can be recycled over and over (Kauai, 2020). Kauai also have an incentive where customers who bring their reusable smoothie cup will get R1 off their next drink as this helps reduce the plastic problem (Kauai, 2020). Nourished are strongly opposed to using plastic consumables and serve their smoothie bowls in coconut-shell bowls with glass straws, wooden cutlery and glass

bottles (Nourished, 2020). It is evident that many cafés and restaurants are implementing sustainable practices, in South Africa and globally.

It has been found that consumer perceptions can influence the decision-making process and buying behaviours of individuals (Pillai and Junare, 2016, p. 15). A perception represents an individual's awareness that is affected by internal and external environmental stimuli, such as social and cultural influences (Pillai & Junare, 2016, p. 17). According to van den Elzen (2016, p. 3), consumers judge the sustainability of consumables from its materials. Generally, consumer perceptions of green products and consumables are negatively associated with the intention to purchase these products if they are of low quality or priced too high when compared to traditional products and consumables (Pillai & Junare, 2016, p. 17). According to Bhatia and Jain (2013, p. 4), consumers today prefer environmentally safe products and have a positive disposition to companies who follow green initiatives. Over recent years, consumers have started to change their perceptions regarding environmentally friendly products as there has been an increase in environmental awareness (Hundal, 2019, p. 1). The packaging and types of consumables used can influence consumers perceptions and evaluations of those products (van den Elzen, 2016, p. 5). The type of materials used in the consumables will also affect whether consumers perceive these products to be high-quality or not (van den Elzen, 2016, p. 8). There is, however, little research done on how consumers perceive sustainable packaging (van den Elzen, 2016, p. 8).

According to Pillai and Junare (2016, p. 16), younger individuals who are highly educated tend to be the most environmentally conscious of all consumers. Individuals, who claim they are environmentally responsible, only tend to make environmentally friendly purchasing decisions when there are instant benefits other than being environmentally conscious and friendly (Pillai & Junare, 2016, p. 17).

Ashworth, Dilkes-Hoffman, Lant and Pratt (2019, p. 2) state that consumers perceive biodegradable plastics to be better for the environment than conventional plastics and easily recyclable plastics. Biodegradable plastics are made from renewable resources, such as sugar, potato, corn and more (Bezirhan & Bilgen, 2015, p. 2). However, according to Pramasivam and Selvamurugan (2019), biodegradable plastics may not

be as good for the environment as many people assume. Improper disposal of biodegradable plastics also contributes to problems such as littering, soil and water pollution. Biodegradable plastics, similar to conventional plastics, are also harmful to wildlife (Pramasivam & Selvamurugan, 2019). The biodegradable plastics which are disposed of into a landfill may contribute towards greenhouse gas emissions (Pramasivam & Selvamurugan, 2019).

There has been an increase in consideration by consumers towards the environment and sustainable products, and they are increasingly demanding sustainable options from restaurants and cafés (Ferguson, et al., 2017, p. 4). Businesses are also increasing their development and production of sustainable products due to more consumers wanting sustainable options (Ferguson, et al. 2017, p. 8). A South African coffee shop has seen that plastic pollution is a problem and have implemented their own biodegradable takeaway cups, straws and other consumables.

A South African coffee shop has implemented sustainable strategies into their stores by having their takeaway cup made from 100% plant-based materials which are recyclable, biodegradable and compostable (Vida e Café, 2020). A South African coffee shop has also introduced compostable and biodegradable straws (both biodegradable plastic and paper straws) (Vida e Café, 2020).

In doing this literature review, there appeared to be limited amount of literature that focuses specifically on consumer perceptions of biodegradable consumables, such as takeaway cups and straws. It was also found that there is limited research conducted on this topic in South Africa. The research problem and objectives of this research have not been solved and will therefore contribute to previous literature. This research aimed to do so within a South African context with the focus on consumers who purchase from a coffee shop in Camps Bay.

The Theory of Environmentally Responsible Behaviour and The Theory of Planned Behaviour explained how an individual should act with regards to their beliefs on a phenomenon and the type of action they display towards environmental issues. This is important to take note as it will provide insightful information to the researcher on

how a consumer perceives biodegradable consumables and whether an individual follows through with their beliefs into an action.

The research above has showed that many individuals, restaurants and cafés are becoming increasingly aware of the environment around them and have implemented environmentally friendly practices and biodegradable consumables.

By doing this literature review, the researcher has identified the following main themes, namely consumer perceptions, sustainability, biodegradable plastics and consumables. These themes helped the researcher to create the questions in the questionnaire and allowed for the researcher to realize that there is a need for more research to be conducted on this topic.

2.3 Conceptualisation:

Biodegradable plastics:

Biodegradable plastics are plastics that can be broken down by hydrolysis, which is the process where chemical bonds are broken by water being added (Kershaw, 2015, p. 21). Biodegradable plastics can be derived from renewable feedstocks, resulting in reduced greenhouse gas emissions (Aiba, Calabia, Tokiwa & Ugwu, 2009, p. 372). Increased soil fertility, low accumulation of bulky plastic materials in the environment and a reduction in cost of waste management are all advantages of biodegradable plastics (Aiba, et al. 2009, p. 372). Biodegradable plastics will be used in this research study as the focus point is on consumer perceptions of a South African coffee shops biodegradable straws and takeaway cups.

Consumer perception:

Consumer perception is the process where individuals select, organize and interpret sensations. The study of perception focuses on what individuals add to raw sensations to give them value (Madichie, 2012, p. 153). According to Durmaz (2011, p. 217), perception is the capability or quality of being affected by an external factor. It is the process where an individual attains awareness or an understanding of their environment by organizing and interpreting sensory information. In general, consumer

perception is when an individual gathers information through their senses and through these senses, an individual can perceive events or items (Durmaz, 2011, p. 218). Consumer perception will be researched as this study is focusing on how consumers perceive biodegradable consumables implemented by a South African coffee shop.

Consumables:

Consumables are the number of products in stock at a store that must be monitored constantly. They are commonly fast moving and require frequent replacement (Hoare & Mason, 2011, p. 38). According to Tillman and Willskytt (2019, p. 13), a consumable is a product that is capable of being consumed and may be destroyed, dissipated, wasted or spent, for example, disposable products, food and paper. Consumables in this research study are the biodegradable straws and takeaway cups.

Sustainability:

Sustainability is defined as the development which meets the needs of current individuals, without compromising the ability of future generations to meet their needs (Kotob, 2011, p. 1-2). According to Feil and Schreiber (2017, p. 673), sustainability is a condition or quality of something that can sustain, maintain or conserve something else. Sustainability is a crucial concept in this research study as it shows us how restaurants and cafés are becoming more sustainable and how consumers prefer sustainable measures.

Chapter 3: Research Design and Methodology

3.1 Research Paradigm:

An interpretivist paradigm was used in this research study. An interpretivist approach seeks to gain an in-depth understanding of topics through human behaviour and takes into consideration that humans are unlike objects (du-Plooy Cilliers, Davis & Bezuidenhout, 2014, p. 27-28). Interpretivism claims that knowledge and truth is subjective and is based on lived experiences by individuals (Ryan, 2018, p. 1).

An interpretivist approach was suitable for this research study as the aim is to gain an understanding of human behaviours, thoughts and feelings (du-Plooy Cilliers, et al. 2016, p. 27). An interpretivist approach relates to this study and links with consumer perceptions as the study found human thoughts, feelings and actions towards a South African coffee shop and their biodegradable takeaway cups and straws (du-Plooy Cilliers, et al. 2016, p. 27). The interpretivist paradigm was appropriate to use as the researcher gained an in-depth understanding on consumers by asking their thoughts and feelings of these biodegradable consumables through open-ended questions in a questionnaire (du-Plooy Cilliers, et al. 2016, p. 27). Furthermore, this approach was suitable as it focuses on individuals' subjective experiences (Maree, 2020, p. 67). Other paradigms were not suitable for this research study as the participants individual experiences and opinions on this topic do not predict outcomes nor are based on generalisations and is subjective by nature (du-Plooy Cilliers, et al. 2016, p. 52). An interpretivist approach was suitable as the primary data collected generally has high validity due to the data being truthful and trustworthy (du-Plooy Cilliers, et al. 2016, p. 52).

3.2 Research design / conceptual approach:

This research was conducted with a qualitative approach. Qualitative research attempts to gain insight into specific meanings and behaviours of individuals through the experiences the participants receive (Bolderston & Palmer, 2006, p. 16). A qualitative approach was suitable for this study as the researcher aimed to gain an understanding of consumers and their perceptions on biodegradable takeaway cups

and straws at a South African coffee shop. Closed questions are not suitable for a qualitative research so by the researcher using open questions, it has aligned with the qualitative approach as the researcher asked open ended questions to get in-depth information about the phenomenon. Therefore, a qualitative approach was suitable to this research study as it allowed the researcher to obtain subjective information from the participants. The research best suited to this study was the qualitative approach as it had the best chance of obtaining subjective information from the participants and also allowed the researcher to stay within the interpretivist paradigm.

The research design used was case studies. A case study approach recounts real-life situation by thoroughly describing a scenario in which a phenomenon occurs (du Plooy-Cilliers, 2014, p. 179). A case study approach was appropriate for this research as it allowed the researcher to explore an in-depth phenomenon and understand how consumer perceive biodegradable consumables from their experiences. It also enabled the researcher to find common themes between the participants.

3.3 Population:

Population parameters:

The population parameters were individuals who purchase from a South African coffee shop across South Africa.

Target and accessible population:

The target population for this study were all the consumers who purchase from a South African coffee shop in Cape Town. Due to the target population being too large, the accessible population were consumers who purchase from a South African coffee shop in Camps Bay.

For the purpose of this study, it was easier for the researcher to engage with individuals who purchase from a South African coffee shop in Camps Bay. If individuals from around Cape Town were targeted, it might have been harder for the researcher to reach these individuals and ask if they wanted to participate in the questionnaire. The researcher selected a few individuals, through convenience

sampling, who purchase goods from a South African coffee shop in Camps Bay and sent out emails with a questionnaire to these individuals.

3.4 Sampling:

Unit of analysis:

The unit of analysis is defined as the “who” and “what” for which information is collected, analysed and a conclusion is made (Sedgwick, 2014, p.1). The unit of analysis in this study are individuals, namely those who purchase goods from a South African coffee shop in Camps Bay. This research found how consumers perceive a South African coffee shops biodegradable takeaway cups and straws; therefore, the consumers of a South African coffee shop in Camps Bay are important to include in this study and to collect data from them.

Non-probability sampling:

The sampling method used was non-probability sampling as this research is qualitative and is not used to produce results that can be broadly generalised (du-Plooy Cilliers, et al., 2014, p. 137). A non-probability sampling method is used when it is almost impossible to determine the entire population or when it is hard to gain access to the entire population (du-Plooy Cilliers, et al., 2014, p. 137). This study could not target every South African coffee shop in Cape Town, nor the individuals who purchase from each South African coffee shop. The sample selection was based on the ability of the researcher to contact the individuals who purchase from a South African coffee shop in Camps Bay.

Non-probability sampling was chosen due to the following factors: not all individuals and South African coffee shops in the population were accessible or known (du-Plooy Cilliers, et al. 2014, p. 137) and the objectives of this study did not include generalizing results to a larger population (du-Plooy Cilliers, et al. 2014, p. 137).

Sampling method:

The sampling method used was convenience sampling as the researcher aimed to find a sample that was easily and conveniently accessible (Maree, 2020, p. 219). The researcher chose friends and family who purchase from a South African coffee shop in Camps Bay to participate in the questionnaire. This method was appropriate as the researcher knew the individuals and sent them an email with the questionnaire. The advantages of convenience sampling are the ease and availability of collecting data as well as the time the researcher saves when collecting data (Maree, 2020, p. 219).

Sample size:

The intended sample size was 13, however, the final sample size was 9 participants as that was the number of individuals who participated in the online questionnaire. The sample included both genders and individuals of different races. All participants were over 18 years old. The sample size is sufficient for a qualitative study and the researcher was still able to gain thorough results as the questions were open-ended (du-Plooy Cilliers, et al., 2014, p. 135).

3.5 Data-collection methods:

Before the researcher could collect data, they had to obtain ethical clearance, which was approved. This study used a questionnaire, where a set of questions were developed, and participants were asked open-ended questions related to the research question and objectives. The participants were made aware that they are participating in a research study and that their answers will be used in the study. By asking open-ended questions, it allowed participants to answer in their own words and in any way they desire. Through asking open-ended questions, it allowed for the researcher to find underlying ideas and feelings that they did not consider (du Plooy-Cilliers, 2014, p. 153). For this study, thirteen (13) questions were asked which is sufficient as a lot of data was collected for the analysis.

To recruit participants, the researcher emailed the description of the research study and the link to the questionnaire to family and friends who purchase from a South African coffee shop in Camps Bay. The participants were selected through convenience sampling as they were easily accessible and conveniently available to the researcher (Maree, 2020, p. 219). The researcher emailed 13 participants and 9 participants participated, making it a semi-high response rate from the participants. The questionnaire was developed on SurveyPlanet which is an online platform where participants answered the questions electronically due to the researcher not being able to hand out physical questionnaires due to the COVID-19 pandemic. Once the participants completed the questionnaire, the data was collected, analysed and categorized on a Microsoft Word document. The participants answers were stored securely on the researcher's laptop and on SurveyPlanet, which only the researcher has access to as passwords are required to access the information.

3.6 Data analysis methods:

A qualitative content analysis was used which allowed the researcher to identify themes and patterns in the data collected (du Plooy-Cilliers, et al., 2014, p. 234-235). The researcher used open-ended questions in a questionnaire to gather data from the participants. By the researcher making use of a qualitative content analysis, it allowed the researcher to identify different themes embedded in the participants answers.

The researcher made use of codes from the Theory of Planned Behaviour, the Theory of Environmentally Responsible Behaviour and the literature review. The researcher used inductive thematic coding, which allowed the researcher to identify codes by analyzing the data (du Plooy-Cilliers, et al., 2014, p. 242). By using this coding method, it allowed the researcher to find new themes, even though some were found by using the theories and literature review.

The steps of the data analysis (du Plooy-Cilliers, et al., 2014, p. 235-243):

- Preparation of data:

The researcher read and transcribed the questionnaire answers in order to get a better understanding of the answers. The researcher made notes and impressions when transcribing the data as well as re-read the data to become familiar with the content. The researcher prepared the data by using a Microsoft Word document.

- Defining the coding unit to be analysed:

The coding unit that the researcher made use of were phrases and words as it was easier for the researcher to manage the answers. The researcher made use of colour coding where the researcher used colour markers to highlight the similarities, dissimilarities and split the data into groups in order to find new themes which helped in answering the objectives and research question.

- Developing categories, coding scheme or conceptual framework:

The researcher grouped together the related data and created categories of the codes which assisted in developing the conceptual framework to assist with the data coding. The researcher grouped similar and dissimilar answers into categories and labelled the categories with certain colours to differentiate the different categories. By making use of colours and categorizing the data, it helped the researcher to easily identify each category.

- Testing the scheme on a sample text:

The category definitions were tested on a set of pre-test questions by the researcher. By doing the pre-test questionnaire, it allowed the researcher to test the consistency and clarity of the category definitions and allowed the researcher to find any problems in the questions. The researcher found no problems through the pre-test questionnaire and did not have to make any amendments.

- Code all text:

The researcher carefully scrutinized and coded the data and highlighted the meaningful phrases and words. By doing this, it ensured that all of the information is organised and can be referred back to. The type of coding used was inductive thematic coding, which allowed codes to emerge from analyzing the data. The researcher repeatedly read through the data, which allowed the researcher to identify patterns and new themes.

- Assessing the coding consistency:

The researcher thoroughly checked that all the codes were appropriately placed with the correct highlighting and labelling.

- Drawing conclusion from the coded data:

Themes and categories that have been identified were now interpreted. The researcher looked at existing theories which were The Theory of Planned Behaviour and The Theory of Environmentally Responsible Behaviour and also looked at previous studies. The researcher then looked for meaning and made sense of the data that had been collected and coded.

- Methods and findings reported

The researcher focused on using the data that was given by the participants in order to answer the research question and objectives. The information that did not contribute towards this was disregarded. From the participants answers, there was a dominant theme that was found which provided the researcher valuable information in helping to answer the research question and objectives.

3.7 Trustworthiness:

The term “trustworthiness” is used in qualitative research, whereas the terms “validity” and “reliability” are commonly associated with a quantitative study (Koon, 2014, p. 252-258). Trustworthiness is divided into four principles, namely: credibility, transferability, dependability and confirmability (du-Plooy Cilliers, et al., 2014, p. 258).

Trustworthiness was used in this study as the research is qualitative and had the purpose to gain a deeper understanding of individual's feelings and thoughts towards a certain aspect, which in this study are consumer perceptions towards a South African coffee shops biodegradable takeaway cups and straws (du-Plooy Cilliers, et al., 2014, p. 27-28). Trustworthiness shows that the results from the study are sound and that the outcome that has been stated from these findings is true and can be trusted (du-Plooy Cilliers, et al., 2014, p. 258).

Credibility:

The credibility of a study is how the data that has been gathered by the participants is accurately interpreted by the researcher (Maree, 2020, p. 144). The researcher must also ensure that those participating in the study are identified and described accurately (Lincoln & Guba, 1985). When a researcher's findings are believable through a participant's perspective, then credibility will be increased (du-Plooy Cilliers, et al., 2014, p. 258). The researcher upheld credibility by using open-ended questions to gain descriptions of consumer perceptions of a South African coffee shops biodegradable consumables. By using qualitative content analysis, it allowed the researcher to discover and analyse different codes to the participants responses.

Transferability:

The transferability is the ability of the researcher to apply these findings and to achieve similar results when the situation is similar to the one that has been researched (Lincoln & Guba, 1985). By the researcher naming this study's population parameters, convenience sampling can inform other researchers on how the participants were selected. If another researcher was to conduct a similar study using these population characteristics and convenience sampling, then transferability will be increased, and it can be anticipated that the researcher will find similar findings from their selected participants. In this study, the researcher read through the participants responses more than once when coding in order to make sure that the interpretation of the responses was accurate.

Dependability:

Dependability is the process which takes place between data collection, data analysis and the theory that is produced from the data; it also refers to the stability of the data over time and under different conditions (Lincoln & Guba, 1985). The researcher upheld dependability as all the changes and revisions of the data collection, codes and category labels were documented so that other researchers will be able to follow the reasoning and how the researcher went about analyzing and interpreting the data (Maree, 2020, p. 145).

Confirmability:

Confirmability is how the findings and interpretation are supported by the data collection. Other researchers who look at this data should come to a similar conclusion (du-Plooy Cilliers, et al., 2014, p. 259). The researcher described the research process in detail so that if other researchers look at this process, the results will be easily understandable, and the researchers will be able to get the same or very similar results. Therefore, confirmability is applicable to this study.

Chapter 4: Findings and Interpretation of Findings

After conducting qualitative research by an online questionnaire, the researcher obtained nine (9) responses. Below, the findings are categorized in ten (10) themes.

To ensure confidentiality of the participants answers, the participants have been referred to as participants [1] to [9].

Two out of the 13 questions will not be included in the findings as they were background questions to understand if the participants understood the concept of biodegradable and compostable plastics and the harm of these plastics to the environment.

Theme 1: Environmentally conscious:

This theme was used to find out whether participants are environmentally conscious when it comes to the packaging of goods or whether they do not mind if the packaging is conventional plastic.

It was discovered that four participants are environmentally conscious and prefer biodegradable plastics to conventional plastics. It was found that five participants have not eliminated conventional plastics from their use and will use either conventional plastic or biodegradable plastic when offered.

The researcher found that the participants who stated they are environmentally conscious are concerned about the future and feel that single use plastic is damaging to the environment. With the other participants who have not eliminated conventional plastics, it was found that these participants are aware of the environmental damage single plastics cause and will recycle and use biodegradable plastics where possible. It was found however that that these participants will use either conventional plastic or biodegradable plastics. Furthermore, it was found that all participants stated that they thought it was good that a South African coffee shop is engaging in an environmentally friendly practice.

The Theory of Planned Behaviour is aligned to this theme as this theory considers people's intentions to perform and their actions to see how important the action is to them and how they are willing to act in such a manner (Mohiuddin, et al., 2018, p. 3). The researcher found that the four participants who stated they are environmentally conscious and insist on biodegradable packaging, that their behaviours are linked right through to their actions. Furthermore, this aligns with The Theory of Environmentally Responsible Behaviour as the four participants who insist on biodegradable packaging have intentional actions to reduce environmental problems (Giuseffi, 2011, p. 20).

Theme 2: Drink packaging preferences:

This theme was used to find out whether the participants prefer the use of conventional plastics, paper and styrofoam or plant-based and biodegradable plastic drink packaging offered by the South African coffee shop in Camps Bay.

Participants [1] to [9] all stated "I prefer the biodegradable packaging" of the beverages from a South African coffee shop. This is due to the fact that most of these participants are aware of the impact that conventional plastics have on the environment and thus prefer to use biodegradable packaging.

From this finding it is clear that the participants are environmentally conscious and prefer to use biodegradable packaging that is offered from a South African coffee shop in Camps Bay. Many participants confirmed the negative impact conventional plastics have on the environment. This agrees with The Theory of Environmentally Responsible Behaviour as this theory supports environmental conservation (Axelrod & Lehman, 1993, p. 149) and includes specific actions where individuals prove their actions by using environmentally friendly goods, recycling and conserving energy (Giuseffi, 2011, p. 20). This is shown by the participants preferring and using biodegradable packaging as they understand the impacts of conventional plastic on the environment.

Theme 3: Biodegradable straws and takeaway cups:

This theme was used to find out whether the participants prefer the South African coffee shop in Camps Bay's biodegradable straws and takeaway cups compared to conventional plastic consumables.

Participants [1] to [9] all stated "yes" they prefer that a South African coffee shop in Camps Bay has implemented biodegradable straws and takeaway cups compared to conventional plastic consumables. A trend was found that the participants prefer the biodegradable consumable option as the South African coffee shop is showing that they are becoming eco-friendly and are taking the environment into consideration.

From this finding, the researcher can see that the consumer perceptions regarding awareness of the coffee shop is favourable due to their implementation of biodegradable consumables. It was also noted that the participants prefer biodegradable straws and takeaway cups as it is safer for the environment. This aligns with The Theory of Environmentally Responsible Behaviour and The Theory of Planned Behaviour as all participants are acting towards the remediation of environmental issues (Sivek & Hungerford, 1990, p. 31) and that the participants who stated in Theme 1 that they are environmentally conscious, this shows that their behaviour is linked to their actions of preferring the biodegradable options. Furthermore, all participants are showing positive actions in helping to protect the environment.

Theme 4: Biodegradable plastic or paper straws:

This theme was used to find out how participants perceive a South African coffee shop in Camps Bay's biodegradable plastic or paper straws and which straw they prefer to use. Through analyzing the participants responses, the researcher had discovered a new theme which is Theme 5.

It was found that the majority of the participants prefer to use the biodegradable plastic straws with a few participants stating that they try to avoid straws at all cost. Majority of the participants perceive the paper straws as poor quality and inefficient to use.

Seven out of the nine participants stated that the paper straws become “soggy”. This was a new theme identified by the researcher and will be discussed below.

Theme 5: Soggy straws:

This was a theme that was identified from the majority of the participants responses. When asking participants whether they prefer biodegradable plastic or paper straws, a new theme was discovered with seven out of nine participants stating that the paper straws get “soggy” and that they would prefer using biodegradable plastic straws. The majority of the participants stated that the paper straws make it difficult to drink when they get soggy and fall apart as this makes them impractical to use.

From these findings it is clear to see that consumer perceptions towards the paper straws are unfavourable due to their impracticality and the perceptions towards the biodegradable plastic straws are favourable.

Theme 6: Takeaway cup lid preferences:

This theme was used to find out whether participants prefer to use a South African coffee shop in Camps Bay’s plastic lid, compostable and biodegradable lid or to find out if they have no preference.

Six of the participants stated that they “prefer the compostable and biodegradable lids”, with these participants stating that they use it because it is better for the environment. Two of the participants stated that the “biodegradable lid becomes soggy” and one participant did not state which lid they prefer.

It can be seen that majority of consumer perceptions towards the biodegradable and compostable lid are favourable, with two of the participants impressions of this lid being unfavourable. It was found that the participants who stated they prefer the biodegradable and compostable lid prefer it as it is better for the environment with the other participants stating that the lid becomes soggy.

Theme 7: Purchasing decision:

This theme was used to find out whether the new biodegradable takeaway cup lid impacts the participants purchasing decisions.

In question 9, participants were asked if the biodegradable takeaway cup lid specifically impacts their purchasing decision. All [1] to [9] participants stated that “the lid does not” impact their purchasing decision and in fact with the implementation of their biodegradable consumables, many participants stated that they will actually support a coffee shop that is implementing environmentally friendly practices.

It can be seen however, that even if some of the consumables are impractical to use, the participants will continue to purchase from a South African coffee shop in Camps Bay. The purchasing decisions of the participants are therefore not affected negatively by the use of the biodegradable and compostable consumables. The researcher found different explanations from each participant as to why the lid does not impact their purchasing decision: majority of the participants stating that it does not impact their decision, one participant prefers the new lid, one participant brings their own takeaway cup and one participant is encouraged to purchase from a South African coffee shop due to their environmental interests.

In question 13, participants were asked whether the biodegradable consumables in general influence their purchasing decisions. The researcher found that by a South African coffee shop introducing biodegradable consumables, it does influence consumers purchasing decisions. This is because consumers prefer to support a company that promotes environmentally friendly practices, rather than a business which does not.

Theme 8: Consumer perceptions:

This theme was used to find out how the participants perceive a South African coffee shop in Camps Bay after the implementation of their biodegradable takeaway cups and straws.

It was found that all participants consider the South African coffee shop more positively and favorably since the implementation of their biodegradable consumables. Participants are aware of and impressed by what the South African coffee shop is doing to help the environment. This shows the researcher that consumer perceptions towards the brand and their consumables are favourable even if some of the consumables are not of high standards.

Theme 9: Quality:

This theme was used to understand what participants think of the quality of the biodegradable and compostable takeaway cups and straws.

Two participants gave negative responses for the paper straws and one participant stated that the biodegradable and compostable straws are more favourable. Two participants stated that the takeaway cup lid is acceptable with one participant stating that the lid is unacceptable as it does not have enough structural integrity for hot beverages. Four participants stated that these consumables are acceptable and are on par with other coffee shops. One participant stated that the takeaway cup is better than cups from other shops.

It can therefore be seen that there is a variety of different perceptions on the quality of these consumables.

Theme 10: Use of the biodegradable takeaway cups and straws:

This theme was used to find out if the participants like to use a South African coffee shop in Camps Bay's biodegradable and compostable takeaway cups and straws.

It was found that the majority of the participants stated "yes" that they enjoy using the biodegradable takeaway cups and straws however, two participants stated that a new alternative for their lids and paper straws should be implemented.

These findings show the researcher that the majority of the consumer's perceptions are favourable towards the biodegradable and compostable takeaway cups and straws, even if some of the participants stated that the quality is not high enough. This

aligns with The Theory of Environmentally Responsible Behaviour as the participants are environmentally conscious and prefer to use the biodegradable takeaway cups and straws compared to the conventional plastic options. This shows that the participants are taking action to support the environment.

Chapter 5: Conclusion:

The conclusion completes this research on consumer perceptions of a South African coffee shop's biodegradable takeaway cups and straws. The research question, objectives and problem are discussed and how the researcher addressed this. Furthermore, the ethical considerations, limitations and heuristic value is discussed as well as recommendations going forward.

5.1 Research question, objectives and problem addressed:

The research question was: What are consumers perceptions with regards to a South African coffee shop in Camps Bay's biodegradable takeaway cup and straws?

The objectives were: To ascertain whether a South African coffee shop in Camps Bay's use of biodegradable takeaway cups and straws influence consumer perceptions. To observe whether these biodegradable consumables affect consumers purchasing decisions.

The research question was answered by emailing questionnaires to participants and understanding their perceptions on the phenomenon. The questionnaires led the researcher to find that consumers perceive the South African coffee shop as favourable due to their implementation of biodegradable consumables and furthermore the participants perceive the biodegradable takeaway cups and straws as favourable even though some of the consumables are of substandard quality.

This addressed the objectives as it revealed that the biodegradable takeaway cups and straws do influence consumer perceptions. The majority of the participants responses were negative towards the paper straws and biodegradable takeaway cups as they become soggy when used. The researcher found that even though the responses were negative towards the biodegradable takeaway cups and straws, that the overall perception of the brand was positive due to them implementing environmentally friendly practices. Furthermore, the researcher found that in question 9, the quality of the biodegradable takeaway cup lid does not affect consumers' overall

purchasing decisions. In question 13, the researcher found that consumers' overall purchasing decisions are influenced by a South African coffee shop's implementation of biodegradable consumables as it was found that consumers prefer to purchase from a coffee shop that makes use of biodegradable consumables rather than one that does not. Therefore, it can be concluded that consumers' overall purchasing decisions are influenced irrespective of whether the quality of the biodegradable consumables is inferior.

The research problem was: There has been an increase in the awareness of environmental damage which is associated with conventional plastic packaging. This has led many individuals to opt for 'greener' and environmentally friendly packaging (Beuthner, Herbes & Ramme, 2018). Beuthner et al (2018) states that environmentally friendly packaging may influence consumers' purchasing decisions, however, there is limited research conducted on this topic. This research study aimed at finding how consumers perceive the biodegradable takeaway cups and straws at a South African coffee shop and whether their purchasing decisions are affected by the implementation of the biodegradable consumables.

The researcher felt that the research problem has been solved as this research has provided more information on how consumers perceive biodegradable takeaway cups and straws. This research also found that the implementation of biodegradable consumables does influence consumers' purchasing decisions as the participants prefer to use environmentally friendly consumables, even if the quality is substandard.

5.2 Ethical considerations:

The researcher had to obtain ethical clearance from The Independent Institute of Education (IIE) before the researcher could start collecting data. The researcher was successful in obtaining ethical clearance. The IIE Policy states that a high-risk research includes people under the age of 18 and illiterate people who are not fluent in the language of the study (The IIE, 2018, p. 23). This was not a high-risk study as all participants were over the age of 18 and are fluent in English. This research study

did not include participation from vulnerable groups such as minors, persons who have committed crime and mentally disabled individuals (The IIE, 2018, p. 23).

For the researcher

The researcher adequately informed the participants about the study and told the participants that they have the power to decide if they want to participate or decline. All the participants had to accept that they give consent in participating in this study. The researcher informed the participants that no incentives will be given. The researcher avoided misinterpretation, falsification or the misinterpretation of results (Arifin, 2018) and this was assured by correctly coding, categorizing and thoroughly analyzing the data provided by the participants. The researcher did not lead participants towards any type of answer in the questions set out. During the design stage of the questionnaire, the researcher thoroughly checked that there were no leading or bias questions.

For the participants

All participants were required to agree that they were volunteering and willing to participate in the research study before they could begin with the online questionnaire. Due to the research being voluntary, participants were told that they had a right to withdraw from the study at any given time. The confidentiality of the participants was upheld by not revealing their names and identity in the collection, analysis and presenting of the data.

5.3 Limitations:

Limitations are the constraints or limits that a researcher may experience which is out of the researcher's control (du Plooy-Cilliers, et al., 2014, p. 275). The limitations of this research were:

Time:

The researcher had time constraints because this study needed to be completed within one year and interpreting, analyzing and coding the data was time consuming. However, the researcher overcame this by sending out the questionnaires as soon as ethical clearance was obtained. This ensured that the researcher had sufficient time to send out, receive and analyze the questionnaire answers.

Shifts in conditions:

There were shifts in conditions where the COVID-19 pandemic broke out in South Africa in March 2020. Due to the pandemic, the researcher could not hand out physical questionnaires but instead had to send out an email to participants with a link to the questionnaire on SurveyPlanet. All questions were answered online.

Accessibility:

Due to the pandemic, the researcher anticipated accessing participants may be limited as the researcher could not physically ask individuals if they wanted to participate. However, this was overcome as the researcher emailed friends and family asking them if they wanted to participate. The researcher sent out 13 emails and 9 participated. In conclusion, accessing participants was not a limitation to the researcher.

5.4 Anticipated contribution and heuristic value

As a result of this research, there is more information regarding consumer perceptions on biodegradable consumables in a South African context as there is limited research that has been conducted. This study highlighted that consumers' purchasing decisions and perceptions are influenced by the implementation of biodegradable consumables, even if consumers believe the quality of these consumables are substandard. This information is valuable to all coffee shop owners as it will help them implement more sustainable practices and understand what consumers preferences are with regards to the consumables they use. The researcher therefore feels that this research has added value to this important phenomenon.

5.5 Recommendations for future research

Further research can be conducted on this topic. The researcher was limited by time and changes in covid-19 conditions. If the researcher had more time and was able to hand out physical questionnaires at a South African coffee shop to a larger sample size, it could have lead to a more credible and reliable set of results. Furthermore, a researcher can expand on the population by targeting individuals across Cape Town and South Africa in order to understand how individuals perceive these biodegradable takeaway cups and straws nationally. It is therefore possible for a researcher to conduct more comprehensive research on this topic which will allow for more broad-based research to be conducted.

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Annexure A: Final Research Report Summary Document Template

TITLE: A qualitative study on consumer perceptions of a South African coffee shop's biodegradable consumables

Research Purpose/ Objective	Primary Research Question	Research Rationale	Seminal Authors/ Sources	Literature Review – Conceptual Framework	Paradigm	Approach	Data Collection Method(s)	Ethics	Key Findings	Recommendations	
The purpose of his study was to explore consumer perceptions of a South African coffee shops' biodegradable takeaway cups and straws.	What are consumer perceptions with regards to a South African coffee shops' biodegradable takeaway cups and straws?	This research was important as there is limited research conducted on this topic especially in a South African context. Many individuals are becoming environmentally conscious which made the researcher want to identify how consumers perceive biodegradable consumables offered by a South African coffee shop.	Kim & Yun (2019) de Beer, Kempen, Van der Merwe & Venter (2010) Axelrod & Lehman (1993) Giuseffi (2011) Pillai & Junare (2016)	Theme 1 Environmentally conscious Theme 2 Drink packaging preferences Theme 3 Biodegradable straws and takeaway cups		Qualitative	Qualitative open-ended questions were used in a questionnaire.	The researcher had to ensure to not encourage the participants to answer in a certain way – the researcher had to develop questions that were unbiased.	Key findings were that consumers perceive biodegradable consumables favourable however perceive the quality of these consumables as unfavourable. Consumer's purchasing decisions are influenced by the implementation of biodegradable consumables.		
						Population					
						Consumers who purchase from a South African coffee shop in Camps Bay.					
Research Problem	Secondary Questions/ Hypotheses/ Objectives	Key Concepts	Key Theories	Theme 4 Biodegradable plastic or paper straws	Paradigm:	Sampling	Data Analysis Method(s)	Limitations	Key Contribution	The researcher was limited by time and shifts in conditions due to covid-19. If these restrictions were reduced, it would allow the researcher to present the questionnaire to a larger sample size which could lead to a more credible and reliable set of results. This research could expand this research to across South African to get even more participants to participate and understand how they perceive biodegradable consumables.	
There has been an increase in awareness regarding environmental damage caused by conventional plastics. Consumer's purchasing decisions can be influenced by environmentally packaging, therefore the researcher wanted to identify how consumers perceive biodegradable consumables and if their purchasing decisions are influenced.	To ascertain whether a South African coffee shop in Camps Bay's use of biodegradable takeaway cups and straws influence consumer perceptions. To observe if these biodegradable consumables affect consumer purchasing decisions.	Biodegradable plastics Consumer perception Consumables Sustainability	The Theory of Environmentally Responsible Behaviour The Theory of Planned Behaviour	Theme 5 Soggy straws		Interpretivist with a case study approach.	-Non-probability sampling - Convenience sampling -Small population size of consumers who purchase from a South African coffee shop in Camps Bay who voluntarily participated	Unit of Analysis Individuals who purchase from a South African coffee shop in Camps Bay	Limitations were: time, shifts in conditions and accessibility.		This study added to the body of knowledge in a South African context with regards to consumer perceptions. This study highlighted that consumers are favourable towards the implementation of biodegradable consumables, however, perceive the quality of these consumables negatively. This is valuable information for any coffee shop to receive as they can make changes to their consumables for the better.
				Theme 6 Takeaway cup lid preferences				Data Analysis Method(s) The researcher made use of words and phrases and used colour coding to highlight similarities and dissimilarities. The researcher categorized these answers into labelled categories with different colours in order to differentiate the categories.			
				Theme 7 Purchasing decision							
				Theme 8 Consumer perceptions							
				Theme 9 Quality							
Theme 10 Use of biodegradable takeaway cups and straws											

Annexure B: Questionnaire

My name is Jacqui Phillips and I am a student at the IIE Varsity College Cape Town and currently studying my Bachelor of Commerce Honours in Business Management.

I am currently conducting a research study on consumer perceptions of a South African coffee shops biodegradable takeaway cups and straws.

I would like for you to participate in my research study; however, this is completely voluntary. There are 14 questions which ask you in-depth questions regarding the environment, perceptions and biodegradable consumables. The questionnaire should take between 10 and 20 minutes to complete.

Please note that all participants answers will remain confidential and that participants will not receive any incentives for completing this questionnaire. If a participant begins answering the questions, they can withdraw from the questionnaire at any given point without any explanation.

Thank you for taking time out to participate in this research study.

Questions:

1. I am voluntarily participating in this research study and have read the questionnaire brief (tick yes or no).
2. In your own words, please define biodegradable and compostable plastics to the best of your ability.
3. Are you environmentally conscious when it comes to the packaging of the goods you purchase, or do you not mind whether your goods come in a conventional or biodegradable packaging? Please explain why.
4. In terms of a South African coffee shops drink packaging, do you prefer the use of conventional plastic, paper and styrofoam or plant-based and biodegradable packaging? Please explain why.
5. Do you prefer that a South African coffee shop has implemented biodegradable straws and takeaway cups compared to conventional plastic consumables? Please explain why.

6. Do you prefer using a South African coffee shops paper or biodegradable plastic straws? Please explain why and a possible example of why you prefer the one straw to the other. For example, one of the straws breaks easily.
7. In your opinion, do you think a south African coffee shops biodegradable takeaway cups and straws can cause harm to the environment and wildlife?
8. A South African coffee shop has recently changed their takeaway cup lids from conventional plastic to a plant-based material which is compostable and biodegradable. Do you prefer using a plastic lid, the new compostable and biodegradable lid or do you not mind which lid you use?
9. With a South African coffee shops new biodegradable takeaway cup and lid being standard for all orders, does it impact your purchasing decision? For example, you will not purchase a coffee as you do not like the lid, you will purchase a coffee even though you do not like the lid, or the lid does not impact your decision.
10. Do you believe it is good that a South African coffee shop engages in an environmentally friendly manner with the introduction of biodegradable and compostable takeaway cups and straws? Please explain why you think it is good/bad.
11. How do you perceive a South African coffee shop as a brand after its implementation of biodegradable takeaway cups and straws? *Perception meaning a customer's impression, awareness, or consciousness about a business and what they offer.
12. Do you think that the quality of a South African coffee shops biodegradable and compostable takeaway cups and straws are below average, average or above-average quality? Please explain your answer with a possible example of your choice.
13. Does a South African coffee shops biodegradable consumables influence your purchasing decisions? For example, you do not like biodegradable consumables at a South African coffee shop so you will go to another coffee store that does not have biodegradable consumables. Please explain whether it influences your decision or not.

14. Overall, do you like using a South African coffee shops biodegradable takeaway cup, lid and straws? Or would you prefer substitute consumables to be put in place? Please explain your answer.

Annexure C: Ethical Clearance



7th July 2020

Student name: Jacqueline Phillips

Student number: 17001566

Campus: Varsity College Cape Town

Re: Approval of IIE BACHELOR OF COMMERCE HONOURS: MANAGEMENT Proposal and Ethics Clearance

HONOURS ETHICAL CLEARANCE LETTER

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

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

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

We wish you all the best with your research!

Supervisor: **Steven Brown**

Co-Supervisor: **Nina Rossouw**

Campus Postgraduate Coordinator (CPC): **Dr. Marizanne Grundlingh**
