



Sustainability – The influence of consumers' buying behaviour and perceptions of wine in South Africa

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Table of Contents

ABSTRACT	4
INTRODUCTION	5
Title	5
Contextualisation.....	5
Rationale	6
Problem statement	6
Research aim/purpose statement	7
Research question/s.....	9
Research objective/s	9
LITERATURE REVIEW	10
Conceptualisation.....	10
Theoretical foundation.....	10
Literature Review	12
Introduction	12
1. Social Innovation.....	13
1.1. A collaborative concept	13
2. Sustainability	15
2.1. Sustainability and Green Innovation.....	15
2.2. Sustainability in wine production	17
3. The consumer perception of sustainable wine	18
Conclusion	20
Research Paradigm.....	21
Research design/approach	22
Deductive reasoning	23
An empirical study.....	23
Population	24
Sampling	24
Data collection method.....	26
Data analysis method.....	27
Data Analysis and Findings	29
Findings.....	29
Presentation of Findings.....	29
Interpretation of Findings.....	34

Findings in context	35
Research Problem, Questions and Objectives Addressed Research Problem Addressed	36
Research questions and objectives addressed	38
CONCLUSION.....	40
Trustworthiness within a qualitative study	40
Ethical considerations	40
Limitations	41
Anticipated contribution and Future studies	42
REFERENCE LIST	43
Annexure A – Consent Form	47
Annexure B – Consent form for Audio or Video Recording	50
Annexure C – Gatekeeper’s Letter	52
Annexure D – Interview Questions (Winemaker).....	53
Annexure E – Interview Questions (Consumers).....	54
Annexure F – Ethical Clearance Letter.....	55
Annexure G – Concept Doc.....	58

Table of Figures

Figure 1: The Porter and Kramer Creating Shared Value (CSV) model	11
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ABSTRACT

Background: Sustainability is part and forming part of our everyday lives and people are becoming ever more conscious about what is being put into the environment.

Main argument: Consumers are becoming more concerned over conventional production practices that have led to an increased demand for products that have been created by processes that take an environmental issue into account, such as sustainable or organic practices within the wine industry.

Research Problem: The problem that was addressed was what sustainable and innovative strategies have been implemented to reduce the by-product and finding the ways it was used to create something meaningful with it in the long-term in this industry for maximum shared future value.

Data collection methods: Qualitative research through a combination of interviews and case study to gain in-depth insights with secondary research to aid in exploring the study was used for collecting data.

Findings and contribution: It was found that consumers are more aware of sustainability in the wine industry and that according to the wine maker as well as the individuals who were interviewed that it does have an influence on the buying behaviour when purchasing wine that is sustainable produced compared to wine that is not.

INTRODUCTION

Title

Sustainability – The influence of consumers' buying behaviour and perceptions of wine in South Africa

Contextualisation

Consumers' perceptions are a crucial factor to consider when brands want to target a specific market, and how consumers perceive the brand can either be advantageous or not for the brand.

In the context of the study that will be conducted, the focus will be on the influence that sustainable practices and strategies from wine farms on the consumers of the products of the farms. Furthermore, how they perceive sustainability and whether it has an influence on their buying behaviour of the wine products.

Consumers are becoming more conscious and concerned over conventional production practices that have led to an increased demand for products that have been created by processes that take an environmental issue into account, like sustainable or organic practices within the wine industry (Forbes, Cohena, Cullena, Wratten and Fountain, 2009).

The significance – People becoming more and more conscious about what is being put into the environment.

The Purpose – To determine the branding strategies that the wine farmers in the Western Cape had to consider in order to influence the buying behaviour of consumers and their perceptions of sustainable strategies and if these strategies such as the certification seal have an influence at all.

What is happening next – Secondary research was conducted as seen above. The next step to see through primary research if perceptions and buying behaviour is influenced through sustainable strategies.

Rationale

Motivations for sustainability generally falls under personal or ethical responsibility, marketing positioning or competition, operation efficiency and consumer demand (Gbejewoh, et al., 2021:4).

Researchers Gbejewoh, et al. (2021:4) have found that in South Africa, the environmental responsibility is one of the key drivers for sustainable practices and that validity and competitiveness plays a secondary role. Despite this, the emphasis is that most sustainably proactive wine farms are defined by environmental responsibility with a potential competitive edge.

In South Africa, sustainable practices have become one of the main drivers in the agriculture industry and have given wine farms a competitive advantage by incorporating these practices along with innovative strategies to keep up with the latest trends and consumer demands.

The study that will be conducted is thus relevant as sustainability is part and forming part of our everyday lives and people are becoming ever more conscious about what is being put into the environment. Thus, it is critical for the wine farms specifically to be transparent on their processes and the bottling of the wine – (including the labelling as well) as well as the resources being used to protect against being accused of greenwashing (Gbejewoh, et al., 2021:5).

Thus, it is essential to take a more thorough look into the sustainable practices that have been implemented by the wine farms and the influence it has had on consumers perception of sustainability and whether it has influenced their buying behaviour.

Problem statement

According to authors Forbes, Cohena, Cullena, Wratten and Fountain (2009) consumers are becoming more conscious and concerned over conventional production practices that have led to an increased demand for products that have been created by processes that take an

environmental issue into account, such as sustainable or organic practices within the wine industry.

With the determination to subsidize to a healthy environment, the waste through chemical, mechanical and biological processes are used as raw materials for new applications or products – this is the circular economy of having a “zero waste” society (Maicas and Mateo, 2020).

Thus, the problem that is prominent that must be addressed is what sustainable and innovative strategies can be implemented to reduce the by-product and finding ways it can be used to create something meaningful with it in the long-term in this industry for maximum shared future value.

Taking this into account, the problem that needs to be addressed is what sustainable practices have wine farms in the Western Cape implemented, or have been making use of to influence consumers' buying behaviour as well as their perceptions regarding the sustainable practices.

Research aim/purpose statement

According to authors Schäufole and Hamm (2017: 379), wine is one the most individualised products within the food market. They continue to elaborate that the quality of wine is primarily akin with the region and origin and that there are contrasts in the vintages and wine producers.

Consumers are exposed to the various cues on wine labels, with it being known that wine choices are driven by the country of origin as well as the region in which it was produced (Schäufole and Hamm, 2017:379). Additionally, it is essential to note that the grape variety, brand, and price are critical elements for consumers' wine choice. Considering this, sustainable production has become a significant issue in the global wine industry and the

certifications of it of the brand have been added as a new attribute influencing consumers' choice (Schäufele and Hamm, 2017:379).

Since consumers cannot verify the production method of the products they purchase, even after consumption, sustainability cues are reliant attributes (Schäufele and Hamm, 2017: 379). These characteristics cannot be precisely evaluated by consumers, the expectations they form have an impact on consumers' perceived sensory and quality experiences. This makes it crucial to identify just how sustainability characteristics prompt consumers' preferences, perceptions and willingness-to-pay (WTP) in relation to the different traditional wine quality prompts (Schäufele and Hamm, 2017:379).

Taking this into consideration, the Sustainable Wine South Africa (SWSA), is the combination of the Integrated Production of Wine (IPW), the Wine and Spirit Board (WSB) as well as the Wines of South Africa (WOSA), these organisations are responsible for driving the South African wine industry and committing to eco-friendly and sustainable production (Wines of South Africa, 2022). It is essential to know that the commitment is focused on considering the consequences of how the wine is made, and thinking long-term for next generations, and not just making better wine but making wine better (Wines of South Africa, 2022).

There is a certification seal (the Integrity and Sustainability Seal) that appears on every container of wine that show that the wine is certified by the Wine and Spirit Board, the seal is a promise of origin and variety like it is stated on the wine label (Wines of South Africa, 2022).

The purpose of this qualitative study is to determine the branding strategies that the wine farmers in the Western Cape, in the Stellenbosch area specifically had to consider in order to influence the buying behaviour of consumers and their perceptions of sustainable strategies and if these strategies such as the certification seal have an influence at all.

Research question/s

Q1: What sustainable practices have wine farmers in the Western Cape employed on their farms?

Q2: To what extent has wine farmers gone to incorporate sustainability into innovative strategies for the long-term solutions and the future of the wine industry?

Q3: How does the sustainable strategies influence consumers' perception of wine as well as their buying behaviour?

Research objective/s

O1: To determine the sustainable practices that wine farmers in the Western Cape have employed on their farms.

O2: The objective for this study is to determine if wine farmers were able/have been able to adapt to the world changing in terms of sustainability strategies and incorporating these changes.

O3: Secondly, to determine whether the sustainable strategies have influenced consumers' perception of wine along with their buying behaviour.

LITERATURE REVIEW

Conceptualisation

Sustainability – Based on the study conducted, the sustainability in the context is understood as being the process of reduction of all the residues and in due course the treatment in the developing of the wine (Maicas and Mateo, 2020:1). This in essence implies that focusing on both the adequate management of resources and production chain in terms of energy and water efficiency in both wineries and vineyards (Maicas and Mateo, 2020:1).

Integrity – Referring to the Integrity and Sustainability seal, the aim is to guarantee the trustworthiness regarding all the information that relates to the origin, cultivar as well as vintage that is stated on the label (Wines of South Africa, 2022).

Place Brand – Focuses on the perception that people have of a country, city, or place as well as their perception of the place's reputation amongst others who embraces the place (Maheshwari, Vandewalle and Bamber, 2011:200). In case of the study, people who embrace sustainability and how they perceive the wine farms who incorporates sustainability. A place brand is a perception that people have about a place, city, region, or a country and a place's reputation among those people that the place embraces

Theoretical foundation

The theory on which the study will be conducted and based is the Sustainable Shared Value Creation theory.

From the perspective of Porter and Kramer, 2011, over the last years, companies have been criticised more and more for focusing primarily on profit maximization meaning shareholder value creation rather than the focus being on the impact that these operations have on the environment and society (Rezaee, 2017:15). Most management practices and theories are driven mostly by the short-termism behaviour and the intention is to resolve challenges and reduce information asymmetry in creating firm value – measuring the market and economic

value. The short-termism behaviour is the opposite of the long-term prospect of business sustainability (Rezaee, 2017:15).

According to author Rezaee (2017:15), sustainability is gaining more attention and being integrated in the business model and culture, this showcases that there has been a shift in creating shareholder value in order to help develop sustainable shared value creation. The approach of shared value is determined as being the practices and policies to not only enhance the competitiveness of a company but also advancing social and economic conditions in communities in which the company operates (Rezaee, 2017:15).

Under the concept of shared value creation concept, management can focus on the continuous performance improvement of operations in producing long-term value while also maximizing positive influences of operations on the environment and society by aligning sustainable performance with both ESP (Environmental Sustainability Performance) and ESG (Environmental, Social and Governance) sustainability performance (Rezaee, 2017:15).

According to authors Daood and Menghwar (2017:514), the idea behind shared value creation is to incorporate social issues into an economic mechanism that will enhance the benefits for society and the business, enabling the conciliation of the two factors.

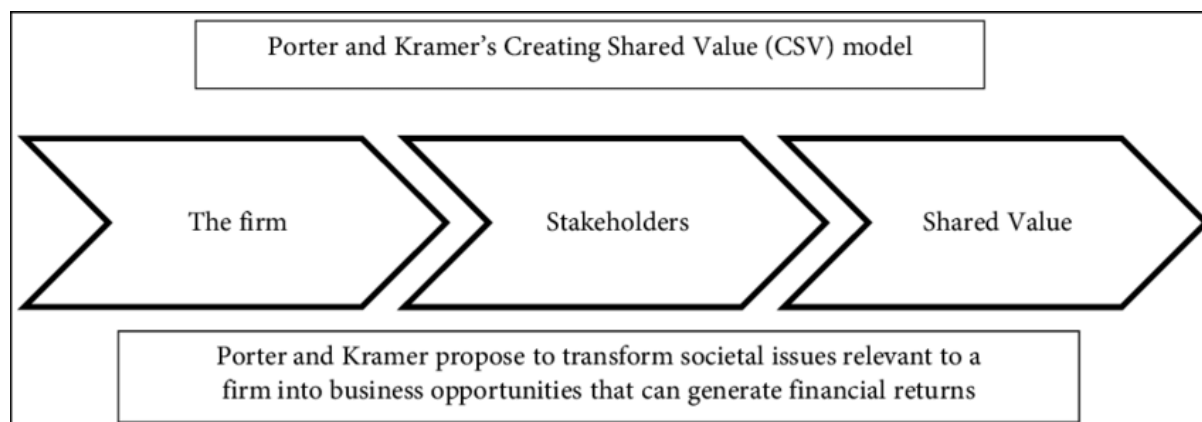


Figure 1: The Porter and Kramer Creating Shared Value (CSV) model

The model above is a visual representation of the theory that will be considered throughout the study and the role that the brand (the selected wine farm - Cederberg), the stakeholders (including consumers) will have in creating long-term shared value in terms of sustainability within the industry.

Considering the above-mentioned, the objective for the theory of shared value creation is to enable both consumers and the stakeholders of a brand and to create long-term solutions in terms of sustainability in the wine industry, but also to determine how shared value creation in sustainability have an influence on the perception and buying behaviour of consumers regarding wine.

Literature Review

Introduction

Sustainability has become a term that is familiar in our everyday lives. Consumers have become more and more conscious when considering sustainability when purchasing products. However, one industry that have become quite aware of these terms and incorporates it along with innovation is the South African wine industry. Facing other challenges simultaneously, the wine industry has been adapted in such a way that makes the shared value thereof so much better and beneficial for the environment as well as for the communities surrounding the wine farms.

The objective for this review and study is to look at the role that sustainability has played within the wine industry, along with the strategies that wine farmers/the brand have implemented to make sustainability much more prominent. It is also essential to show the gaps in past research papers as to showcase the opportunities to consider for future research. The focus will be on the Western Cape, Stellenbosch specifically and what the perception of consumers is regarding the sustainable strategies and whether it has an influence on their buying behaviour.

There are a variety of provinces and wine farms in South Africa, however, as the focus is specifically on Stellenbosch in the Western Cape, the other farms and their studies will not be reviewed in detail and will only be referred to should it be appropriate to the review

This literature review focuses and takes into consideration the various aspects such as social innovation, sustainability and the consumer perception that contributes to the future of the wine production process in South Africa.

1. Social Innovation

1.1. A collaborative concept

The rise and expansion of social innovation expresses a dissatisfaction with innovation as what we know it today, and its ability to deliver similar and sustainable outcomes (Ziegler, 2017:388). In addition, social innovation is described by author Ziegler (2017:388) as being known for it being a vague concept, which cause doubt on whether the concept offers any real alternatives or improvements. The objective of this study is to consider social innovation as being a collaborative concept, the framework showcases collaboration, rather than conflict, and offer a space where various perspectives and facets can work together.

The collaborative concept framework seeks to describe its diversity of uses, electing out key facets of social innovation as a collaborate concept, seeking to contribute an imminent practice that makes various contributions of a progressive conversation regarding social innovation and the ideas associated with it. This paper wants to showcase how it highlights the importance of analysing the aspects associated with social innovation and how it contributes to sustainability (Ziegler, 2017:388).

Considering the above-mentioned, the challenge/gap that is being addressed by the author Ziegler (2017:398) in this paper is the collaboration of thinking about social innovation as a concept, the essential need for different perspectives, disciplines, and specialities in a concept formation. Another factor that was considered was the focus on a multi-sector collaboration that relates to civil society, the state and market – private and public, as well as social enterprise. The goal of these social typologies was to showcase that social

innovation consists of different modes that can provide services and products and their reconfigurations (Ziegler, 2017:398).

Based on the challenge/gap that was addressed, the findings and conclusion regarding the paper of author Ziegler (2017:401) is that the collaborative concept framework is made available to be able to reflect that social innovation in its entirety creates spaces for different disciplines and actors that are different in their own ways and contribute different aspects of social innovation as a concept. Furthermore, the framework showcases the evaluative facet of social innovation as a key feature that practice and research social innovation must reflect on, by doing this, it promotes a conversation regarding this topic. Author Ziegler (2017:401) concludes that by viewing social innovation as a collaborative concept it gives deeper insights, however, it is still quite broad in its entirety.

There is one perplexing factor that author Ziegler (2017:396) refers to in the paper and that is the dissatisfaction with mainstream innovation that seems to be associated with a complacency of social innovation. The conclusion is that of apparent argument in social innovation research that the marginalisation and exclusion of inequality has not been addressed nor has environmental sustainability, only temporary solutions have been implemented, but nothing long-term (Ziegler, 2017:396).

There are ethical factors considered for the paper, as ethics plays a major role but is not limited to it (Ziegler, 2017:401). With social innovation discourse, it is important to put emphasis on the role and participation of citizens in social innovation. By combining ethics with value-based collaborative analysis, the co-production perspective is more likely to be accepted, and it can give researchers new and potential leads that they did not consider, which can give an entire new meaning and role to social innovation as a collaborative concept (Ziegler, 2017:401).

When considering the study that will be conducted in terms of social innovation, it is essential to consider the concept, however, it is such a complex concept on its own and will need to

be detailed in such a way that it is applicable to the study, thus green innovation is then considered as it is a concept under social innovation as a collaborative concept.

2. Sustainability

2.1. Sustainability and Green Innovation

With the disintegration of environmental pollution and global warming, increase in carbon emissions as well as greenhouse effect, the global economy is actively restraint (Li, Msaad, Sun, Tan, Lu, Lau, 2020:2). Many governments worldwide have implemented environmental regulations to promote environmental technology innovation and simultaneously reduce pollutant emissions to protect the environment.

China is known for being the country with the biggest population, with an extensive product manufacturing, and largest emitter of carbon emissions, thus it is critical for the country to promote green innovation as they have immense pressure on them to reduce emissions. For authors Li et al. (2020:5), the purpose of the study is to investigate the factors that are impacting energy-intensive corporate and business sustainability from perspectives – environmental performance and social performance – that associate with the energy-intensive corporates that will help sustainability gain strength.

In previous findings, the authors Li et al. (2020:12) found that one of China's main causes of carbon emissions is in the energy-intensive industry, making this one of the main challenges for green transformation. This signifies that it will be beneficial to energy conservation and emission reduction within the Chinese manufacturing, which can reduce their carbon emissions footprint significantly and achieve a carbon-neutral goal by 2060.

The study addressed the gap in exploring how green innovation in Chinese manufacturing can impact business sustainability. According to authors Li et al. (2020:12) the study in essence identified that green innovation has the potential impact on business sustainability; firstly, green innovation has severely influenced environmental and social performance, and

secondly, recycling has had a significant impact of social performance in the energy-intensive industry.

This study can provide readers with practical and theoretical implications. The following policy is recommended for promoting low carbon transformation in the energy-intensive industries in China. The perspective of green innovation, which promotes sustainability development, in the various energy-intensive industries, achieving high-quality development in the economy (Li et al., 2020:12). Green innovation can save energy resources and reduce environmental pollution and reduce carbon emissions (Li et al., 2020:12).

Even though the above-mentioned can bring real long-term change, there were limitations considered. Authors Li et al. (2020:14) determined in the study that energy-intensive enterprises with more evolved green innovation are selected for sampled population, meaning there was no control for the considered locations of the various green finance policies that impact the environmental performances of the industry. It is suggested to investigate green innovation objectives to make high quality systems a guarantee (Li et al., 2020:14).

The goal at the end of the day is to provide better quality of life and reflect on the organic unity of government (Li et al., 2020:14).

The authors determined that based on the above-mentioned that for potential future research, it is essential to investigate the green innovation needs high quality systems, specifically an incentive system that will increase financial support, specifically the development of low carbon industrial chain in economically underdeveloped areas and thus creating a circular business model innovation that will improve employment and the quality of life of the people (Li et al., 2020:14).

Based on this research study, it is evident that the study that will be conducted will be able to make use of green innovation and business sustainability in the context of the wine industry and the strategies that can be implemented to create sustainable long-term solutions.

2.2. Sustainability in wine production

Sustainable on its own is a complex phenomenon due to the specific environmental issues in the wine-growing regions (Maicas and Mateo, 2020:1). It is a term that is understood as being the process of cutback of residues and its consecutive treatment in the amplification of the wine. In the reality of the 21st century, sustainability continues to grow in importance in the people's minds, as climate change is a daily reality (Maicas and Mateo, 2020:1).

Traditional winemaking processes has been practiced for hundreds of years the resources used, in equipment and people have also not changed as much. Taking this into consideration, the objective of the study is to showcase the application of new technological resources and how they are designed to reduce the amount of waste that has been generated through the process (Maicas and Mateo, 2020:1).

The monographic number that is given by sustainable recognises the various processes of utilisation of waste that is generated in the wine production industry (Maicas and Mateo, 2020:7).

The gap that authors Maicas and Mateo (2020:7) have identified focuses on the positive impact from various perspectives – technological and scientific, environmental, social, and economic. All the facets involved in the winemaking process need to be able to influence the technological and economic factors to open a practical perspective of the valuation of the products produced in the wineries.

The wine industry is one of the main agricultural activities that can generate great benefits in the areas where it is carried out. However, by having this exploitation, it does not exempt the industry from damage to the environment where they are situated, the waste being generated, is mostly considered as being undesirable, making it a big price to pay (Maicas and Mateo, 2020:6). The waste generated does not generate added value, meaning it is disposed of in effective and economical ways, thus the effort is focused on changing this way of getting rid of waste and finding innovative ways to make use of this waste in the wine

production process or use in a wine by-product (from an economic perspective), that can potentially be profitable and part of the business sustainability in the wine production (Maicas and Mateo, 2020:6).

Contrary to the above-mentioned, authors Maicas and Mateo (2020:7) note that due to climate conditions, it is a limited factor to consider as it is difficult to solve in terms of distribution in the process and making use of waste to create value-based by-products. It is still possible but the policies in place must be able to adapt to the never-ending change of sustainability and climate change (Maicas and Mateo, 2020:7).

In addition to the above-mentioned, it is evident that technological advances allow us to acquire final products from traditional ones.

It is essential to note that the study that will be conducted can be based on the research done by Maicas and Mateo (2020:7), as the collaboration of various professionals trained in various areas can help to create new innovative integrated strategies of wine production. This in the long-term will help to become a society of a more sustainable economy and taking the environment into consideration.

3. The consumer perception of sustainable wine

According to authors Capitello and Sirieix (2019:1), sustainability is one of the most important factors when transforming food-consumption and production strategy behaviours. It is a challenge in agro-food systems to create change and innovate within these practices, business governance as well as relationships in the market. On the other hand, agro-food businesses proposes that sustainability is an opportunity to offer consumers a new value proposition and simultaneously improving the competitive advantage (Capitello and Sirieix, 2019:1).

There have been discussions regarding sustainability in public debates as well as policy agendas. The extent of the concept of sustainability is continuously evolving as consumers

are becoming more aware of it and the influence it has on human behaviour regarding natural resources and environment (Capitello and Sirieix, 2019:1).

The purpose of the study from authors Capitello and Sirieix (2019:3) is to analyse the consumer perceptions of wine with various characteristics regarding sustainability. The objective is to assist wine producers that are incorporating sustainability practices with ideas regarding what consumers associate with the different sustainable wine categories and making sure that there is consistency between consumers' perceptions and product attributes of sustainability products (Capitello and Sirieix, 2019:3).

This knowledge will be able to provide winemakers, the marketing team and public institutions with insights regarding effective policies and communication actions to promote the sustainable choices (Capitello and Sirieix, 2019:3). Looking at it from a theoretical perspective, the study reinforces the understanding of responsible practices in the production systems from the demand analysis point of view (Capitello and Sirieix, 2019:3).

Taking this into consideration, the authors note that the various sustainability certifications that have appeared in over the last ten years in the many wine-producing regions as well as the management of the sustainability practices remains underdeveloped in the certification frameworks and that new potential strategies/policies of consumer demand is lacking (Capitello and Sirieix, 2019:2). It is also evident that the sustainability frameworks focus mainly on operational issues rather than the strategic thinking factors. In addition to this, it was determined that there is a need for further research into the consumer perspective regarding sustainability certifications (Capitello and Sirieix, 2019:2).

When considering the study conducted by authors Capitello and Sirieix (2019:17) it adds to previous literature through analysing how ethically-minded behaviour and wine involvement influence consumers' perceptions. The findings showcases that the involvement of consumers with the products plays an essential role for determining the ability to differentiate among the types of sustainable wine (Capitello and Sirieix, 2019:17).

Considering the above-mentioned, there was a few limitations that the researchers encountered. In its nature, the sample size for the data collection was very small, which limited the validity of the results, secondly, the study only focused on two countries in the 'old world' of wine, which means it is only applicable to those countries (Capitello and Sirieix, 2019:17).

In terms of future research, the authors Capitello and Sirieix (2019:17) concluded that it can integrate an analysis of stated preferences, perceptions and actual choices, there is a gap in attitude-behaviour relating to the various types of sustainable wine. It is essential for marketers and scholars to focus their attention to this problem in order to identify what communication and marketing initiatives relate to the types of sustainable wines that are being promoted (Capitello and Sirieix, 2019:17).

Based on the above-mentioned it is evident that most of the strategies are considered from a policy perspective, however, the study that will be conducted will be from the perception and buying behaviour that sustainable strategies, from a branding standpoint, has on the consumers.

Conclusion

Based on the literature above it is evident that by considering sustainability, it being a collaborative concept and how consumers perceive it as a term in the wine sector in South Africa will help the industry to develop innovative strategies that will be beneficial to the industry long-term and create shared value. It is essential to consider based on the literature and the gaps identified that this study will take a branding perspective and focusing on whether there is an influence of sustainability on the perception and buying behaviour regarding sustainably produced wine. Based on the literature, it is essential to note that the study will be conducted from a qualitative perspective that will add new insights to the existing literature.

RESEARCH DESIGN METHODOLOGY

Research Paradigm

The paradigm that will be used for this study will be from an interpretivist perspective.

Author Pham (2018:3) explains the paradigm interpretivism as being the method used to gain a deeper insight and understanding knowledge that are related to social and human sciences. However, the social and human sciences are not the same as their usage in physical science since human understand their world and act based on these interpretations while the world does not.

Interpretivists are shaped to a relativist ontology where a single phenomenon can have multiple interpretations rather than a concise truth that is driven by a process of measurement (Pham, 2018:3). From the interpretivism perspective, research aims to gain a deeper understanding of a phenomenon and all its complexity in its unique context rather than generalising the ground of understanding for the entire population. In its entirety, interpretivists aim to understand the diverse ways in which individuals experience the world through different cultures and contexts (Pham, 2018:3).

It is essential to consider interpretivism from an epistemology perspective for this study as it is focused on the theory of knowledge and know how to interpret the knowledge gathering from different sources in the context of the study (Brown, 2015). The view of the world and of knowledge from a research perspective have a strong influence on the interpretation of data collected, therefore, the philosophical standpoint must be in the middle from the beginning of conducting research (Brown, 2015).

While considering interpretivism as the paradigm, along with the epistemological perspective, it is essential to mention the perspective of axiological as well, authors Du Plooy-

Cilliers et al. (2014:27-31) explains that this is the perspective focusing on value-based research, what shapes their research, with their own interpretations as well as the ones of participants which links to the theory of creating shared value for sustainability for the study.

The study being conducted is based on the sustainability shared value creation and that it is essential to consider of the key players that contribute to the perception and buying behaviour that consumers have regarding sustainably produced wine.

According to author Brown (2015) knowledge is seen as being intuitive or empirical, in relation to the study being conducted, the perspective is conducted from an empirical perspective as it relates to anything that can be objectively proven or described. It then becomes clear that the interpretation of knowledge will influence the choice of methodology and method, as well as influence the data analysis (Brown, 2015).

The idea of the interpretivist approach with the brand of epistemology is to make the researcher part of the research, the interest lies in the specific and contextualised environments as well as acknowledge that knowledge and reality are not specified objectives but is influenced by people and their perceptions within the specific environment (Brown, 2015).

Research design/approach

This paper will be focusing on conducting a qualitative study with a cross-sectional design.

This study will be approached from a qualitative perspective, as qualitative research focuses on answering questions about experience, perspective and meaning, usually from the standpoint of the participant (Hammarberg, Kirkman and de Lacey, 2016:499). This will be beneficial for the study as it focuses on the personal experience of the farmers and their perspective on the significance sustainability has on the wine making process.

The reason for choosing cross-sectional as the design is the study aims to focus on a particular timeframe in terms of sustainability and the impact it has on the wine producing

process and its strategies, rather than looking at the timeframe of when sustainability became such an important facet, the study looks at the impact it has caused.

According to author Thomas (2022), by using a cross-sectional study in the research design, it is possible to collect data from various individuals in a specific period, the research can observe the individuals without influencing them in any way.

With the cross-sectional study, the analytical study will also be made use of. The role of the analytical study is to try and determine why or how a specific outcome could occur based on the study and the objectives (Thomas, 2022).

Deductive reasoning

By making use of the deductive research approach, it is essential to know that it starts with a theory, and that you are testing these theories (Streefkerk, 2022).

Author Streefkerk (2022) shows that by using the deductive approach it is necessary to refer to the following steps in order to make sure that the study stays on track;

1. Start with an already existing theory (and establishing the problem statement based on it);
2. Formulate the objective/s subject to the theory;
3. Collect data that coincide with the objective/s;
4. Analyse and interpret the data and;
5. And determine whether the objective/s can be answered (Streefkerk, 2022).

An empirical study

This type of research is defined by author Bouchrika (2021) as being the study whose conclusions are formulated entirely by valid and concrete evidence. Empirical as a term means that it is driven by scientific evidence or experimentation, in essence, it makes use of real-world evidence when investigating phenomena (Bouchrika, 2021).

This type of research phenomena occurs in the space of observation in a proper way to determine reality and generate truth within the space the study is being conducted

(Bouchrika, 2021). The author continues to elaborate that by its name, it is the approach that monitor the rules of empiricism and using qualitative methods when gathering the evidence.

Population

The nature of the population: Wine farmers and farms in the Western Cape. As well as individuals who has an interest in wine and the sustainability thereof.

The size of the population: The wine farms in the Western Cape that have implemented sustainable practice in their brand strategy. The study focuses specifically on an area within the Western Cape, namely the Cederberg region. The goal is to focus on one farm in one region rather than the Western Cape in its entirety.

The unique characteristics: The wine farms in the Western Cape, looking specifically in Stellenbosch and the West Coast, who have realised the importance of sustainability and that have implemented the necessary strategies to adapt to sustainability and consumers' needs for it.

Sampling

The wine industry forms part of agricultural activities that generates various benefits for the surrounding areas. However, according to authors Maicas and Mateo (2020:7) by having this form of agricultural exposure is not exempt from the damage it causes in the environment where the production takes place, taking this into considering, the waste that is generated can not always be used for another purpose making it the price that wine famers must pay.

Another facet, is that the waste does not provide added value, thus, the idea with focusing on one wine farm specifically within the radius of the population, it is important to determine and establish how they focus on sustainability, what they do with the by-product and whether they have strategies to be able to reuse the products in a more efficient and economical way.

The sampling method that was used for this study was the non-probability sampling method.

Participants was not selected randomly, as the focus was on interviewing specific wine farmers who live and work in the Stellenbosch and West Coast area, located in the Western Cape, rather than focusing on the entire wine industry in the Cape. The objective for choosing this sampling method was to gain a more in-depth understanding of our research problem (Du Plooy-Cilliers, Davis and Bezuidenhout, 2014:137).

A second sample was selected, the perspective of the consumers of wine and who have an interest in the wine industry, specifically whose interest lies in the knowledge and awareness of sustainable practices that wine farms incorporate, furthermore, it was studied to gain a in-depth understanding of the behaviour and whether or not the buying behaviour was affected when consumers had to make a purchasing decision and them having to choose between sustainably produced wine (based on the labelling) and 'traditionally' produced wine.

The non-probability sampling method that will be used is purposive sampling.

The intention of this sampling method was because the elements that must be included in the sample was chosen carefully, based on a set of characteristics (Du Plooy-Cilliers, Davis and Bezuidenhout, 2014:143). It was essential to consider the population and the research question/s, then determining the characteristics from the population that were essential for the research.

It was imperative to carefully select a sample from the determined population that did have the desired characteristics, disregarding the ones that did not (Du Plooy-Cilliers, Davis and Bezuidenhout, 2014:143).

Based on the objective to consider wine farms that had implemented sustainable practices in their brand strategy, it was essential to list a few wine farms being considered before the

final selection was made that was able to aid the study and able to answer the research question/s fully.

Based on the population and sample, the three wine farms that was considered;

- Cederberg Wines
- Bartho Eksteen Wijnskool
- Afdakrivier Pty. Ltd.

The goal was to interview individuals, namely the owner of the wine farm (and/or the winemakers) as well as the sales team, and other individuals who has a direct connection to the sales and knowing how consumers perceive the wine based on sustainable practices and how that had influenced their buying behaviour.

Data collection method

The data collection methods that were used in the study were interviews as well as a case study.

Interview – according to author Bouchrika (2021) this is a tool used in qualitative research, as it allows researchers to obtain relevant and precise information based on the specific questions being asked. It is a conversational approach to gain in-depth data regarding the research problem directly from the individual affected by it (Bouchrika, 2021). The interviews will give first-hand, realistic insights from the main source who is directly connected and impacted by the research problem (Du Plooy-Cilliers, Davis and Bezuidenhout, 2014:176).

For the approach of the interviews, two sets of questions were created, for the winemaker as well as consumers, the two sets of questions coincided with one another, but both were created to gain various perspectives and in-depth insights to aid the research questions and address the research problem.

Case study – the author Bouchrika (2021) explained that a case study as data collection method helps to identify comprehensive information through an in-depth analysis of already-

existing cases. Usually, a case study is used to acquire empirical evidence for investigating research problems (Bouchrika, 2021). In terms of conducting a case study, it is essential for the researcher to carefully execute the analysis, and to ensure that all the parameters and variables are similar or the same to the case that is being investigated (Bouchrika, 2021). The case study will help to understand the research problem in the scenario in which the phenomenon occurs (Du Plooy-Cilliers, Davis and Bezuidenhout, 2014:178).

Along with the interviews, the case study will be an added tool to justify the in-depth insights gained from the participants based on secondary research conducted and identified comprehensive information based on an in-depth analysis of existing research.

Data analysis method

For the interviews and case study the data will be interpreted from a textual perspective – as the interviews will be analysed and interpreted in the perspective of the participant (Du Plooy-Cilliers, Davis and Bezuidenhout, 2014:230). After the interviews, which will be conducted via Microsoft teams, will be transcribed. The case study will be interpreted from the perspective of the participant as well and the insights they have to offer.

Taking the data collection methods into consideration, the data analysis method that will be used is discourse analysis.

According to authors Du Plooy-Cilliers, Davis and Bezuidenhout (2014:243) discourse focuses on the specific way in which language, spoken and written, are interpreted to express specific ideas or thoughts. It is a dialectal approach to text where the researcher must discover how individuals choose words in order to construct a social object or practice. In essence, it helps the researcher to gain a better and in-depth understanding the meaning of spoken and/or written words (Du Plooy-Cilliers, Davis and Bezuidenhout, 2014:243).

In terms of the interviews and the case study for the study being conducted, this method will be the most beneficial as it will be from the perspective of the participants but also from the researcher based on the observations for the case study. By gaining the participants'

perspective, it will give informative information and insights for the researcher and get closer to reaching the research objectives and addressing the research problem.

Data Analysis and Findings

Sustainability is a term we hear often; it is a term we had come to consider in our daily lives and tried to become more conscious regarding the brand we like and their practices and what they had to do to be able to be more sustainable. This chapter of the research paper was focused on trying to determine whether the research problem was addressed, and that the research questions and objectives were answered within the context of the study and determined whether or not sustainable practices and strategies did have an influence on the perceptions and buying behaviour of consumers when they purchased wine products specifically having looked in the context of South Africa and narrowing it down to the Western Cape, specifically the West Coast and having made use of the specific wine farm for the interview section of the data collection along with having interviewed three consumers with different backgrounds, to gain the insights from both winemaker and customer perspectives.

Findings

Presentation of Findings

The aim of the study was to determine whether wine farms in the Western Cape, specifically in the Cederberg region, had over the years implemented sustainable practices within their business model and determining if these practices have had an influence on the consumers' perception of the sustainably produced wine in terms of their buying behaviour. Based on the perspective of the winemaker himself and the perspective of three consumers of wine who are conscious of sustainability within the industry.

The focus of the study was on a wine farm in the Western Cape, who are known for being a brand that considers sustainability as a top priority and was able to provide deeper insights on the difference, they had experienced since these practices were implemented.

The sustainable strategies and its prominence

Our expert who was interviewed explained the perspective of the wine farm of sustainable strategies in the wine industry like follows. Their entire philosophy revolves around sustainability. From their perspective, sustainability does not only revolve around an

environmental aspect but also in terms of business, the human aspect as being the core to the business operations and being driven to have a purer vision for the future of the industry.

Considering the above-mentioned, sustainability was one of the biggest elements that most farms have adopted, not only adopting viticultural practices, but also business practices and long-term strategies aligning to be able to produce the current vintage but also being able to produce the same vintage twenty-five to fifty years from now.

Along with the insights from the winemaker, the customers (participants), all three of them, added to this and saying that ever since the Covid-19 pandemic, the sustainable strategies that wine farmers had implement became more prominent when people became more aware of the importance of sustainability practices within the industry.

Viticultural Practices

The wine farm when considering their sustainable practices had adjusted their practices in terms of viticultural practices. Meaning, that for the last fifteen years the farm has not used any type of Agri-chemicals that could potentially have a residual impact. Before this, there still was not really a need for it either due to the location of the farm, and having a low disease pressure due to the microclimate and a virus free vineyard.

From a sustainability point of view to the business and brand aspect, the farm has an inclusive model where try to quantify their carbon footprint to aid in offsetting with cultural practices as well as projects such as solar panel installation and limiting the reliance on coal dominated power, which by nature, was able to cut their carbon footprint and in terms of long-term objective, moving towards a net-zero business.

Another strategy that was considered by the farm was that through the various models was to provide consumers of the wine, locally and internationally with wine that is from the vineyard to the offset and that there is no greenwashing involved and all the products are in essence sustainably produced.

“But to work with your day and bottom-line figures, in fact, got to create a more sustainable product. Not just from a marketing side, but it fits with our philosophy, conditions, to work closely with your environment.”

Additionally, the wine farm when asked about their timeline in terms of the implementation of these strategies and practices, the expert explained that the strategies were a vertical true point and that the strategies were implemented twenty years prior, based on the location, making use of intensive agrichemicals, programmes like IPW (Integration Production of Wine) and integrating production, were some of the aspects that helped starting the initial framework. Furthermore, the farm works closely with Cape Nature (the last fifty years), and being part of the Stewardship agreement, with refers to a lot of land that was given back for conservation. And seeing healthy negotiations and seeing the return of the natural corridors of the animals in the area and that the area had become a lot more resilient.

To add from the other participants point of view, it was seen that sustainability was implemented in the industry to widen consumers' scope on the importance and role climate change plays and how that has had an influence in making sustainability more prominent.

The winemaking process

In terms of the winemaking process, it is based purely on being able to produce the best possible fruit from the environment, meaning that if there is balance in the environment, it will be beneficial for the wine.

Sales before versus after sustainability practices were implemented

The shift in sales

Considering the above-mentioned, in terms of sustainability and if it shifts sales in terms of before implementation versus afterwards if there was a shift it is evident based on the interview that there was a change in sales. Consumers does not just buy wine anymore, they buy into the philosophy that is behind the wine, and into the business and agricultural models as well. It is most definitely been considered a trend within the last five years. The wine farm noted that consumers ask more and more direct questions to the wine estate as well as

regarding the wine production. What goes into the wine, and the expert uses an example to explain this phenomenon regarding what goes into the wine, that the wine is vegan friendly, they no longer make use of egg-white in the fining process, instead, they make use of a potato-based protein used for fining.

When asking the participants whether or not they have noticed a shift in sales with the wine brands they support regarding wine that is sustainably produced versus 'traditionally' produced, they noted that they have not really noticed a difference in price, however, one participant did note that through their opinion, if consumers become more and more aware of sustainable produced wine, the prices could drop, another participants substantiated this opinion and saying the prices could even potentially drop.

One participant stated that they specifically became more aware of the wine in-stores that produce sustainably and noted that ever since they became more aware of climate change and how that influences us and the industry, sustainably produced wine have become more and more prominent in-store.

Another factor that is considered with the sales is the benefit of price increase, more so for the benefit and in terms of having more access to international markets. For the international, they are considered being more ahead of the curve and consumers are more conscious, not demanding however, they acknowledge specific facets of the product as a prerequisite. Whether it is a vegetarian friendly product or the brand being part of the Biodiversity and Wine Initiative (BWI) and being transparent to the point where the consumers know what is in the products does come with benefits.

“If anything, our wine in my opinion is undervalued in the true value of what the wine will be. But a lot of those price categories are still market dictated on a macro-economic factor. That is where we are entering new markets, internationally, rather than having a demand from different markets, you are able to enter in much at a much more sustainable price to consumers.”

In terms of the perception of the consumers since the implementation of the sustainable practices and strategies, the consumers have found the products to be more holistic. When working with these products, which is seen as monoculture for the most part, it is essential to farm in that way and that the people are aware of what you do.

One of the biggest agricultural critiques in the industry is a monoculture as the wine farm does not plant new vines every year on the same vineyard. They have factors of South Africa's average age depending on cultivar, it is generally less than twenty-five years old. To be able to sustain the soil for so long it is important to diversify the crops making up for around 85% of the surface area in the vineyard.

When consumers are aware of this, they resonate with the wine so much more and that every time they buy a bottle and take a sip, they know that they are investing in a much longer-term program and future than it being a consumer good. It becomes esoteric.

In terms of the consumers' buying behaviour of the sustainable practices and strategies, there has been an influence. In the South African wine industry, there has been more uprooting of vines in the last ten years, however, the industry had become smaller and specialised and focused.

So, being in the position with certain cultivar, vines are becoming older which means that the farmers are not uprooting as quickly as they used to, which sticks to a high yielding model. The vines can age longer and become more resilient to natural elements like drought. So, consumers are more willing to pay for the product and knowing they will, hopefully, be able to drink the same wine and at the same quality in ten to twenty years from now.

Lastly, in terms of the price of these products, it was essential to note that the price from the sustainable produced wine versus the 'traditional' produced wine did not change, the goal when implementing the strategies was not intended to increase the price. It was implemented purely from a point of conviction of being able to farm more sustainably for the future. The price is more in second place.

The payment terms when considering exports, and being able to promote through various industry bodies overseas, our expert made use of the example of WOSA (Wines of South Africa) who is an export promoter and build generic business capacity for the farm as well as under the umbrella of South Africa.

There are certain benefits for the wine farm, when considering their business model and selling through sustainable models – coupled with marketing – and if it happens that other farms start using the same model, they will also benefit from it in the long-term.

Interpretation of Findings

The research problem that was established was as follows;

The problem that is prominent that had to be addressed was what sustainable and innovative strategies was implemented to reduce the by-product and finding ways it could have been used to create something meaningful with it in the long-term in this industry for maximum shared future value and whether the practices and strategies of sustainability had an influence on the perception and buying behaviour of consumers within the industry.

Based on the insights that was gathered, it was mentioned that the wine farm had been making use of sustainable practices for the last twenty years. With they still wanted and hope for the future to move towards a net-zero business and business practices.

Furthermore, they moved to a potato-protein base for the fining part in the wine producing process which makes the wine vegan. This is important as it will be considered along with the sustainable practices as a prerequisite for certain consumers. It was evident regarding the research that consumers are more aware of sustainability and had already started asking questions regarding the wine producing process, what practices are used and how the farm had been operating sustainably.

This factor was also beneficial within the sense that it gave the farm the advantage of entering international markets that have these requirements that the farms need to adhere to in order to sell their wine overseas.

It is very important for the farm to be as transparent as possible with their practices and strategies as they value their wine and consumers but also how greenwashing will have a negative influence on their brand and the wine. They want consumers to perceive the wine as being holistic.

Through the participants, we were able to comprehend that a wine farm who is transparent and gives a deeper insight into the sustainable strategies and what they plan to do, they would trust the brand more and support them for the future of sustainability.

Findings in context

The theoretical foundation that was established was the Sustainable Shared Value Creation theory. This theory was made use of as sustainability had been gaining more attention and that it had been integrated in the business culture as well as business model, this showcased a shift when creating shareholder value and helped to develop sustainable shared value creation.

Furthermore, the approach to shared value was determined being the practices and policies that had not only enhance the competitiveness of a business but advancing social and economic conditions of the communities where the business operates as well (Rezaee, 2017: 15). With shared value as a concept, the management focuses on the continuous performance improvements of operations in producing long-term value while simultaneously maximizing positive influences of operations in the environment and society by aligning sustainable performance with ESP (Environmental Sustainability Performance) and ESG (Environmental, Social and Governance) (Rezaee, 2017: 15).

After all the questions were asked regarding the study, our expert was able to give additional information on the future of the farm.

The wine farm has been moving away from their current business model towards a better model, they are moving from just a supply chain to a value chain-based model. This model enables the business to have a more transparent value chain. This will look at factors such as the social impact, forming new partnerships as well as aligning the goals between labour, international markets, the industry, and government. This will ensure that it becomes more holistic and the business and the brand becomes resilient as well.

Taking this into consideration when looking at the responses from the participants (consumers), they are also focusing and are more conscious of the type of wine they buy and will rather look for a brand with the necessary sustainability seal compared to other brands, they would rather buy wine that will provide value in terms of sustainability and it being their way of addressing climate change.

Research Problem, Questions and Objectives Addressed Research Problem Addressed

According to authors Forbes, Cohena, Cullena, Wratten and Fountain (2009) consumers had become more conscious and concerned over conventional production practices that had led to an increased demand for products that has been created by processes that took an environmental issue into account, such as sustainable or organic practices within the wine industry.

With the determination to subsidize to a healthy environment, the waste through chemical, mechanical and biological processes were used as raw materials for new applications or products – this is the circular economy of having a “zero waste” society (Maicas and Mateo, 2020).

The problem that was prominent that had to be addressed was what sustainable and innovative strategies were implemented to reduce the by-product and finding ways it could have been used to create something meaningful with it in the long-term in this industry for maximum shared future value and whether the practices and strategies of sustainability had an influence on the perception and buying behaviour of consumers within the industry.

Based on the research that was conducted that their sustainability had and continues to have an influence on consumers regarding their perception and buying behaviour of wine in the industry. It was explained that some of the consumers they had talked with showed quite a big interest in the wine and the processes and how the farm specifically has incorporated sustainability in their brand and business.

When interviewing the participants (consumers) it was noted that they became more and more conscious of sustainable practices and the role climate change plays in the industry with the Covid-19 pandemic and realised that farms are acting more proactively to try and be sustainable and the participants want to be able to support those initiatives.

Furthermore, in terms of selling the wine overseas, they are a bit more ahead than South Africa, and the requirements to sell overseas include sustainability requirements and that the consumers overseas also views it as a prerequisite before purchasing the wine.

This showcases that sustainability does have an influence on the perception and buying behaviour of consumers within the wine industry regarding the farm specifically.

“Everybody has got to support the bigger picture of sustainability and, if everybody just plays a small role in, in supporting people that making an effort, form, for example, in a more sustainable manner. It will be, to everybody’s advantage if such efforts can be supported.”

From the perspective of the other participants, it is showcased, that when asked whether their buying behaviour is influenced by sustainably produced wine, all three mentioned that

they would rather purchase wine that in some way or form was produced sustainably, rather than supporting any other type of wine.

Research questions and objectives addressed

Q1: What sustainable practices had wine farmers in the Western Cape employed on their farms?

O1: To determine the sustainable practices that wine farmers in the Western Cape had employed on their farms.

As mentioned in the section above, some of the sustainable practices that the wine farm had employed included implementing it firstly, fifteen years ago and secondly, they focused on their viticultural practices to adjust that, this means that there have not been any agrichemicals that left a residual impact. This helped them tremendously to gain a footing for the future of sustainability within the industry.

Q2: To what extent had wine farmers gone to incorporate sustainability into innovative strategies for the long-term solutions and the future of the wine industry?

O2: The objective for this study was to determine if wine farmers were able to adapt to the world changing in terms of sustainability strategies and incorporating these changes.

Regarding this research question and objective, it is evident that the goal of incorporating sustainable practices was not only for the future of the wine industry in South Africa but also for the long-term for the farm. Cederberg Wines sees sustainability as being the future of the industry and know that in order to keep up with the competitive markets in South Africa and international that sustainability is the way to do it.

It is also a factor of preserving the surrounding environment and trying to, when taking a product of nature, to be able to put it back as well and not let any by-product go to waste, they want to be considered a holistic brand and being a leading wine farm for sustainability.

Q3: How did the sustainable strategies influence consumers' perception of wine as well as their buying behaviour?

O3: To determine whether the sustainable strategies had influenced consumers' perception of wine along with their buying behaviour.

For the consumers, their perception and buying behaviour of sustainably produced wine is very important for the business, and based on the insights, it is evident that consumers are more aware of sustainable practices within the industry and showcases interest, it is a prerequisite for them when buying wine, if it is sustainably produced, and that they will purchase these products. Furthermore, as mentioned above, it is not only for consumers important in South Africa but also international, and they want transparency of the process in its entirety and want honesty, as they know that some brands have been accused of greenwashing and Cederberg considers this as a priority and to be as transparent as possible with their production and the ingredients that goes into the wine.

In conclusion, it is evident based on the research problem, questions and objectives and the insights the interview had provided, that consumers takes sustainability very seriously and uses it as a prerequisite when considering buying certain products, especially wine, and that it is critical to them, to drink the wine and knowing that no harm is being caused to the environment and knowing the quality of the wine will remain the same as the practices aims to be long-term and that the quality will not change.

CONCLUSION

Trustworthiness within a qualitative study

The trustworthiness of the study was determined by its dependability and confirmability.

Credibility – As a researcher for the study, it was important to spend time with all participants and understanding their perspective regarding this subject and how their behaviour is influenced by it, through this, it was able to provide credibility that is credible and insightful for whoever reads the study.

Transferability – This is the ability where the findings can be applied to a similar problem that will be able to deliver similar results (Du Plooy-Cilliers, Davis and Bezuidenhout, 2014: 259). The study can be used as a foundation for future studies, or some of the factors mentioned in for example, the findings, could be used for other studies for other similar research problems.

Dependability – This facet to help measure the trustworthiness of the study is focused on the quality of the process of integration that occurs between the data collection and data analysis methods as well as the theory that was generated from the data (Du Plooy-Cilliers, Davis and Bezuidenhout, 2014: 259). This was showcased through how the data finding were able to answer and justify the research questions and objectives that were determined, this, as mentioned, provides credibility, and make it trustworthy.

To consider the above-mentioned facets in terms of trustworthiness, it is essential to continuously consider the study and objective and focusing on how sustainability have influenced consumers' perception on wine and if that have had an influence on their buying behaviour in the process as well. This in turn will provide guidance for future studies and providing work that will be trustworthy and reliable to be used in other studies.

Ethical considerations

The main goal for having ethical consideration was to protect the participants and making sure that by having these considerations that it will enhance the validity and trustworthiness

of the study to follow (Bhandari, 2022). The ethical considerations for this study were the following.

Informed consent – letting the participants of the study know that their privacy is valued and that their insights will be used for research purposes only.

Collecting data – participants was made aware from the beginning that their information will remain private, this include themselves, their business and that there will be always open communication, the participants were asked that should they at any point feel uncomfortable answering a question, that they were made aware that they are not obligated to answer the question.

Participants can choose to remain anonymous and;

The participant's confidentiality was respected (Du Plooy-Cilliers, Davis and Bezuidenhout, 2014: 264-265).

Limitations

Accessibility – one limitation to consider in this study was the access to information (Du Plooy-Cilliers, Davis and Bezuidenhout, 2014: 275). This was caused by a lack of resources or scholarly articles that are limited or the farms not wanting to provide information (as it is their right to do so) which proved to be a limitation for the study.

The deductive approach – this was a limitation in the study as the deductive reasoning would only be proven if all the premises were set in a previous inductive study and that all the terms are clear, otherwise, it would be proven to be difficult to work around and limit the study (Streefkerk, 2022).

Generalising – the last limitation that was evident was that in qualitative research, although deeper insights are gained, it was only from the perspective of the participants, meaning they do not represent every single individual that have an interest in the wine industry and

sustainability, the insights they gave were their own viewpoints and opinions, making it a limitation to be considered when future studies are conducted.

Anticipated contribution and Future studies

When considering the purpose statement, the anticipated contribution was be solely focused on what influence sustainable strategies of wine farms has on consumers' perceptions regarding sustainability and if it does or does not influence their buying behaviour.

To goal was to gain a more in-depth understanding of the role of sustainability on the wine farms and how the wine farmers had considered it and how they have implemented and the success thereof by measuring it from the behaviour and perception of the consumers.

It is essential to try and understand the research problem within the context of the study while simultaneously trying to achieve the research objectives and answer the research questions.

For future studies, this study could be used as a foundation to explore other wine farms in this context in different provinces, and using this study to compare the insights and how they differ or how they are the same, or whichever the outcome might be.

At the end of the day, it is important to continuously explore this field, as consumers are becoming more aware of sustainability and the role it had started to play and continue to play within this industry.

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Annexure A – Consent Form

CONSENT FORM

Explanatory information sheet and consent form for participants
To whom it may concern, My name is Jana Clarkson and I am a student at Vega School Pretoria. I am currently conducting research under the supervision of Ayanda Sibiyi about to determine the branding strategies that the wine farmers in the Western Cape, had to consider in order to influence the buying behaviour of consumers and their perceptions of sustainable strategies and if these strategies such as the certification seal have an influence at all. I hope that this research will enhance our understanding of what influence sustainable strategies of wine farms has on consumers' perceptions regarding sustainability and if it does or does not influence their buying behaviour. 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 it focuses on wine farms who have implemented sustainable practices. If you decide to participate in this research, I would like to explain that the participation of the wine farm will be through a case study as well interviews with the owner as well as the branding/sales team of the farm.

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 sustainable practices as it can add value to this type of research that has not been explored in-depth. If you find at any stage that you are not comfortable with the line of questioning, you may withdraw or refrain from participating.
Do I have to participate in the study?
• Your inclusion in this study is completely voluntary; • If you do not wish to participate in this study, you have every right not to do so; • Even if you agree to participate in this study, you may withdraw at any time without having to provide an explanation for your decision.
Will my identity be protected?
I promise to protect your identity. I will not use your name in any research summaries to come out of this research and I will also make sure that any other details are disguised so that nobody will be able to identify you. I would like to ask your permission to record the interviews, but only my supervisor, I and possibly a professional transcriber (who will sign a confidentiality agreement) will have access to these recordings. Nobody else, including anybody at Vega 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 BA Strategic Brand Communication Honours. You may ask me to send you a summary of the research if you are interested in the final outcome of the study.
What happens if I have more questions about the study?
Please feel free to contact me or my supervisor should you have any questions or concerns about this research, or if there is anything you need to know before you decide whether or not to participate. You should not agree to participate unless you are completely comfortable with the procedures followed. My contact details are as follows: Jana Clarkson  The contact details of my supervisor are as follows: Ayanda Sibiya

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Participant or respondent consent
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I, _____, agree to participate in the research conducted by Jana Clarkson about the sustainable production and how it has become a significant issue in the global wine industry and the certifications of it of the brand have been added as a new attribute influencing consumers' choice (Schäufele and Hamm, 2017: 379). Since consumers cannot verify the production method of the products they purchase, even after consumption, sustainability cues are reliant attributes (Schäufele and Hamm, 2017: 379). These characteristics cannot be precisely evaluated by consumers, the expectations they form have an impact on consumers' perceived sensory and quality experiences. This makes it crucial to identify just how sustainability characteristics prompt consumers' preferences, perceptions and willingness-to-pay (WTP) in relation to the different traditional wine quality prompts (Schäufele and Hamm, 2017: 379).

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.

Signature	Date

Annexure B – Consent form for Audio or Video Recording

CONSENT FORM FOR AUDIO OR VIDEO RECORDING

Consent form for participants	
I, _____, agree to allow Jana Clarkson to audio record my interviews as part of the research about the sustainable production and how it has become a significant issue in the global wine industry and the certifications of it of the brand have been added as a new attribute influencing consumers' choice (Schäufele and Hamm, 2017: 379). Since consumers cannot verify the production method of the products they purchase, even after consumption, sustainability cues are reliant attributes (Schäufele and Hamm, 2017: 379). These characteristics cannot be precisely evaluated by consumers, the expectations they form have an impact on consumers' perceived sensory and quality experiences. This makes it crucial to identify just how sustainability characteristics prompt consumers' preferences, perceptions and willingness-to-pay (WTP) in relation to the different traditional wine quality prompts (Schäufele and Hamm, 2017: 379). This research has been explained to me and I understand what participation in this research will involve. I understand that: • My confidentiality will be ensured. My name and personal details will be kept private; • The recordings will be stored in a password-protected file on the researcher's computer; and • Only the researcher, the researcher's supervisor and possibly a transcriber (who will sign a confidentiality agreement) will have access to these recordings.	

Signature	Date

Annexure C – Gatekeeper’s Letter



Gatekeeper’s letter/ Request to conduct research

Dear [REDACTED]

I am writing to ask your permission to conduct research at Cederberg Wine Farm.

My name is Jana Clarkson, a BA Strategic Brand Communication (Honours) student at the Vega School a brand of the Independent Institute of Education (IIE). The research I wish to conduct for my Honours Project titled Sustainability – The influence of consumers’ buying behaviour and perceptions of wine in South Africa.

The aim of this study is to investigate the perceptions of consumers regarding sustainable practices in the wine industry and whether it has an influence on their buying behaviour. The project consists of an interview and a case study. The nature of your firm’s participation will be through an interview with the owner self, or person in charge, as well as the branding/sales team and how they have experienced how sales have been since implementing sustainable practices.

Yours sincerely
Student: Jana Clarkson

Supervisor:

My contact details are as follows:
Jana Clarkson

[REDACTED]

The contact details of my supervisor/navigator/lecturer are as follows:
Ayanda Sibiyi

[REDACTED]

Annexure D – Interview Questions (Winemaker)

1. What is Cederberg Wines' point of view regarding sustainable strategies within the wine industry?
2. What strategies have the Cederberg Wines implemented to adapt to sustainability?
3. When did the farm start incorporating sustainable strategies?
4. Have there been a shift in sales? (in regards to before the strategies were implemented vs. afterwards)
5. What has consumers' perceptions been since implementing the strategies?
6. Do you think, because of the strategies, that it has an influence on the consumers' buying behaviour?

Annexure E – Interview Questions (Consumers)

1. What is your point of view regarding sustainable strategies that wine farms have started to incorporate?
2. When have you noticed wine farms that you support started incorporating sustainable strategies?
3. Have you seen a difference in price regarding the traditional produced wine and sustainably produced wine?
4. Does it in any way make a difference to you whether wine farms have sustainable strategies incorporated?
5. Does sustainability of a wine farm have an influence on your buying behaviour/power when buying wine?

Annexure F – Ethical Clearance Letter



Date: 13 June 2022

Student name: Jana Clarkson

Student number: [REDACTED]

Campus: Pretoria

Re: Approval of RESE8419/RMET8429 Proposal and Ethics Clearance

HONOURS/PGDip ETHICAL CLEARANCE LETTER

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

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!

GENERAL CONDITIONS TO BE FULFILLED IN RELATION TO RESEARCH

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

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

Permission is granted subject to the following conditions:

1. The researcher(s) will need to obtain informed consent in writing from all of the participants in his/ her sample if the study is not anonymous.
2. The researcher(s) may only use the data collected for research purposes and in no other way.
3. Photographs of human subjects may only be taken if relevant to the research, informed consent was obtained, and even with informed consent, the photographs may not be published on any online platforms.

4. The researcher is responsible for supplying and utilising his/her own research resources, such as stationery, photocopies, transport, faxes and telephones and should not depend on the goodwill of the institutions and/or the offices visited for supplying such resources.
5. No names or identifying information of participants may be used within the research and the research must be voluntary.
6. Please make it clear that the information will not be used punitively in any way and participants may in no way be counselled/advised based on this.

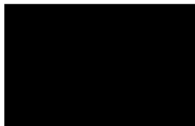
Supervisor name: ***Ayanda Sibiya***

Signature



Campus Postgraduate Coordinator (CPC) name: ***Courtney Jade de Villiers***

Signatur



Annexure G – Concept Doc

Name	Jana Clarkson
Student Number	
Supervisor	Ayanda Sibiya
Date	7 April 2022 Updated: 2 December 2022
Version	5

Project Details

Proposed Title

Title	Sustainability – The influence of consumers' buying behaviour and perceptions of wine in South Africa
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Research Details

Problem Statement	According to authors Forbes, Cohena, Cullena, Wratten and Fountain (2009) consumers are becoming more conscious and concerned over conventional production practices that have led to an increased demand for products that have been created by processes that take an environmental issue into account, like sustainable or organic practices within the wine industry. Thus, the problem that is prominent that has to be addressed is what sustainable and innovative strategies can be implemented to reduce the by-product and make something meaningful with it in the long-term for this industry for maximum shared value. Taking this into account, the problem that is evident to be addressed is what sustainable practices have wine farms in the Western Cape implemented, or have been making use of that influence consumers' buying behaviour as well as their perceptions regarding the practices.
Purpose Statement	The purpose of this qualitative study is to determine the branding strategies that the wine farmers in the Western Cape, in the Stellenbosch area specifically had to consider in order to influence the buying behaviour of consumers and their perceptions of sustainable strategies and if these strategies such as the certification seal have an influence at all.
Research Questions	Q1: What sustainable practices have wine farmers in the Western Cape employed on their farms? Q2: To what extent has wine farmers gone to incorporate sustainability into innovative strategies for the long-term solutions and the future of the wine industry? Q3: Does the influence of sustainable strategies have an influence on consumers perception of wine as well as their buying behaviour?
Objectives	O1: To determine the sustainable practices that wine farmers in the Western Cape have employed on their farms. O2: The objective for this study is to determine if wine farmers were able/have been able to adapt to the world changing in terms of sustainability strategies and incorporating these changes. O3: Secondly, to determine whether the sustainable strategies have influenced consumers' perception of wine along with their buying behaviour.
Research Rationale	Researchers Gbejewoh, et al. (2021: 4) have found that in South Africa, the environmental responsibility is one of the key drivers for sustainable practices and that validity and competitiveness plays a secondary role. Despite this, the emphasis is that most sustainably proactive wine farms are defined by environmental responsibility with a potential competitive edge.

	In South Africa, sustainability practices have become of the main drivers in the agriculture industry and have given wine farms a competitive advantage by incorporating these practices along with innovative strategies to keep up with the latest trends and consumer demand. The study that will be conducted is thus relevant as sustainability is part and forming part of our everyday lives and people becoming more and more conscious about what is being put into the environment, thus it is critical for the wine farms specifically to be transparent on their processes and the bottling of the wine (in terms of its labelling as well) and the resources being used as to not be accused of greenwashing (Gbejewoh, et al., 2021: 5). Thus, it is essential to take a more thorough look into the sustainable practices that have been implemented by the wine farms and the influence it has had on consumers perception of sustainability and whether it has influenced their buying behaviour.
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Literature Overview

Key Theory	As sustainability is gaining more attention and being integrated in various industry models and culture, there has been a shift from creating shareholder value to developing sustainable shared value creation (Rezaee, 2017: 15). The theory of sustainable shared value creation is focused on the practices and policies that can enhance competitiveness as well as advancing the social and economic conditions in communities in which a business is operating in (Rezaee, 2017: 15). The goal of this theory is to develop innovative strategies that helps improve business operations but more importantly create long-term strategies that will be both beneficial for the environment and the communities, especially in the wine industry where natural resources are used constantly. By making use of these resources in innovative ways in the wine production process will be beneficial for the industry but will create long-term solutions in terms of the future as well as sustainability and the shared value of it (Rezaee, 2017: 15).
Seminal Authors/Sources	- Rezaee, Z. 2017. Corporate Sustainability: Theoretical and Integrated Strategic Imperative and Pragmatic Approach. The Journal of Business Inquiry, 16(1): 15, 16. - Maicas, S. and Mateo, J. 2020. Sustainability of Wine Production. [Online]. DOI: http://dx.doi.org/10.3390/su12020559 [Accessed 8 May 2022]. - Forbes, S., Cohen, D., Cullen, R., Wratten, S. and Fountain, J. 2009. Consumer attitudes regarding environmentally sustainable wine: an exploratory study of the New Zealand marketplace. Journal of Cleaner Production. [Online] 17(13): 1195-1199. Available at: https://core.ac.uk/download/pdf/35463853.pdf [Accessed 12 June 2022].
Literature Review Theme 1	1. Social Innovation 1.1. As a collaborative concept
Theme 2	2. Sustainability 2.1. Sustainability and Green Innovation 2.2. Sustainability in wine production
Theme 3	3. The consumer perception of sustainable wine
Sources	Refer to reference list*
Key Concepts	Sustainability, Integrity, Place Brand

Provisional Research Approach

Paradigm	The paradigm that will be used for this study will be from an interpretivism perspective. The main idea of this paradigm focuses on how different people are from objects. This can be further explained as unlike objects, human beings change constantly with the environment they are in often influences them and the decisions they make (Du Plooy-Cilliers, Davis and Bezuidenhout, 2014: 27-31). For example, in terms of the study, sustainability influences on how the wine farmers run their wine processes and what decisions they have make along with innovative ideas to be able to accommodate sustainability in this industry.
Epistemology	According to Du Plooy-Cilliers et al. (2014:27-31), the epistemological position of interpretivism believes that the truth is based on people's interpretation of facts, meaning they do not generalise their results. Because of this, the research methodologies that are made use of are sensitive and very specific to the context in which the study occurs and never generalised beyond this context. The idea of the interpretivist approach with the brand of epistemology is to make the researcher part of the research, the interest lies in the specific and contextualised environments as well as acknowledge that knowledge and reality are not specified objectives but is influenced by people and their perceptions within the specific environment (Brown, 2015).
Ontology	Interpretivists does not believe in an objective and that reality is experienced the same way by everyone. Instead, they focus and believe on the social construct and depend on the meanings that people ascribe to their own personal interactions and experiences with others. The social world is what people comprehend it to be (Du Plooy-Cilliers et al. 2014: 27-31).
Axiology	Authors Du Plooy-Cilliers et al. (2014: 27-31) continues and showcases that interpretivist value the intricate understanding of the various unique realities. They want to conduct value-based research, what shapes their research, with their own interpretations as well as the ones of participants. The study is being conducted based on the sustainability shared value creation theory it is essential to consider all of the roles that are in the wine industry and the value each component has in order to find the value in everything that contributes to the process and how it can be adapted to the reality of sustainability.
Approach/design	This paper will be focusing on conducting a qualitative study with a cross-sectional design. This study will be approached from a qualitative perspective, as qualitative research focuses on answering questions about experience, perspective and meaning, usually from the standpoint of the participant (Hammarberg, Kirkman and de Lacey, 2016: 499). This will be beneficial for the study as it focuses on the personal experience of the farmers and their perspective on the significance sustainability has on the process. The reason for choosing cross-sectional as the design is the study aims to focus on a particular timeframe in terms of sustainability and the impact it has on the wine producing process and its strategies, rather than looking at the timeframe of when sustainability became such an important facet, the study looks at the impact it has caused.

Provisional Research Plan

Population	<i>The nature of the population:</i> Wine farmers/farms in the Western Cape. <i>The size of the population:</i> The wine farms in the Western Cape that have implemented sustainable practice in their brand strategy.
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	<i>The unique characteristics:</i> The wine farms in the Western Cape, looking specifically in Stellenbosch and the West Coast, who have realised the importance of sustainability and that have implemented the necessary strategies to adapt to sustainability and consumers' needs for it.
Sampling	The sampling method that will be used for this study is the non-probability sampling method. Participants will not be selected randomly, as the focus is on interviewing specific wine farmers who live and work in the Stellenbosch area, rather than focusing on the entire wine industry in the Cape. The objective for choosing this sampling method is to gain a more in-depth understanding of our research problem (Du Plooy-Cilliers, Davis and Bezuidenhout, 2014: 137). The non-probability sampling method that will be used is purposive sampling. The intention of this sampling method is because the elements that have to be included in the sample is chosen carefully, based on a set of characteristics (Du Plooy-Cilliers, Davis and Bezuidenhout, 2014: 143). It is essential to consider the population and the research question/s, then determining the characteristics from the population that are essential for the research. It is imperative to carefully select a sample from the determined population that do have the desired characteristics, disregarding the ones that do not (Du Plooy-Cilliers, Davis and Bezuidenhout, 2014: 143). Based on the objective to consider wine farms that have implemented sustainable practices in their brand strategy, it essential to list a few wine farms being considered before selecting one that will help answer the research question/s fully.
Data Collection Method(s)	The data collection methods that will be used in the study is a case study as well as interviews. The case study will help to understand the research problem in the scenario in which the phenomenon occurs (Du Plooy-Cilliers, Davis and Bezuidenhout, 2014: 178). Whereas the interviews will give first-hand, realistic insights from the main source who is being affected by the research problem (Du Plooy-Cilliers, Davis and Bezuidenhout, 2014: 176).
Data Analysis Method	For the interviews and case study the data analysis method that will be used is textual – as the interviews will be analysed and interpreted in the perspective of the participant (Du Plooy-Cilliers, Davis and Bezuidenhout, 2014: 230). After the interviews, which will be conducted via Microsoft teams, will be transcribed. The case study will be interpreted from the perspective of the participant as well and the insights they have to offer.

Ethical Considerations and Limitations

Ethics	The ethical considerations for this study are the following. • Informed consent – letting the participants of the study know that their privacy is valued and that their insights will be used for research purposes only. • Collecting data – participants have to be aware from the beginning that their information will remain private, and that there will be open communication at all times, the participant should feel comfortable enough to speak up when they do not want to answer a question. • Participants can choose to remain anonymous and; • The participant's confidentiality will be respected (Du Plooy-Cilliers, Davis and Bezuidenhout, 2014: 264-265).
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Limitations	Accessibility – one limitation to consider in this study is the access to information (Du Plooy-Cilliers, Davis and Bezuidenhout, 2014: 275). This can be a lack of resources or scholarly articles that are limited or the farms not wanting to provide information (as it is their right to do so) which can be a limitation for the study. The deductive approach – this can be a limitation in the study as the deductive reasoning will only be proven if all of the premises are set in a previous inductive study and that all of the terms are clear, otherwise, it will be proven to be difficult to work around and limit the study (Streefkerk, 2022).
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