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Group: _____ Module: RMET8429w
Cell/Tel No./Email Address: [REDACTED] Lecturer: Cerneels Coetzee
Assignment Number: Summative Assignment Due Date: 1 August 2022
Date Submitted: 31 July 2022

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OFFICIAL STAMP

Exploring consumer perception of food waste management practices in the quick-service restaurant industry of South Africa: A case of Kentucky Fried Chicken restaurants

RMET8429w
Summative Assessment: Research Report
Research Report
Cerneels Coetzee

Michelle Shandler





Executive Summary

Food insecurity is not only a global issue but is an ominous concern for South Africa. With almost twelve million South Africans suffering from hunger daily (Oelofse, et al., 2018), it is borderline criminal that ten million tons of food goes to waste in South Africa each year (Caxton Magazines, 2017). This raises serious ethical considerations as the food wasted could be used to feed the hungry. With an ever-growing population this issue will continue to expand and therefore finding more efficient ways cultivate, process and present food to consumers has become a serious topic of discussion.

To lessen the degree of food insecurity in the country, companies involved in the food supply chain will have to adopt new approaches to make consumers aware of the issues surrounding food waste to promote behavioural change (Marx-Pienaar, et al., 2020). Unfortunately, limited imperial research has been done on the degree of food waste in a South African context and this impedes the required responsive action. Furthermore, the efforts of companies will be ultimately unsuccessful if the consumers of the company's products do not respond positively to the consumer education regarding the topic of food waste. An upsurge in awareness of the effect the knowledge-ignorance paradox (Ferreira , et al., 2016: 14) is posing also raises more questions as to how to approach food waste education and how consumers will react.

Marketing initiatives have progressed in recent years to be more human-centric (Kotler & Kartajaya, 2007) as brands are realising consumers have deeper desires which need to be met to ensure brand loyalty and meaningfulness. Fierce competition has resulted in an oversupply of basic consumer requirements and brands must now provide more social and environmentally focussed services as part of their offerings to differentiate themselves.

Given the above, this study was comprehended to improve the current understanding of consumers attitudes towards food waste and specifically the consumers perception of the Kentucky Fried Chicken brand whilst knowing or not knowing what efforts the brand deploys with regards to food waste management throughout its supply chain. Therefore, the primary research question of this study was derived as:

Would knowing what KFC is doing with regards to food waste management practices improve the meaningfulness of the brand from the perspective of the consumer?



The research tradition deemed most relevant for this study is the interpretivism tradition as this study did not aim to ascertain knowledge but rather to understand the perceptions and interpretation of consumers' experiences with the brand within the social context. A qualitative research approach was used to gather the data as the data was perceived as social by nature and focused on the perceptions of participants in a natural setting (Haradhan, 2018). Semi-structured interviews were conducted with five consenting participants which all conformed to the specification of the sample believed to be most relevant to the research question at hand.

Specific attention was given to the design of the research questions and the causal relationships between the variables relative to the central theme. Secondary research objectives were identified to improve the understanding of the research problem and reasoning of the answers of the participants. After carefully analysing the interview data, the findings of the research validated the expected causal relationship between the consumers perception of the brand and the degree to which the brand communicates its efforts with regards to food waste management practices. Further interesting insights were obtained relating to consumer communication and some of the challenges it poses.

The study understood several limitations relating to both the time frame in which the data was collected and the depth of understanding the proposed research methodology allowed, and the inherent nature of qualitative research relating to an interpretivism tradition. Even with these limitations, valuable insights were obtained relating to consumers' perception of the brand KFC and the study introduces constructs which can and should be used for further imperial and sociological research into the described and related research problems.

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1. Introduction

With food insecurity becoming critical to many households in South Africa (SA), and given the country's growing population, Ferreira, Marx-Pienaar and Sonnenberg (2016) states that food waste management is becoming a growing concern for the country. Finding innovative and sustainable means to reduce food waste throughout the food supply chain will relieve some of the pressure from this problem and more consumers are becoming aware of this requirement.

In 2020, 2.37 billion people globally had limited access to healthy food on a steady basis (United Nations, 2022). This is concerning given that the world population in 2020 was 7.76 billion people which means approximately 30% of the world population had limited access to food (Statista, 2022). Sakaguchi, Pak and Potts (2018) states that 1.3 billion metric tons of food is wasted per year. This not only impacts the population but also places strain on the environment and the natural resources needed to produce and dispose of food. According to Oelofse, Muswema and Ramukhwatho (2018) the population is expected to reach 9.3 billion people by 2050. This means the demand for food will also increase and to ensure food security, it will place additional burden on already constrained resources. Food waste management will start to play an important role in striving for a more sustainable future for food production. Apart from food waste being a global issue, it has also become an ethical issue as it is deemed food that could feed the hungry (Oelofse, et al., 2018).

Sakaguchi, Pak and Potts (2018) assert that one of the many challenges the world faces in the 21st century is food waste and the accompanying best practices that can be implemented to reduce food waste across the supply chain. This could not be more true for SA as almost 12 million South Africans suffer from hunger daily. SA is thought to have the largest proportion of food waste compared to the rest of the African continent (Oelofse, et al., 2018). Out of 31 million tons of food produced each year in SA, 10 million tons go to waste of which 500 000 tons is wasted at consumer level (Caxton Magazines, 2017).

The SA food industry itself is made up of various components and stakeholders throughout the supply chain to deliver the end-product to the consumer. Ferreira, Marx-Pienaar and Sonnenberg (2016) argue that for Quick Service Restaurants (QSR) in particular, challenges with regards to sustainable food systems and food waste management is an ever-growing concern. There have been discussions for the QSR industry to 'go green' for a long time with

the aim of implementing more sustainable practices throughout the industry (Elsaied & Saleh, 2018).

These efforts may be futile if they are not well received by the public. Consumer value is important to the success of any brand, and it forms part of all marketing activities, but it is also complex because of its ever-changing nature (Schröder & McEachern, 2005). The product characteristics of QSR's are closely linked to the nutritional index, sensory and quality. Lately, production and processing has also started to become important to consumers. This relates to the ethical production of food in terms of animal and human welfare. Brands such as MacDonald's, Burger King and more specifically Kentucky Fried Chicken (KFC) are brands that are centred around meat and are therefore targeted for animal welfare issues (Schröder & McEachern, 2005).

Marx-Pienaar, du Rand, Fisher and Viljoen (2020) ascertain that there is limited imperial research data available on the current situation of food waste with a South African context. There are many areas of concern that require attention to action appropriate measures to lessen food insecurity in the country. QSR has transformed into a multi-million-rand industry as consumers try to maintain their daily lifestyles. However, this industry has cultivated false ideologies that endanger society. The consumer is portrayed as a 'king' enforcing the idea of entitlement and no accountability. This is evident in the way food is produced, consumed, managed, displayed and discarded (Marx-Pienaar, et al., 2020). By adopting approaches that make social issues like food waste known to the consumer, it is believed that QSR brands like KFC can not only alter the stigma that is associated with the brand, but also promote behavioural change.

Given the above, this study is aimed to examine food waste management practices within the food industry with specific focus on the well-known South African brand of KFC. KFC is an iconic brand. Choosing KFC as the central brand for this study is due to their product offering and recognisable branding. This study will provide insights not only into the world of the fast-food industry but more specifically food waste management practices of an iconic brand within the QSR industry.

The purpose of this study was to review food waste management practices of the brand KFC and the communication of these practices in relation to the brand being a meaningful brand in the eyes of the consumer.

1.1 Rationale of the study

Ferreira, Marx-Pienaar and Sonnenberg (2016) perceives convenience as the main driver that impacts the food industry. Consumer food consumption patterns is shaped by their chosen lifestyles, which is evident in the increased sales of convenient food products. This not only effects the industry but also the industry's social responsibility towards the carbon footprint they leave behind. Modern households encumber a fast-paced lifestyle and have come to rely on convenient food products without fully recognising the consequences of food waste. It becomes evident that there is a gap in the modern consumers understanding of the current situation and the impact their behaviour has on the environment.

Harrington, Ottenbacher and Fauser (2017) explains that the modern QSR are associated with global chains such as McDonalds, Burger King, Starbucks and many more. These restaurants are designed in a specific way with the aim of preparing and serving food quickly and with limited-service interaction. As these brands all follow the same process, there is a known lack of differentiation between the various QSR brand's delivery methods which result in reduced brand commitment. Because the nature of the consumer is continuously changing, it is difficult to determine exactly what the consumer values in a QSR brand.

Further exploration has termed the phrase "knowledge-ignorance paradox" (Ferreira , et al., 2016: 14). Consumers are overloaded with information about climate change and therefore have become detached, not fully understanding the concept and as a result they do not feel the need to change (Ferreira , et al., 2016). The question this raises is whether consumers will react similarly to food waste education.

Contrary to this, Stangherlin, Barcellos and Basso (2020: 1) found 'social norms have the power to influence preference and behaviours for a specific situation, directly effecting attitudes, intentions, preferences and choices.' In a situation where consumers are unclear of how to proceed, they will look to others for confirmation on how to act and therefore social norms are maximised. Social influence is used as a tool to inspire pro-environmental behaviours. By making food waste a social norm with consumers, it could change and promote alternative positive behaviour as awareness of consequences in behaviours is key to promoting pro-environmental behaviours.

With these contradicting views, this study was chosen to determine which opinion is true with regards to the KFC brand and food waste management practises from the perception of the consumer.

1.2 Research Problem

Corporate Sosial Responsibility (CSR) is used to reflect social change both internally and externally. Ethical consumerism is a term used for ethical trading practices that a brand adopts. By making this information available to consumers, it is believed to impact sales and overall consumer perception of the brand (Schröder & McEachern, 2005). Branding is then used to boost the brand's status with the consumer. By adding meaning and communication competence to the product or service, the brand is adding value.

For KFC, limited consumer education with regards to their CSR and food waste management efforts are evident. Du Plooy-Cilliers, Davis and Bezuidenhout (2014) is of opinion that investigating how knowledge of these efforts would affect the consumers perception of the KFC brand using an interpretivism research tradition would provide a deeper understanding of consumer belief systems and behaviour. Dos Santos, da Silveira and da Costa (2022) found that there is a causal relationship between consumer behaviour and food waste. Companies hoping to improve their brand meaningfulness strive to be perceived as contributing to the greater good or some type of bigger cause (Kotler & Kartajaya, 2007).

Therefore, the research problem for this study centres around consumers attitude towards food waste and specifically the consumers perception of the KFC brand whilst knowing or not knowing what efforts the brand deploys with regards to food waste management throughout its supply chain.

2. Research Questions

For this study the research questions are divided into two sections. The first being the primary research question, which formulates the golden thread throughout the study, and the second are supporting questions to assist in answering the primary question.

2.1 Primary Research Question

From the research problem the primary question of this study can be derived as follows:

- *Would knowing what KFC is doing with regards to food waste management practices improve the meaningfulness of the brand from the perspective of the consumer?*

2.2 Secondary Research Questions

The secondary research questions are divided into three main objectives:

The first objective:

To determine consumer knowledge of the term food waste and food waste management practices and their perceptions on the issue

The second objective:

To explore consumers general perception of quick service restaurants

The third objective:

To define consumers perception of the brand KFC

These questions have been designed to answer the objectives (also see Appendix A):

1. What comes to mind when hearing the term food waste?
2. What is your understanding of food waste management?
3. Are you aware that almost a third of the food produced in SA is wasted?
4. What comes to mind when you think of quick service restaurants (fast food)?
5. How many times a month do you purchase fast-food?
6. What is your perception of the KFC brand?
7. Do you think KFC effectively communicates to you the consumer?
8. Are you aware of any other social initiatives KFC do?
9. Are you aware of KFC's food waste management practices?



The interview questions are based on the themes for this study and have been designed to spark a conversation to gain deeper insights.

2.3 Aim of the study

The central theme to this study is food waste management and understanding the growing issue. Trying to understand what exactly food waste is and how it is defined by various stakeholders and quantifying food waste and how food is wasted through the supply chain are key focus points. From here, food waste is looked at from a QSR point of view. This illustrates the current state of the fast-food market and the growth it is experiencing. It is important to understand the market and some of the factors that are driving the markets success. Food wastage from a consumer's point of view and what some of the drivers are which influence their food wastage is considered. It is also important to note that there is a shift in trend within consumers dietary requirements. This premise will help to explore to what extent this new trend will impact the QSR's going forward or if it will play a role are all. This talks to the fifth tendency of being a meaningful brand. And lastly, how big of a role does CSR play in QSR's and does it help distinguish QSR brands from one another.

The aim of this study is to ascertain if knowing about food waste and food waste management practices of KFC would change consumer perceptions already associated with quick-services restaurants. From the above, it can be determined whether or not, for a brand to add meaningfulness to their brand image, food waste management initiatives play an important role within the overall marketing strategy. Brands will initiate programs that directly speak with society on current social issues. The aim of this study is therefore to further explore consumer perception of the QSR industry in relation to KFC's food waste management practices and if communicating this to the consumer results in a change of perception.

3. Literature Review

3.1 Defining food waste management

Food loss and waste is a growing concern in today society. As the population grows so does the demand for food, yet millions of people globally suffer from food insecurity and hunger

leading to malnutrition from unbalanced diets (Santeramo & Lamonaca, 2021). According to Bond, Meacham, Bhunnoo and Benton (2013, p. 3) food waste is defined as 'edible food products which are intended for the purposes of human consumption but have instead been discarded, lost, or degraded'. According to Garcia-Garcia, Woolley and Rahimifard (2015) food loss occurs at different stages of the supply chain from production to final consumer consumption. There are also various factors that influence food waste i.e., environmental and social, and in return food waste impacts society, the environment and the economy in both developed and developing countries.

The food industry comprises of various activities. Each function strives to add value to the supply chain and to ensure sustainability, evermore effective methods are required. The food industry comprises of agriculture, food processing, research and development, ancillary, food regulators, finance and credit, marketing, and wholesale and retail (Singh & Singh, 2020). A definition of waste management is: 'an action that is taken into consideration to manage waste from its inception to the final disposal' (Singh & Singh, 2020, p. 2). According to the Food and Agriculture Organization (FAO) almost 33% of food that is produced for human consumption is either wasted or is lost (Singh & Singh, 2020).

3.2 Food waste in South Africa

According to Oelofse, Muswerna and Ramukhwatho (2018) almost 12 million South Africans are left hungry every day. Regardless of household income and the number of residents in a household, consumers play a significant role in food waste. Oelofse, Nahman, Baig, Saleemdeen, Nizami and Reynolds speak of SA as a developing country that is lavished in natural resources despite being faced with a population that has a high unemployment and poverty rate. The country is one of the largest industrialised countries on the African continent. SA is also a net exporter of food which means that pre-consumer food waste will take place in the country whereas post-consumer food waste will take place in another country (2020).

According to a report by Oelofse, Polasi, Haywood and Musvoto that was for the Council for Scientific and Industrial Research (CSIR) (2021), SA has committed to the United Nations Sustainable Development Goals (SDGs) to reduce food waste along the supply chain and contribute to halving the per capita global food waste on various supply chain levels by 2030. To achieve this, there needs to be a level of understanding of the factors that influence waste

across the chain (Oelofse S, et al., 2021). Currently, Food waste in SA is based on the model by the Food Agriculture Organisation of the United Nations (FAO) and is based on edible food. SA food waste value accounted for more than 10 332 770 tons of food for the period between 2014 to 2018 (Oelofse S, et al., 2021).

3.3 Food waste in Quick-Service Restaurants (QSR)

There has been a global increase in dining out with each continent seeing significant growth over the past few years. Asia pacific is estimated of have an annual growth of 7.3%, Africa and the Middle East to follow with 7.3% and then America with 5.5% and Europe with 4.9% (Singh & Singh, 2020). The QSR industry is currently undergoing tremendous growth. From 66% market share in 2009, it has grown to over 80% as for 2015 and it estimated that the industry is now worth over R 300 billion. Some of the contributing factors to this growth is the rise in population and there has been a growth in black middle class as well as more QSR's being established in rural areas. In parallel, and to keep up with consumer demand, more QSR has been opened in urban areas which has caused growth in the supply (Marx-Pienaar, et al., 2020).

The SA middle class consumer has an ambitious lifestyle. They are employed, educated, and possesses lavish goods. This results in being busy and a lack of time to prepare meals. Which results in consumers seeking alternative options to obtain meals. Suggesting that the consumer will look to fast convenient food like take-aways or easy food products (Marx-Pienaar, et al., 2020). With consumers lifestyles of today being busy and seeking inexpensive food, research indicates that consumers will order food from a QSR at least once a week (Marx-Pienaar, et al., 2020). Further data will need to be captured to ascertain how many consumers purchase KFC on a regular basis.

According to Elsaied and Saleh (2018) the Pacific, Gas and Electric's Food Service Technology Center (FSCT) found that globally restaurants consume more than 2.5 times the energy per square foot compared to other commercial entities and above that QSR generate more daily waste when compared to other retail businesses. For QSR's, 'going green' has become a globally recognized term that is being used in different industries. It entails businesses implementing or following green practices, but due to the lack of information being available, it is not an easy task navigating what it means. According to Mohamed, Mahmoud,

Elsaied and Zorhry (2018) in a study done in Egypt on the extant QSR were implementing green practices, it was noted that sustainable food practices are multifaceted and is steered by various factors such as cost, convenience, availability, and demand. Ideally restaurants should be sourcing from local markets which in return help support the local economy. To avoid waste, implementing certain techniques that relate to reducing, reusing and recycling (3R's) could prove to be helpful. The challenges associated with green practices has been narrowed down to three central themes. The first is the lack of knowledge, understanding and education in the workplace, the second is the lack of resources and the third is the cost associated with the implementation and maintenance of sustainable practices (Mohamed, et al., 2018).

3.4 Consumers behaviour towards food waste

In their research, dos Santos, da Silveira and da Costa (2022) examined the causal relationship between consumers behaviour and food waste. Food waste generated by consumers is closely linked to both personal and external influences. On a personal level it can be evaluated by consumers shopping habits and plate leftovers. External influences like the COVID-19 pandemic saw a shift in consumers purchasing behaviour. Due to the pandemic, consumers had to change their buying behaviour because of government regulations. This impacted the frequency consumers purchased and forced consumers to explore other means of purchasing food (Santos, et al., 2022). Roe, Bender and Qi (2021) examined the causal relationship between food waste generated by consumers in relation to the COVID-19 pandemic and found that at the beginning of the pandemic grocery shopping saw a 70% surge due to panic buying and restaurants and hotels consequently experienced a 60% drop in sales. There was also a shift in what was being purchased, less fresh produce and more pantry and frozen food was being purchased as it can be stored for longer. This needs to be understood in relation to consumer spending and if during lockdown, because of the lockdown regulations, would have impacted KFC's food stock and potentially increased wastage.

The effect of online grocery shopping in relation to food waste is difficult to determine. A 16% increase was seen in online shopping recently, as this method was perceived as an easier way to purchase food without having to social distance. The question this presents is: 'Could



buying online help minimize food wastage with retailers still required to stock food accordingly to meet the demands of consumers?’ (Roe, et al., 2021).

3.5 The brand

Chan, Kee, Chong, Hak, Yeong, Stephani, Sara Chanchal, Quttainah, Pandey and Sin (2020) speak of KFC as an international quick service restaurant with its head office in Louisville, Kentucky. The brand has a long and enriched heritage that spans over 70 years. As a subsidiary of Yum! Brands, the brand is recognised by the iconic Colonel Sanders who was the creator of KFC’s fried chicken recipe. The brand has more than 5000 restaurants around the world. The brand’s speciality is fried chicken with its most notorious signature ‘dish’ being chicken sold in a bucket. As the years progressed, the brand has included other meals to their menu like burgers, wraps, coleslaw, etc. Other features to the menus are their dessert ranges and signature soft drinks that are specific to the brand. The ingredients used in preparing said menu includes, but is not limited to, chicken meat, grain, and wheat products such as bread and wraps, potatoes and other vegetables, sunflower seed oil, flour, herbs and spices, milk powder, egg powder, thickeners, stabilisers and flavourants. How exactly each of these ingredients are sourced and the extent to which food waste occurs in each supply chain are not commonly known, but the brand’s website indicated that all ingredients are locally sourced from reputable halaal certified suppliers (Chan, et al., 2020).

In recent years, there has been a considerable shift in consumers attitude towards healthy food options and nutrition. KFC has joined this movement by taking actions to present consumers with healthier foods. These steps include presenting consumers with nutritional information allowing for better meal planning and cholesterol free palm oil is being used to cook the chicken in. Millions of chickens are killed each year to service KFC’s demand with the primary pieces of meat consumed being the chicken legs and wings. Both these pieces of meat are high in sodium and could lead to health concerns (Chan, et al., 2020). One of the characteristics of QSR is the limited food menu options. KFC’s menu is high in calories count, salt, oil, and sugary drinks. This might affect the brands popularity as there has been an increase in consumer awareness surrounding health implications like heart disease and obesity. Suggestions were made to increase the menu to include healthier food options attracting more consumers (Chan, et al., 2020).

3.6 Meaningful brand

There are various literature and theoretical frameworks surrounding how a brand can be meaningful or have a purpose. Different theories look at consumer behaviour from different perspectives. Kotler and Kartajaya (2007) has examined how marketing has evolved over the years from just selling a product to adopting a more human-centric approach. This requires brands to see consumers as humans who have desires that need to be fulfilled on a much deeper level. This method is visually conceptualised to represent a triangle with the three elements of positioning, differentiation, and brand at each point of the triangle. Positioning which is the brand identity itself speaks to who it is positioned in the consumer's mind. Differentiation speaks to the brand image and the brand speaks to the position the brand itself wants to portray (Kotler & Kartajaya, 2007). Companies wishing to be seen differently in the eyes of the consumers are encompassing social and environmental initiatives into their businesses. Brands are looking passed what is only important to them and realizing that they are part of a bigger cause (Kotler & Kartajaya, 2007). This is important for this study as part of the objective is to determine if KFC is currently a meaningful brand and if not, what is the criteria to follow to become a brand with purpose.

3.7 Corporate Social Responsibility (CSR)

According to Swimberghe and Wooldridge (2014) QSR has been targeted by consumers and government surrounding societal concerns. Although the QSR industry is flourishing, consumers perception is the industry is lacking. Because the industry is designed to get consumers in and out quickly, it is difficult to achieve consumer loyalty and build relationships. In the case of KFC, this makes it difficult to have the required level of consumer communication programs in place to educate consumers surrounding food waste management initiatives. Consumers find it difficult to distinguish between the different QSR's as they all follow the same blueprint. By employing CSR initiatives, it can help brands distinguish themselves from one another and create an opportunity for consumers to shape realistic perceptions of QSR's and ultimately alter their buying behaviour.

Harun, Prybutok and Prybutok (2018) looked at the United States or America and examined if quick service restaurant brands involvement in CSR does in fact affect millennials' perception of the brand and if it impacts their purchasing behaviour. The study used the theory,

social identity theory. This approach explains that a person will associate themselves with a particular social group who present attributes that will increase their self-esteem (Harun, et al., 2018). Brands that promote CSR activities offer the perception of well-being, which will affect millennials intention to purchase. From a psychological standpoint, purchasing from brands that are engaged in CSR initiatives allow consumers to feel good about themselves (Harun, et al., 2018).

3.8 Theoretical framework

The structuration theory speaks to the bond between individuals and the various forms of social structures and how these two components are used to understand a shared reality (Lamsal, 2012). This theoretical framework identifies the 'duality of structure' which denotes that both the agency and structure are intertwined with each other and cannot be separated. People are representatives of the actors who create social structures by inventing values and norms that become socially accepted but in return actors become constrained by these social structures that they have created (Lamsal, 2012).

Further exploration describes that the social system is made up of three types of social structures namely: signification, legitimation, and domination (Lamsal, 2012). Signification lends itself to social interaction through language, which means that the actors would take structural language and interpret meanings through their own interpretation (Lamsal, 2012). Legitimation speaks to the naturalisation of actors' behaviour in relation to societal norms and values and how they act within the different levels of consciousness. This cements current social norms and are therefore measured against the moral rules of society. Domination refers to the power relationship between the actors and structure (Lamsal, 2012). This theoretical framework was chosen as the purpose of this study is to explore the relationship between the consumer (actor) and the structure (KFC) and how they become interlinked with each other and why.

4. Research Paradigm

For all research endeavours the aim is to find answers to questions that are still undetermined and through this process gain deeper insights into oneself and the surrounding environment. The research process speaks to research paradigms which are defined as a belief system

with theoretical frameworks with its accompanying components of ontology, epistemology, methodology and methods. These components are tools that help understand the world by studying it (Rehman & Alharthi, 2016). Du Plooy-Cilliers, Davis, Davis and Bezuidenhout (2014, p. 19) similarly define a paradigm as ‘a cluster of beliefs and dictates which for scientists in a particular discipline influence what should be studied, how research should be done and how the results should be interpreted’. Therefore, this research study took on an interpretivism research tradition approach as it explored the social sciences. This approach guided the researcher with regards to determining the questions to be asked as well as the process to be used to interpret the answers (du Plooy-Cilliers, et al., 2014).

Interpretivism is based on the science of historical-hermeneutic, and its aim is to gain a deeper understanding of what is being studied (du Plooy-Cilliers, et al., 2014). Contrary to other paradigms, its goal is not discovery but understanding human behaviour in their environment because their environment is constantly changing. Knowledge is perceived as subjective and fluid as it is constantly changing with human behaviour and interpretation, and it becomes about understanding people within the given social context (du Plooy-Cilliers, et al., 2014). People perceptions and worldview changes constantly depending on what social context people find themselves in. The ontology of the approach is, therefore, what people ascribe to their social construct also changes their reality interpretation and becomes about understanding people within the given social context (du Plooy-Cilliers, et al., 2014).

One of the challenges of choosing an interpretivism research approach is that it is time and resource demanding especially in capturing and analysing data (Bhattacharjee, 2012). Another limitation to this paradigm is, because interpretivism places focus on the human sentiment, it has been greatly criticised for being ‘soft’ amongst researchers. Its criticism stems from the thought that it is not capable of developing theories that can be used for the greater population and for its lack of objectivity (Rehman & Alharthi, 2016).

Despite its short fall in an academic sense, the interpretivism tradition was chosen for this study as the aim of this study was to determine whether the meaningfulness of the brand KFC could be improved if their food waste management approach or initiatives were known to their consumers in a South African context. The aim of this approach was not to ascertain knowledge but rather to understand the perceptions and interpretation of consumers’ experiences with the brand within the social context.

5. Research Methodology

This study took a cross-sectional study approach which means that data collected is from a specific point in time (Olsen & George, 2004). The research design aimed to review the research question from a social perspective.

5.1 Qualitative research

This study used a qualitative research approach to gather the required data. This approach is a particular type of social science that makes use of a multi-method approach to gain non-numerical data to help develop insights and understanding of social context being studied. It is a snapshot of the participants perception within a natural setting (Haradhan, 2018). The deeper understanding from this will come by looking at the social structures of the QSR industry in relation to the KFC consumer and their perceptions of KFC in relation to a meaningful brand.

The data collection method required field research. Field research is divided into three categories and choosing the relevant one is dependent on the field of study or areas of interest by the researcher (du Plooy-Cilliers, et al., 2014). By choosing to explore the consumer perspectives, the study type was chosen to gain a better understanding of a particular way of life or culture. Field research also has a level of participation. This study's level of involvement was partial participation due to the chosen data collection method being interviews.

5.2 In-depth Interviews

To obtain the necessary data, this study conducted in-depth interviews with participants. The interviews were only done once ethical clearance was approved and a formal letter was received. Interviews were conducted with semi-structured open-ended questions. Each interview was approximately 15-20 minutes in length. The questions were designed in a semi-structured manner to allow the interview to naturally progress (du Plooy-Cilliers, et al., 2014). By asking these types of questions, general themes started to surface. Before the interviews began the participants completed the necessary content forms to proceed. The participants were advised as to what type of questions was going to be asked of them.

The interview questions were clear and simple and flowed so that the participants were aware of what is being asked and followed a logical sequence. Interviews were performed at the convenience of the participants. Interviews were performed in person, therefore, to ensure the safety of the participants standard COVID-19 protocols were adhered to. The location of the interview was predetermined when the interviews were scheduled. The equipment that was used was a voice recorder application on the cellular phone to record the sessions as well as a pen and notebook. Nine basic pre-conceptualised questions were asked during the interviews. The length and depth of discussion of each interview varied for the various participants.

5.3 Data analysis method

After the interviews have been concluded, they will have to be analysed to start finding the answers to the research question. Data gathered from the interviews were immense and 'messy' to interpret, and the principle of the four common denominators had to be followed. This means that the data needed to be reduced, organised, interpreted, and substantiated (du Plooy-Cilliers, et al., 2014). Following the interviews, the data was prepared. This means that the raw verbal information was transcribed into a written or a visual format so that it can be analysed using a systematic method (du Plooy-Cilliers, et al., 2014). Qualitative content analysis refers to the process of coding information to interpret data. This system allows the data to be managed more effectively and it is a process of taking written text and rearranging them into the appropriate categories central to the study. What is crucial here is deciding the coding units that will be used to interpret the data (du Plooy-Cilliers, et al., 2014). The coding units that will be used is phrases. By focusing on phrases, more detail will be provided, and general themes will start to emerge.

To illustrate data findings the study integrated a causal loop diagram (CLD). The premise of this model is to visually represent the interconnectivity of casual relationships amongst different variables (Dhirasasna & Sahin, 2019). This tool provided the opportunity to visually represent the understanding between the constructs discussed in this study and the dependability they have with each other (Tip, 2011).

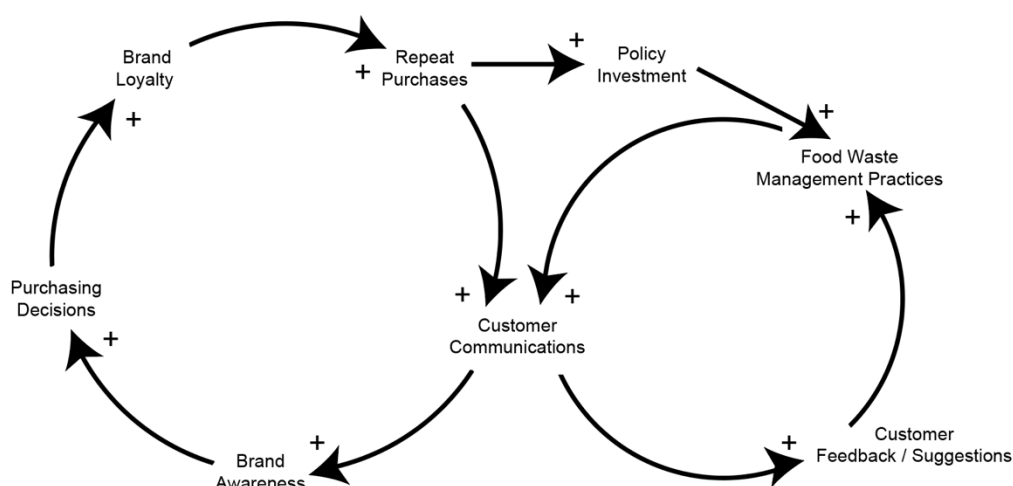


Figure 1: Hypothesis causal loop diagram (Created by author) (Dhirasasna & Sahin, 2019)

The above figure is a visual hypothesis of the information gathered thus far. It was developed based on conceptualising the problem which is food waste management within QSRs. Variables identified are based on the findings from the literature review (Dhirasasna & Sahin, 2019). The variables were narrowed down to the following: purchasing decisions, brand loyalty and repeat purchases. In following the circle, customer communications increase brand awareness amongst consumers. If this awareness is strong enough, it will impact consumers purchasing behaviours. This means the communication needs to transform the brand to be top of mind and as a result brand loyalty is created. If the brand loyalty is strong enough, it would lead to repeat purchases of the brand.

The second circle variables comprise of food waste management practices, customer feedback and or suggestions and customer communications. From the depiction, both the circles are linked at customer communications. This visual representation thus identifies that the crux of the study is communication. All these variables have a positive relationship that flows between them. Viewing the top of the diagram, repeat purchases branches of outside the circles to policy investment. This variable lends itself to the CSR and food waste management initiatives and spend of the brand. Data collected from interviews were analysed against this hypothesis CLD.

5.4 Population

The population for this study was determined to be all consumers who has purchased KFC in the last five years. Setting this parameter was important as it determined from who data will be collected from and to whom the findings of this study would hold some relevance (du Plooy-Cilliers, et al., 2014). This study took on a sociology perspective, which means that the defining element to gathering data was the consumer themselves.

5.5 Sampling

Since the population is rather vast, consideration needed to be given to the sample which were to be interviewed for this study. Earlier literature identified that QSR consumers share some common traits. Thus, the common characterises that the consumers will need to have to be viable for this study was further differentiated to the following:

The participants must be between the ages of 25 and 35 years old. This age group is in the prime of building their careers and trying to prove themselves. They will need to be employed and financially independent. This means that the participants would be residing on their own. Another requirement would need to be that they work more or equal to 40 hours a week and therefore be classified as working-class individuals. Participants will also need to purchase fast food at least once a week and they must have purchased KFC before. These characteristics resembles the middle-class consumer who have a time driven lifestyle. They will want quick and inexpensive food options.

Five interviews were conducted as the sample size in qualitaive research is small in nature and the main purpose is to gain an in-depth understanding of the phenomenon being studied (Dworkin, 2012). A convienence sampling method approach was used for this study. This technique allowed paticipants to be drawn from the population that were close by and readily available (Bhattacharjee, 2012). The paticipants were selected based on the shared characteristics identified in popluation. This ensured that the data collected aligns with the research question needing to be anwsered as well as adding to the validity of the study.

The sampling method that was employed was non-probability sampling. This was used as this study did not have access to the entire population. Therefore, the onus resided on the selection of the participants as they are representative of the population (du Plooy-Cilliers, et

al., 2014). There are many various sampling methods available but for the purpose of this study, data was collected using the convenience sampling method. The reason for this choice was that it was easier to gain access to participants allowing for more open and in-depth conversations to take place.

5.6 Timeframe

The study was a snapshot. The data collection process began once ethical clearance was received and was concluded within a 10-day period. This timeframe allowed for interviews to be scheduled and confirmed. Fortunately, no participants declined the invite, allowing the data collection process to take place quite swiftly.

6. Data Analysis

The five interviews that were conducted followed semi-structured questions that were previously laid out (see appendix A). The participants consisted of three males and two females. These specific participants were invited to participate in this study as they fell within the sample group identified. In preparing the data, the recorded interviews were transcribed into written text for analysis.

6.1 Analysis of interview questions

6.1.1 First question: What comes to mind when hearing the term food waste?

This question was the starting point to the interview. The question was asked to determine a baseline of the participants basic knowledge and interpretation of the food waste topic. All participants exhibited a good basic understanding of the term food waste. Language such as 'expired' and 'throw away' were just some of the words that were used by the participants to describe food waste. The participants described food waste in both restaurant and household context and participant 2 stated that they can already think of a loaf of bread at home that will need to be thrown away as its expired. Participant 4 used the example of having leftover food for lunch the next day but forgetting to eat it and eventually it must be thrown out. Below are some examples of their responses to describing food waste:

Participant 1: “Expired food mostly and food that you can't use anymore and have to throw away.”

Participant 2: “Is basically throwing food away whether that be expired food or food you no longer want.”

Participant 3: “Through the cooking process there will be offcuts, stuff that doesn't get used.”

Participant 4: “You make food, and you don't eat all of it and it gets to a point where you're like no 'I'll take it for lunch' and eventually you just have something in your fridge that has now gone off.

Participant 5: “General food waste in households where you are making too much food and basically just troughing it in the dustbin.”

6.1.2 Second question: What is your understanding of food waste management?

This question was a progression question to the first one. This question asked the participants what their understanding of food waste management is. Responses to these questions allow further insight into the participants knowledge of these concepts. The responses were also quite accurate in relation to the participants knowledge of the concept. The participants believe it involves a form of waste management. Participant 1 feels that it should be a fairly simple process when managing this process. Participant 3 reiterates this when they described food waste management as a systematic approach to reduce food waste. Participant 5 honestly claimed that they did not know much about the concept and used rational to formulate their answer but as part of their answer they claimed that recycling is also part of this process.

Participant 1: “I think if a company can estimate how much food they are going to sell in a week or a month and they should be able to buy the correct amount.”

Participant 2: “Managing the purchasing or storing of food to ensure that you throw as little away as possible.”

Participant 3: “Systematic approach to trying to reduce it. Finding ways to minimise it in a structured way.”

Participant 4: “Managing not wasting food.”

Participant 5: “If you put it into mind its food being wasted like with restaurants.”

6.1.3 Third question: Are you aware that almost a third of the food produced in SA is wasted?

This question reviews the participants knowledge of the current global and local concern. This establishes how much consumers are aware of issues that affect the country. The majority of the participants claimed that they did not know that so much food is wasted in SA. This iterates that education is limited regarding the current status of food waste in SA. Participant 3 did however, did mention that they have heard of similar statistics for other countries but did not know SA shares similar statistics. Both participant 1 and 2 were surprised to learn of this fact. Whereas both participants 4 and 5 directly answered outright 'no' to the question.

Participant 1: "Interesting, I did not know that."

Participant 2: "I was not aware of that, and I am quite shocked to hear that and I cannot believe how high that is as it feels strange it feels like sorting out food waste then should be a much bigger priority."

Participant 3: "I've heard similar status elsewhere in the world, but I had no idea that somewhere like South Africa was just as bad."

Participant 4: "No."

Participant 5: "No."

6.1.4 Fourth question: What comes to mind when you think of quick service restaurants (fast food)?

This question started to narrow down the interview process to the participants perception towards the quick-service restaurant industry. This question allows the researcher to start gathering insights into consumers buying behaviour. All participants shared the same perception of the QSR industry and language words such as 'quick', 'easy' and 'convenient' which is how they perceived the industry.

Participant 1: "It's junk food I think but I do support them yes."

Participant 2: "I think of convenience, I think of tastiness, I think of yeah, quick, and easy."

Participant 3: "Something that's quick and convenient, generally not the best quality."

Participant 4: "Its quick, its easy, you get something, and your family is fed."

Participant 5: "Quickly getting a snack and going to the destination wherever you want to go to."

6.1.5 Fifth question: How many times a month do you purchase fast-food?

The reasoning behind asking the participants how many times a month they purchase fast food was to determine how frequently consumers purchase fast-food. Participants 1 and 2 answered that they purchase fast-food daily. Participant 3 and 4 suggested that they try to limit how many times they purchase fast-food. Participant 5 answered that they do not often purchase fast-food. This still shows that this industry has entrenched themselves within a lot of consumers daily lives.

Participant 1: "Purchase fast food every day."

Participant 2: "At least once a day."

Participant 3: "I'll eat out probably two to three times a week at present but of that fast food probably once in two weeks."

Participant 4: "More often than I'd like to admit."

Participant 5: "Maybe once a month maybe once every two months we don't get it quite often."

6.1.6 Sixth question: what is your perception of the KFC brand?

This question looked specifically at KFC as a brand and how the brand is viewed from the perception of the consumer. Participants 1 and 2 felt very strongly about KFC and deemed it one of their top brands to purchase food at. Participant 1 felt that it is a luxury fast food brand and see it as a healthy option and participant 2 sees KFC as being tasty. Participant 3 believed although the brand is widely recognised, KFC is just another fast-food brand to them. Participant 4 stated that the brand is easily recognisable in terms of their brand logo and colours it is not a brand that they purchase at frequently. For them when choosing somewhere to eat it is based on quality and for them KFC does not provide that for them. Participant 5 was short in their answer and described KFC as just being deep fried chicken.

Participant 1: "I think as a fast-food brand they are definitely, one of my top recommended ones... I think it's in my opinion more like a luxury fast-food not modern average fast-food in my opinion and I think it is kind of healthy and I like them a lot."

Participant 2: "I see chicken, I see good taste, definitely the convenience factor."

Participant 3: "I know they try to expand to be more than just the fast-food chain, but I feel like they're not really much more than that in my eyes. I just see it as another place to get fast-food."

Participant 4: "I just see a white sign with red KFC. So, we do eat at KFC but not a lot because I guess its preference. It's a lot of oil, it's just not everyone's taste."

Participant 5: “Deep fried chicken.”

6.1.7 Seventh question: Do you think KFC effectively communicates to you the consumer?

Asking if the participants felt if KFC communicates effectively to them, the consumer's opinion was important as it looks at how the brand's current communication strategy is received. All participants responded differently but shared the same views and that is that KFC does not communicate effectively. Participant 1 explained that they currently do not receive any information from the brand. Participant 2 stated that they are a frequent consumer and they do not feel their communication is strong enough. Participant 3 has also stated that they haven't seen an advertisement from KFC in a long time. Participant 4 is of the opinion that KFC's messaging can be worked on more as they feel it not memorable compared to other brands in the industry and participant 5 answered 'no'.

Participant 1: “At the moment I don't get any information from them I just order them because I know them”

Participant 2: “I don't think they are communicating effectively because if I don't know about it and I am like a frequent customer then it feels like no they're not communicating effectively.”

Participant 3: “I can't actually remember having seen a KFC ad recently and I am not going onto KFC website to find out what their strategy is.”

Participant 4: “I think it can be worked on more cause, it's not something that would grab your attention.”

Participant 5: “Not at all, No.”

6.1.8 Eighth question: Are you aware of any other social initiatives KFC do?

All participants were asked if they were aware of any social initiatives done by KFC. All responses indicated the Add Hope initiative. By contributing two rand with every order, the proceeds are donated to non-profit organisations who use the money to feed underprivileged children in SA (KFC, 2022). When the participants were asked if they contributed to this initiative, participant 2 indicated that depending on their financial situation they do contribute but felt that they do not hear enough of this strategy, and it is almost more of an afterthought for them. Participant 1 felt that it is a good initiative, and they just have not contributed to in a



long time. Generally, the participants indicated that they were aware of the initiative but did not know what it entailed resulting in a lack of consumer education. Apart from the Add Hope initiative participant 3 was aware that KFC has attempted to position themselves within sporting events like cricket and do other outreach programmes in rural areas.

Participant 1: "But not because, I think it's a very good cause, it's just I haven't done it in a while."

Participant 2: "I don't think I'm hearing enough about it because, even add hope is, is almost always an afterthought, after you've already made purchase it's like I do you want to add hope. I don't even know what adding hope does."

Participant 3: "I know they sponsor in rural areas. I think there is education and there is the add hope which is a meals thing from what I understand."

Participant 4: "Like, the two rand for hope?"

Participant 5: "It's just the add two rand for hope."

6.1.9 Ninth question: Are you aware of KFC's food waste management practices?

The concluding question asked the participants if they were aware of any KFC food waste management practices. All responses resounded a 'no'. The discussion progressed then by asking the participants if they would want to know. Participant 1 believed that for them knowing about KFC's food waste management practices could have a negative impact on their image of the brand, and their sentiments was that they want the brand to do it, but they do not want to know about it. Similarly, Participant 3 is a type of consumer that has limited their advertising messaging which is evident in that they purchased YouTube premium to avoid seeing ads. Participant 2 felt that by having more knowledge about this topic could lead to a mind shift in how people purchase food. Participant 4 would also like to know but more from a quality and sanitary perspective and participant 5 was neutral as for them, it would just be interesting to know, but they did not think it would really influence their purchasing decisions.

Participant 1: "No."

Participant 2: "No, I didn't know they had food waste management practices."

Participant 3: "No."

Participant 4: "No."

Participant 5: "No."

As these interviews were semi-structured, the conversation was allowed to flow. Another topic that arose in some of the interviews was brand loyalty and if brand loyalty can be achieved within this industry. Participant 1 exhibited brand loyalty towards KFC as the criteria from them is that the taste is the same at any KFC. They mentioned that it is well priced and is seen as value for money. Participant 2 is of the opinion that the restaurant is always top of mind which automatically shows loyalty towards the brand. They also went on to state that they do not know how their current brand loyalty is created but is of the opinion that QSR can have brand loyalty. Participant 3 mentioned that the more one is informed about a brand, the more one starts to trust in what one is purchasing.

As the conversations developed, it was asked that if they the consumer was made aware of KFC's food waste management practices, how would it impact them. Participant 1 explained that for them knowing about it would, have a negative impact on the brand, *"No, I want them to do it, but I don't want to know about it. It's not I don't think it's anything to do with me. I just want the food that I pay for I don't think it has got anything to do with me, how they manage."* Comparatively participant 2 feels that if the brand aligns with their vision it could increase their brand loyalty, *"If a brand and their vision aligns with mine and I feel like they are doing good in the world or they are especially for example with their spread hope campaign it just feels like the brand cares about to the community and I feel like food waste could be one example spread hope obviously is another but initiatives like that make me want to support a brand."* Similarly participant 4 shared the same opinion in that they *"would love to know what they are actually doing. I think the more you are informed about what happens the more you kind of trust that what you are buying. What you are taking your money and spending it on is quality and what you are getting from it."*

6.2 Data Findings

The aim of this research study was to determine if knowing about food waste and food waste management practices of KFC could change consumer perceptions already associated with quick-services restaurants for KFC to add meaningfulness to their brand image.

The data collection process was designed to answer the research question by identifying three objectives. The first objective was to determine consumers knowledge of food waste and food waste management practices. Based on research, it has been acknowledged that there is a casual link between consumers buying behaviour and food waste. On a consumer level, food

waste is influenced by both internal and external influences (Santos, et al., 2022). This is evident in the responses given by the participants. All participants showed a good understanding of both food waste and food waste management in their responses. Responses included the element of discarding of food both within a restaurant and household setting. One participant admitted knowing of food that had to throw away. Likewise, responses also indicate that the participants had a good understanding when asked about the term food waste management practices.

Participants were asked if they were aware of the current food waste statistic in SA. Majority of the responses indicated that they were not aware and if asked if would want to know very few participants answered yes. The participants who indicated positively to wanting to know about KFC's food waste management practices believed that education is important in such an initiative. However, participants who did not wish to know, do not want to be overwhelmed with this type of messaging. This means that communication surrounding food waste management could result in a "knowledge-ignorance paradox" where consumers who are encumbered with information could become detached from the issue and consequentially lead to no social change (Ferreira , et al., 2016). This has proven that there is a gap in the modern consumers understanding of the current situation and the impact their behaviour has on the environment.

The second objective was to establish consumers perception of the QSR industry. As indicated in literature review, this industry is growing and have been designed to prepare food quickly and with limited-service interaction (Harrington, et al., 2017). The success of this industry is not only because of the convenience factor but also due to consumers buying behaviours (Harrington, et al., 2017). Participants substantiated this notion, whereby words such as "convenient", "quick" and "easy" were used in their responses.

The third objective was to understand consumers perception of the KFC brand itself. As described in the above data analysis section, there are mixed views regarding the perception of KFC as a brand. Participants believed it is based on personal preference how they perceive the brand itself. Interestingly chicken was viewed in different ways. One participant viewed KFC as being a healthier option compared to other QSR brands because KFC sells chicken. Comparatively, another two participants felt that it was an unhealthy food option because of the how it is prepared. They viewed it as oily and deep fried. Another topic of discussion raised was the quality of KFC's chicken. Again, there was mixed opinions as one participant believes that the quality of the chicken is the same at every branch whereas others believe that it's not

7. Feasibility of the Study

'Interpretive research attempts to interpret social reality through the subjective viewpoints of the embedded participants within the context where the reality is situated' (Bhattacharjee, 2012, p. 110). The feasibility of this form of study is judged differently from that of positivism as it follows a different ontology and epistemology that is more focused on the social notion rather than the fixed output provided by a positivist approach (Bhattacharjee, 2012). In qualitative studies the appropriate term for feasibility is 'trustworthiness' and it is therefore used to evaluate the feasibility of the study. This concept is further divided into credibility, transferability, dependability, and confirmability (du Plooy-Cilliers, et al., 2014).

When speaking on the dependability of the study, the data and data collection is reviewed as integrated with each other in relation to the theoretical framework (du Plooy-Cilliers, et al., 2014). This means that adequate information must be supplied to allow other researchers to perform the same study (Bhattacharjee, 2012). There needs to be a continued systematic flow between these elements in order for a golden thread to be easily recognisable.

Increased credibility will come from spending the necessary time with the participants. Spending more time with them affords the opportunity to gain deeper insights into their perspectives and the artifacts which form them. This can be done with small talk and icebreakers that by asking those one or two questions that relates directly to the participant allows for just that one form of insight into their personal perceptions (du Plooy-Cilliers, et al., 2014). Another aspect to increase the credibility of this study is providing supporting evidence that the research as set out in this study is supplied upon final submission. This entails that all transcribed data and recorded interviews with participants must also be submitted.

The transferability of this study is if this proposed study is to be replicated by another researcher (du Plooy-Cilliers, et al., 2014). It would be difficult to replicate the situation to deliver similar results. As this study is of a sociology nature, it means that people and behaviour are the main participants in the study. Human behaviour cannot be predetermined. Although a similar situation can be replicated meaning that the interview can take place in the same environment, the day of the week and the time of the day, it will not mean that the same results will be yielded.

Confirmability will entail all the data collected from the proposed interviews are captured and interpreted correctly. The findings will need to be well presented and described in the correct qualitative way. This will also allow other researchers to easily understand and ascribe to the study (du Plooy-Cilliers, et al., 2014).

7.1 8.1 Anticipated contributions

The anticipated contribution of this study is that once data has been collected and interpreted that the objectives are fulfilled. The wish for this study was to gain a deeper understanding into the fast-food world, consumer perceptions and the accompanying social implications thereof.

The hope is that this study can be used as a basis for other studies by researchers looking to explore this realm further. This cross-sectional study is only a small piece of the puzzle relating to our understanding of food waste management. Understanding the perception of the problem might allow for other perspectives to be identified and explored further. Ideally this will also allow for possible solutions to be recognised which can be implemented. If the brand was to receive the results of this study and they were favourable, the brand would be able to take this information and develop new strategies that will not only add to their CSR portfolio and distinguish themselves from their competitors but could potentially make a positive impact on society.

7.2 8.2 Ethical considerations

This proposed study will follow the IIE ethical checklist and guidelines. This means that the participants will be informed that they are taking part on the study. The participants will be given a formal consent form which they will need to complete before the interviews take place. The participants will be informed in detail of what is required of them. They will be informed that it is an interview, and their participation is completely voluntary, and they can withdraw from the interview at any time. Their identity and any person information will be protected. In order to ensure that their identity is protected, at no point during the interview will their name be said (du Plooy-Cilliers, et al., 2014).

The participants need to feel safe and comfortable, therefore interviews will take place at their chosen location. It will also be the responsibility of the researcher to be on time so not to waste

the participant's time. The questions have been reviewed and no questions that might make the participants feel uneasy will be asked. They also have a time limit on them to not impose on the participants day to much. It stands to reason that no harm will befall the participants. No sensitive questions will be asked that could trigger memories or traumas will be asked. The questions asked should focus purely on the study at hand (du Plooy-Cilliers, et al., 2014).

7.3 8.3 Limitations of the study

Limitations need to be considered for research as they are external factors that cannot be controlled but can have an impact on the study at anytime which can result in the study having to be redefined (du Plooy-Cilliers, et al., 2014).

One of the challenges of interpretive research is that it is a time consuming approach. This study is only representative of a snapshot in time. This means that data collected within the timeframe allocated might not present enough data to draw accurate conclusions from.

Limiting the number of questions asked might also have an impact on the data collected as it could be that a wrong question was asked deeming that question null and void (du Plooy-Cilliers, et al., 2014). This can also be linked to the sample size chosen. If not enough or too little information is collected it might skew the results of the data into giving false assumptions, whereas contrary to this is that if too much data is collected, it might not be correctly analysed by the research and key insights might be missed (Bhattacharjee, 2012).

Although ethical consideration has been considered to make the participants in the study comfortable, there is still a human element that can be considered a limitation. Depending on the participants current mood while partaking in the study, answers might be emotionally driven and provide limited insights. From the onset if trust between the researcher and participant is not established, it might hinder their self-representation and might feel less inclined to speaking honestly, thus impacting their contribution (Bhattacharjee, 2012). When conducting the interviews, it is important that the research environment creates a sense of trustworthiness. It will be important to immediately ascertain how the participant is feeling. If they are comfortable the conversation it is more likely to flow easily. If not, the research environment should be changed to make those who feel uncomfortable feel more at ease. This must entail offering them a beverage, making sure they are seated comfortably, and the room temperature is satisfactory.

The outcome of this study is to offer and provide an opportunity for further sociological research into this area of focus. This field of study is so broad and has various components that could lead to other areas of study. It proved difficult to narrow down the study to only this scenario.

8. Conclusion

One of the many challenges that the world faces in the 21st century is food waste and the accompanying best practices that can be implemented to reduce food waste across the supply chain (Sakaguchi, et al., 2018). South Africa has almost 12 million people suffering from hunger daily (Oelofse, et al., 2018). Out of 31 million tons of food produced each year in SA, 10 million tons go to waste of which 500 000 tons is wasted at consumer level (Caxton Magazines, 2017). This created the basis for this study.

The aim of this study was to find out if knowing about food waste and KFC's food waste management practices could change consumers perception of not only the brand but the QSR industry itself. Although it may appear simple, this industry is structured in their approach to serving food. All QSR's have been designed the same way, which is not only to get food out as quickly as possible but also to try and establish brand loyalty which is difficult to establish this when all brands in this industry work in the same way (Harrington, et al., 2017). KFC was chosen as the brand for this study. The brand is an iconic brand that has been around for almost 70 years. KFC specialises in deep fried chicken and is well-known by the South African consumer (Chan, et al., 2020).

Literature gathered for this study worked from the outside inwards. The starting point for gathering appropriate literature was looking at the overall view of food waste globally and working inwards to a national and brand specific focus. The literature review looked at various aspects such as the QSR itself, the brand KFC, the meaningful of a brand, CSR and a theoretical framework that would help guide the study throughout the process.

When looking at this industry it is evident that there is a relationship between consumers and QSR and this needed to be examined in more detail to gain a deeper understanding of the casual relationships which exists. The research problem centred around consumers and their

perception towards the brand KFC and the communication of their CSR and food waste management initiatives.

The research methodology approach was designed to answer the research question which resulted from the research problem. The purpose of the study was to determine that if the consumer knew about food waste and food waste practices of KFC, would it change their perception of not only the brand but the QSR industry as well. Three objectives were identified to help answer this research question at hand and the findings were analysed with these objectives in mind. As this study is human-centred the chosen paradigm was interpretivism (du Plooy-Cilliers, et al., 2014). The chosen research approach was qualitative as this approach is used for social sciences (Haradhan, 2018). To gather the necessary data needed for this study, in-depth interviews were conducted. Five participants were asked to participate in this study and the questions were semi-structured (du Plooy-Cilliers, et al., 2014). The data analysis method comprised of transcribing the recorded interviews into text and in text format the data was analysed accordingly. The sample was defined to participants who form part of the working class in SA (du Plooy-Cilliers, et al., 2014). The sample size for this study was small in nature and a convenience sampling method was chosen to easily reach participants. As only five interviews were conducted non-probability sampling was incorporated as participants would then have to represent the population (du Plooy-Cilliers, et al., 2014). The timeframe was limited to a 10-day period in which the data was collected.

Data was collected and analysed using qualitative content analysis which is the process coding information to interpret data. The coding unit which was used is phrases. By focusing on phrases, more detail was provided, and general themes started to emerge (du Plooy-Cilliers, et al., 2014). The data has indicated that consumers knowledge of the concept of food waste and food waste management practice is quite accurate. The data also showed that the hypothesis set out in the data collection method remains true except for a new relationship which requires careful consideration. This relationship is between consumer communication and brand loyalty. It has been established that KFC's current communications or rather the lack thereof, is impacting negatively on their brand loyalty. However, the paradox lies in the fact that consumers do not wish to be burdened with information when purchasing from KFC. Finding a balance will prove to be difficult.

To conclude, this research study has provided a lot of insights into the QSR industry as well as the KFC brand. Although the study did not outright validate the assumptions of the study,



it has set the stage for further sociological research to be conducted into the extent consumer communication relating to CSR and food waste management initiatives can influence purchasing decisions of consumers for the QSR industry and ultimately influence brand loyalty.

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10. Annexures

10.1 Annexure A: Interview guide and questions

To whom it may concern,

My name is Michelle Shandler, and I am a student at Vega. I am currently conducting research under the supervision of Dr. Cerneels Coetzee about exploring consumer perception towards the Kentucky Fried Chicken (KFC) brand and their current food waste management practices. I hope that this research will enhance my understanding of KFC educational communication strategies towards their consumer base about their food waste management practices resulting in enhanced brand meaningfulness.

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.

I would like to invite you to participate in this research because it is important to identify the causal relationship and perception associated with the Kentucky Fried Chicken Brand. If you decide to participate in this research, I would like to inform you that the process will consist of a semi-structured interview questions which should take approximately 30 minutes to complete. Should you accept to participate in this study. Interviews will be scheduled at your convenience this includes the time and location. Interviews can be done remotely or face-to-face. If the interview takes place face-to-face, please note that to ensure your safety the interview will follow standard COVID-19 protocols. 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.

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 perception and societal view of the



brand of focus. If you find at any stage that you are not comfortable with the line of questioning, you may withdraw or refrain from participating.

Interview questions:

1. What comes to mind when hearing the term food waste?
2. What is your understanding of food waste management?
3. Are you aware that almost a third of the food produced in SA is wasted?
4. What comes to mind when you think of quick service restaurants (fast food)?
5. How many times a month do you purchase fast-food?
6. What is your perception of the KFC brand?
7. Do you think KFC effectively communicates to you the consumer?
8. Are you aware of any other social initiatives KFC do?
9. Are you aware of KFC's food waste management practices?

I thank you for your time and participation in this study, please ensure you have completed and signed the accompanying consent form for this study.

10.2 Annexure B: Ethical Clearance Letter



Date: 17 June 2022

Student name: Michelle Shandler

Student number: [REDACTED]

Campus: IIE Vega Online

Re: Approval of RMET8429 Proposal and Ethics Clearance

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.

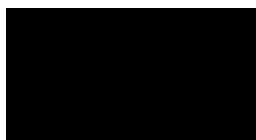
Please note: The panel has not considered the merits, accuracy or ethical soundness of the research. The only merits examined are the use of The IIE as a sample.

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.

Navigator name: Dr Cerneels Coetzee



Signature:

Campus Postgraduate Coordinator (CPC) name: Dr Tish Taylor

Signature:



10.3 Annexure C: Interview Consent Form



CONSENT FORM

Explanatory information sheet and consent form for participants
To whom it may concern, My name is Michelle Shandler and I am a student at Vega. I am currently conducting research under the supervision of Dr. Cerneels Coetzee about exploring consumer perception towards the Kentucky Fried Chicken (KFC) brand and their current food waste management practices. I hope that this research will enhance my understanding of KFC educational communication strategies towards their consumer base about their food waste management practices resulting in enhanced brand meaningfulness. 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 is important to identify the causal relationship and perception associated with the Kentucky Fried Chicken brand. If you decide to participate in this research, I would like to inform you that the process will consist of a semi-structured interview questions which should take approximately 30 minutes to complete. Should you accept to participate in this study. Interviews will be scheduled at your convenience this includes the time and location. Interviews can be done remotely or face-to-face. If the interview takes place face-to-face, please note that to ensure your safety the interview will follow standard COVID-19 protocols. 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 perception and societal view of the brand of focus. 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, will have access to your interview information. I would like to use quotes when I discuss the findings of the research, but I will not use any recognisable information in these quotes that can be linked to you.

What will happen to the information that participants provide?

Once I have finished all interviews, I will write summaries to be included in my research report, which is a requirement to complete my Postgraduate Diploma in Brand Building. 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:

Michelle Shandler



The contact details of my supervisor are as follows:

Dr. Cerneels Coetzee

**Participant or respondent consent**

I, _____, agree to participate in the research conducted by Michelle Shandler to understand the nature of the brand Kentucky Fried Chicken and their food waste management practices and ascertain if consumer education of these practices will have an impact on their current brand perceptions.

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

10.4 Annexure D: Interview 1

Audio: Interview 1

Transcribed: [15 July 2022]

[00:00]

Interviewer: So, thank you and thank you for taking the time to do the survey or this questionnaire for me.

Participant: Pleasure.

Interviewer: So, it's pretty simple its nice quick simple questions, nine questions in total, shouldn't take more than about 15-20 minutes but we will see how it goes. So, the first question that I want to ask you is what comes to mind when you hear of food waste?

Participant: Expired food mostly and food that you can't use anymore and have to throw away.

Interviewer: Ok and what do you think of in terms of food waste management, the concept? What is your understanding of that?

Participant: I think it should be a fairly simple process. I think if a company can estimate how much food they are going to sell in a week or a month they should be able to buy the correct amount that they need and buy too much of it and put it in the freezer or in an appropriate place where it will not go to waste as soon.

Interviewer: Okay then I ask you that did you know that one third of SA's food production is wasted every year?

Participant: Interesting, I did not know that.

Interviewer: Yeah, so that's almost ten million tons of food every year that goes to waste.



Participant: That is very interesting.

Interviewer: Okay so what comes to mind when you think of quick service restaurants otherwise known as fast-food restaurants?

Participant: I love them...

Interviewer: Okay, so but what's your perception of them what, what is your connotation with them?

Participant: It's junk food I think but I do support them yes.

Interviewer: Do you have an almost emotional, uhm how can I say, when you go a fancy restaurant it's an experience?

Participant: Yes, it is an experience.

Interviewer: It is an experience, so there's always a type of emotion associated with it.

Participant: Agreed, yes.

Interviewer: With going to a restaurant?

Participant: Yes.

Interviewer: Do you see that happening with fast-food restaurants?

[3:12]

Participant: Yes, I think so. At least I eat fast-food at least once a day and I'm happy when I eat so it's convenient and its good food overall.

Interviewer: Okay, fair enough, well you also answered almost a second question which is how often do you purchase fast?



Participant: Purchase fast food every day.

Interviewer: Every day, that's fine.

Participant: At least once a day.

Interviewer: At least once a day, that is cool.

[laughing]

Interviewer: Okay, so moving more onto specifically to KFC now, do you know if KFC has any food waste management practices that they implement?

Participant: I do not know of any, no.

Interviewer: Okay, do you think that they communicate any initiatives effectively to the consumer, to you the consumer?

Participant: About food waste management I don't think so I've never seen anything. They do communicate a lot but not that I can think of about food waste management.

Interviewer: Specifically. Okay and do you know [coughing] so obviously you said they communicate; but do you know about their other initiatives that they do?

Participant: The only one that comes to mind is the bring hope, the two-rand initiative that they had for hope that's the only one that I can think of none other comes to mind.

Interviewer: Okay and when you look at KFC, how do you perceive KFC not only as a fast-food restaurant but as a brand as well?

Participant: I think as a fast-food brand they are definitely, one of my top recommended ones. I think I eat KFC probably once a week and uhm, I think it's a good brand. I think it's in my opinion more like a luxury fast-food not modern average fast-food in my opinion and I think it is kind of healthy and I like them a lot.



Interviewer: Okay so, in your opinion now KFC is what are the top ranking fast-food, so you have a sense of brand loyalty towards them?

Participant: Yes, I do.

Interviewer: And what invokes that brand loyalty?

[6:21]

Participant: I think the taste at any KFC is the same, the price is definitely fair, and I think there is good value for money at KFC, compared to the other brands.

Interviewer: So, like McDonald's, Steers.

Participant: Yes, steers is overpriced.

Interviewer: Yeah.

Participant: McDonald's is good food also reasonably priced but value for money I would not put in the same brackets, and I think it's just a perception, but KFC feels healthier.

[inaudible]

Interviewer: Okay, that's interesting. Is it because they serve chicken? Is that why it kinda feels.

Participant: No, cause its real chicken.

Interviewer: Its real chicken.

[Laughing]



Interviewer: Ah well that's good. Okay so its brand loyalty, that's what they kinda give across. What and if, they communicated about food waste and their food waste management practices, if they even implement such practices, do you think that it would kind of increase your brand loyalty towards them or would it remain the same?

Participant: No, I don't think it would affect my loyalty at all. I order from them just because I like them it's not about their advertising or anything. I don't think it would affect me depending on what they put out it might, it might actually be negative, depending on what information I get. But at the moment I don't get any information from them I just order them because I know them, and I like them.

Interviewer: So, do you think that based on what you just said now do you want to know about food waste, or do you want to know how they are combating food waste?

Participant: No, I want them to do it, I don't want to know about it. I don't think it's anything to do with me, I just want the food that I pay for. I don't think it has got anything to do with me, how they manage.

Interviewer: Their practices.

Participant: Their practices. I would like if they don't waste but that goes for everyone, we try not to waste food, but I can't tell them how to do their stuff and I don't think it's going to affect me is if they tell me at all.

Interviewer: Okay so, it really doesn't matter if you knew or didn't know it's based purely on you like them, it's easy, fast, cost-effective.

Participant: Correct.

Interviewer: Okay and then tell me do you feel that KFC can increase their brand loyalty through maybe other types of initiatives. I know we said about the Add Hope but do you as a consumer actually contribute to that add hope?

Participant: No not anymore.

Interviewer: Not anymore.

Participant: But not because, I think it's a very good cause, it's just I haven't done it in a while.

Interviewer: Okay.

Participant: I think it's a good initiative and I think I would support initiatives like that.

Interviewer: But you don't know you don't really want to know what happens with the leftover food?

Participant: No, it does not really affect me. I do appreciate that they don't give me their leftover food if it expires, please get rid of it.

[Laughing]

Participant: I want fresh food but also, I think it's up to them to, to manage how much and how often they order food. They would need all those stats on estimates how much they, they sell per day or per week. I don't know how often they would order fresh food or chicken or whatever they order but I assume they freeze it and I guess that's fine.

Interviewer: So, in essence with what you're saying is that if they actually, made this kind of initiative known it could actually be damaging to their reputation?

Participant: In my own opinion.

Interviewer: yes.

Participant: I think it is just going to annoy me.

Interviewer: Yes.



Participant: If I don't know about it, it's not going to bother me at all.

Interviewer: Yeah, you don't want to be bogged down with all this messaging, you just want to...

Participant: In my opinion, they are always fresh, so I didn't know about the waste management that they had and now I'm not really interested in in knowing going forward.

Interviewer: Okay cool well thanks you for your time and that was pretty insightful. A lot of insights that came from this discussion and yeah thank you so much.

Participant: Thank you.

[End 12:30]

Participant: In my opinion, they are always fresh, so I didn't know about the waste management that they had and now I'm not really interested in in knowing going forward.

Interviewer: Okay cool well thanks you for your time and that was pretty insightful. A lot of insights that came from this discussion and yeah thank you so much.

Participant: Thank you.

[End 12:30]

10.5 Annexure E: Interview 2

Audio: Interview 2

Transcribed: [16 July 2022]

[00:00]

Interviewer: Thank you for taking the time to do this interview, as I have explained it is about KFC and consumer perception about. It really, just easy questions and will see how it goes.

Participant: Cool.

Interviewer: Okay, so the first question I wanna start off with is what do you think of when you hear the word or the term food waste?

Participant: So, I think the first thing that pops into my head is basically throwing food away so whether that be expired food or food you no longer want, something along those lines. I mean just in our household I can already think of like every week throwing away a loaf of bread or something like that that's just old or expired so that would be the first thing that pops into my head.

Interviewer: Okay cool and then building on that what is your idea of food waste management?

Participant: Uhm, so I would interpret that as being basically managing the purchasing or storing of food to ensure that you throw as little away as possible, would be my understanding.

Interviewer: Okay, so let's take it one step further and say that were you aware that one third of South African food is wasted a year?

Participant: I was not aware of that, and I am quite shocked to hear that I cannot believe how high that is. It feels strange it feels like sorting out food waste then should be a much bigger priority than I think it is in South Africa and yeah, I mean



especially with everyone going hungry I can't believe that we are throwing away a third of our food that seems ridiculous to me.

Interviewer: Yeah, it is it is a global problem but it's not necessarily getting the attention that it needs some like you said in South Africa.

Participant: Hmmm.

Interviewer: So, let's take a sidestep here and what do you, think of when I say quick service restaurants i.e., fast-food restaurants?

Participant: Oh, I think of convenience, I think of tastiness, I think of quick, and easy. I mean immediately I'm thinking of a few brands in my head that I am a local at. So, I think convenience is the biggest thing also taste. I don't think just because its fast-food it necessarily doesn't have the taste of a nice restaurant yeah that's basically it.

Interviewer: Okay and obviously speaking of fast-food now I mean how often do you purchase fast food?

Participant: Oh at least once a day once a day.

Interviewer: At least once a day, okay.

[laughing]

Interviewer: Okay cool so from this we going to break it down into a specific brand obviously KFC. You are aware of KFC?

Participant: Yes, very much so.

Interviewer: Yes, very much so.

[3:47]



Interviewer: Okay cool, so what do you think of KFC as a brand? What comes to mind when you see KFC?

Participant: Uhm, I see chicken, I see good taste, definitely the convenience factor always kind of being open or being available on my favourite Uber eats and Mr D and all those kinds of platforms. So, I definitely see a big convenience, I see yummy taste. I see a very well-established big brand and yeah.

Interviewer: So, do you know about KFC's food waste management practices?

Participant: I don't. I didn't know they had, food waste management practices. I am happy to hear that they do if they do. I was not aware that they have. I mean, I'm assuming they should have some normal ones just to run their daily operations. I mean they should know basically how much to order of what and when and I would assume they're storing it correctly, but I didn't know that it's necessarily a big thing in their business.

Interviewer: Would you want to know about it? as a consumer now would it make any impact?

Participant: I don't think it will necessarily impact my buying decisions, so I don't think I'd necessarily be there more or less often. What I do think is I would like to feel like I'm supporting people who care about things I care about and especially now that I've heard that a third of our food goes to waste in South Africa every year. I do think if they can find a way to manage that efficiently it could almost be a selling point for them.

Interviewer: Okay, so you are saying now that if they did communicate it wouldn't influence your buying behaviour or purchasing behaviour.

Participant: But it would make me feel better about it.

Interviewer: But it would make you feel better. Do you think then you would feel more uhm, how can I say you'll have, have it better sense of brand loyalty towards them?

[6:32]

Participant: [clears throat], I do, in a sense feel like that yes. So I think like I said I won't necessarily purchase more often just because I'm already purchasing from KFC quite often but I definitely feel like if a brand vision aligns with mine and I feel like they are doing good in the world or they are especially for example with their spread hope campaign, it just feels like the brand cares about to the community and I feel like food waste could be one example spread hope obviously is another but initiatives like that make me want to support a brand.

Interviewer: Okay, so let me ask you this. Do you think that their communication strategy uhm, is good already in terms of the other initiatives? What do you know about their other initiatives besides Add Hope, do you think they communicate effectively to a consumer?

Participant: So, I don't know about any of their other strategies or initiatives that they do so my answer to that question would probably be no. I don't think they are communicating effectively because if I don't know about it and I like frequent customer then it feels like no they're not communicate effectively.

Interviewer: Okay, so if they are not communicating effectively. Okay let's take a step back, if the initiative that they do communicate already to the consumer, you the consumer, how do you perceive those? Do you think they are active voice, voicely active enough, if I can say that way? Do you think that the tone is strong enough? does it reach you? do you support there how can I say their ad hope initiative their main one if I can see it that way?

Participant: Okay so I sometimes support depending on my own financial situation in the moment. I know two rand isn't much but sometimes when you're ordering as often as I do it adds up. But I would almost say no I don't think I'm hearing enough about it because, even add hope is, is almost always an afterthought, after you've already made purchase it's like I do you want to add hope. I don't even know what adding hope does.

Interviewer: Oh ok.

Participant: Maybe if I knew what actually does, I would be more inclined to support it more often, but I don't. All I know is, are you sending two rand or whatever the amount is now to some foundational initiative that they are operating I don't know what that initiative actually entails.

Interviewer: Okay so in your opinion the messages not strong is, it's not clear enough.

[9:54]

Participant: Exactly, I would agree to that. I also don't want it to be completely in my face so I do get why it's almost added as an afterthought, but it would be nice to maybe in some of the other branding campaigns that they do with a billboard or is this a way that it would be nice to see some information without having to go look for it.

Interviewer: Okay, and tell me do you think that brand loyalty amongst fast food restaurants is a thing? Do you think because fast food restaurants it's based on people's preference of what they want to order that night or what they're in the mood for that night? Do you think that fast foods can, develop a strong brand loyalty base if I can say it that way that?

Participant: I mean I think they can. And I want to break this answer down little bit. So first of all yes, ordering fast food is very much based on what you in the mood for on a specific day but the first things that the first restaurants that pops into your mind automatically the ones you are showing more loyalty towards so whether that loyalty be based on taste or on let's call it the feel good element from ordering from someone who has initiatives going on so, I'm not exactly sure where my current brand loyalty, how it's created, but I definitely think that fast-food restaurants having a strong sense of brand royalty amongst their consumers is everything I mean like if they can better on that why not.

Interviewer: Okay and do you feel that, how can I say this, if you saw an initiative about food waste management practices and stuff with any restaurant now, do you think

that they could in essence lead to a mind shift amongst consumers in general about best practices, you know best food practices? Not even within your own household but also with ordering food like do you order just enough food that sitting or do you order extra food, leftovers but then you in essence you end up throwing away, maybe it goes off, maybe you don't have the time to order it or eat it the next day?

Participant: So, I think [coughing] having more knowledge about food waste management or especially the food waste stat that you shared earlier, it should have an effect on the amount you're ordering. Whether or not I would make any changes I can't really say, but I mean education is everything isn't it.

[inaudible]

Participant: It's that if you know about a problem then I mean hopefully that will change your buying behaviour. If it doesn't then maybe it's not a problem you feel very strongly about or because you don't have all the stats and facts behind it.

Interviewer: Yeah.

Participant: So yeah, yes, yes and no.

Interviewer: So yes and no. So, what you saying the more people get educated you know.

Participant: The more changes should be happening.

Interviewer: Should be.

Participant: Yeah.

Interviewer: In essence, in theory

Participant: Exactly in theory

[laughing]



Interviewer: In theory that's why it should be happening.

Participant: Yeah.

Interviewer: Okay, no perfect that's great insights thank you so much. Once I am finished you are more than happy to read it and yeah, thank you so much for your time.

Participant: Thank you so much, I look forward to it.

Interviewer: Perfect thank you.

[End 13:50]



10.6 Annexure F: Interview 3

Audio: Interview 3

Transcribed: [17 July 2022]

[00:00]

Interviewer: So, thank you for taking the time to do this interview, as I explained it is totally volunteering and at any point you are allowed to retract or pull out the interview. As I explained, I'm just trying to understand how you feel about food waste and KFC in particular.

Participant: Ok.

Interviewer: Cool, so the first question I would like to ask you is what comes to mind when you think of food waste?

Participant: So, through the cooking process there will be offcuts, stuff that doesn't get used. So, through the process and also leftovers from people not finishing so yeah, I think that's what comes to mind when the stuff expiry was, I guess.

Interviewer: Okay, following that so then let's let me ask you, what does food waste management mean to you?

Participant: I would say its a systematic approach to trying to reduce it. Finding ways to minimise it in a structured way I would imagine.

Interviewer: Okay, and then tell me are you aware that almost one third of the food produced in South Africa is wasted every year?

Participant: I've heard similar statistics elsewhere in the world, but I had no idea that somewhere like South Africa was just as bad but it's still quite shocking.

Interviewer: Yeah, it's pretty bad here in South Africa.



Participant: Sjo.

Interviewer: So, like that's almost ten million tons of food that gets wasted.

Participant: Jeez. And we got tons of people starving which is even more terrifying.

Interviewer: Exactly.

Participant: Yeah, ok.

Interviewer: Okay, cool so let's break it down in more detail so I'm obviously this research papers looking specifically at fast-food restaurants otherwise known as quick service restaurants. So, what comes to your mind or what is your perception when you hear the term fast-food?

Participant: Something that's quick and convenient, generally not the best quality but quick convenience and easier than cooking at home uhm, yeah.

Interviewer: Okay, so obviously my studies focus more on, specifically towards KFC. So you do know the brand KFC?

[participant nods head to indicate yes]

Interviewer: Okay, so what, what comes to your mind when you see KFC or think KFC, uhm.

Participant: From what perspective?

Interviewer: From a consumer perspective

[3:07]

Participant: What I think of the brand, what do I think of the food or is it an open-ended question?

Interviewer: Its open-ended so.

Participant: What do I think of KFC? Something that I enjoy eating but generally don't because I see it is very unhealthy uhm and I found a lot of their branches are very hit and miss. So some of them have very good food and some are very disappointing so unless it's one that I know is a trusted one it's not really about brand that I particularly enjoy getting food because of the consistency from and the chips are really shit.

[laughing]

[inaudible]

Interviewer: Okay so on that, let's take a step back and say okay cool that was your opinion from the consumer perspective. What is your perception of the brand KFC from the brand perspective?

Participant: I think it's a very well-known well-recognised brand specially in South Africa are the biggest if not the biggest fast-food chains. So just from a brand perspective do you mean what, what is their image?

Interviewer: Yeah, so how do you perceive them as a brand?

Participant: I know they try to expand to be more than just the fast-food chain, but I feel like they're not really much more than that in my eyes. I just see it as another place to get fast-food and I know they are very popular but yeah, it's definitely fast-food definitely not great quality yeah don't really encounter them much besides is just a restaurant.

Interviewer: Okay, so following on that now you said they tried to expand to be more than just a fast-food do you mean in terms of the initiatives that they run or?

Participant: I know there's the add hope.

Interviewer: Yeah.



Participant: I can't remember exactly what it is, but I know they sponsor in rural areas. I think there is education and there is the add hope is a meals thing from what I understand. So, I know they do a lot of outreaches but where is like some other brands will associate themselves a lot of sports and stuff like that, I feel like KFC is not as prevalent as say like a McDonald's in sponsoring things. Having encounter them through cricket, they did sponsor a lot of cricket. But yeah, they have a lot of outrage initiatives and I know they also tried to position themselves as like doing a lot to make people healthy like cricket as an example but at the end of the day it is still KFC which I would say is one of the more unhealthy fast-foods.

Interviewer: Okay and so do you think that they communicate their strategies well to the consumer like their marketing strategy communication? Do you think its.

[6:33]

Participant: I think I am properly bad example from a marketing perspective because in every aspect of my life I have tried to remove the amount of advertising that I see. YouTube premium I don't see adds for that, I've got adblocker on my computer, so I don't see ads so.

Interviewer: So, you want to be bogged down with constant advertising?

Participant: I would rather pay for a service like YouTube premium as an example and I don't watch much TV so like Netflix doesn't have adds. So, the content I consume is actually surprisingly sparse on advertising, so I don't see a lot of advertising. So, from that perspective, the only advertising I would generally see is like watching rugby match because you know that's actually on TV but other than that. I think my exposure to advertising is limited and I can't actually, remember having seen a KFC ad recently and I am not going onto KFC website to find out what their strategy is, so from the communication perspective I haven't encountered that much. The limited of, like I said the cricket as an example, liked I have watched games and see them do their thing and I think they got a title sponsor and the add hope which I think, when you're ordering



and stuff, they make it clear what the initiative is but don't know much of what they are doing or changing. It's not a brand I frequently use.

Interviewer: Okay, so how often do you purchase fast-food then?

Participant: Probably on average on I would say depending on your definition of a fast-food like I'll eat out probably two to three times a week at present, but of that fast food probably once in two weeks, once or twice a month, I'm not sure it's not something I frequently have.

Interviewer: Okay, so based on that then, so obviously you're not a very big fast-food in terms of takeaways and stuff you don't really do that but uhm you said that you're not very avid in receiving advertising, so I don't want to assume that if you haven't heard anything about their food waste management practices?

Participant: No.

Interviewer: Nor has it been communicated in such way? Nothing? Alright so besides the Add Hope initiative, is there any other initiatives that you're aware of?

Participant: No, nothing.

Interviewer: Nothing, as you said you don't onto the website.

Participant: Yeah.

Interviewer: Alright, cool. That was very insightful thank you I am and once I finish said you are more than welcome to request a copy of the final research proposal if you wish.

Participant: Cool, thank you.

Interviewer: Cool, thank you.

[End 9:58]

10.7 Annexure G: Interview 4

Audio: Interview 4

Transcribed: [18 July 2022]

[00:00]

Interviewer: Okay, so thank you for taking the time to do this interview, like I explained that this is just about KFC and food waste management and, any point you feel you want to withdraw from the interview you may do so it's completely voluntary and your identity will remain anonymous. Once I've completed my research proposal you are allowed to ask request a copy of it.

Participant: Ok.

Interviewer: So, let's start off with saying, what comes to mind when you think of food waste?

Participant: I would say food waste is for instance if you make food and you don't eat all of it and it gets to a point where you like no 'I'll take it for lunch' or and eventually you just have something in your fridge that has now gone off. That is food waste. That's what I think.

Interviewer: Okay cool, so then let's take it a step further and say what do you think what is your understanding of food waste management?

Participant: Food waste management? Managing not wasting food.

Interviewer: Ok.

Participant: Ok.

Interviewer: Uhm, so did you know that one third of the food produced in South Africa is wasted every year?



Participant: No.

Interviewer: Nothing.

Participant: No, I didn't know.

Interviewer: It's an interesting fact.

Participant: It is.

[Laughing]

Interviewer: Okay, so from there obviously this study is looking specifically at the fast-food industry and more specifically at KFC. So, what comes to mind, what is your perception of the fast-food industry or fast food in general what is what do you see what do you, what is your perception of it? what is it?

Participant: So, when I think about fast-food, you don't feel like cooking at night you can go to KFC or wherever. Its quick, its easy, you get something, and your family is fed.

Interviewer: Okay and how often do you purchase fast-food?

Participant: A lot.

[Laughing]

Participant: More often than I like to admit.

Interviewer: Easy enough. So, you obviously aware of the KFC brand. What do you uhm, what do you think when you see KFC?

Participant: Well, firstly I just see a white sign with red KFC. So, we do eat at KFC but not a lot because I guess its preference. It's a lot of oil, it's just not everyone's taste. So, KFC and the other thing is, you never know that when you do go to KFC



that all your chicken is going to be cooked in the bucket. I think that is the main thing, you buy a whole bucket of food, and you can eat two pieces for it, maybe more. Cause when you bite into it everything seems fine, you get to the middle of it, and you can see the thing is still raw and what do you do with it? So, we would much rather go to MacDonalds or somewhere where you know your food is well cooked instead of going to KFC.

Interviewer: Okay, so it's a quality thing for you.

[3:53]

Participant: Yeah.

Interviewer: Okay, so looking at KFC okay further we saying, do you know KFC has any food waste management practices?

Participant: I don't know. Like managing?

Interviewer: Their food waste, do you know? have you seen any communication about it?

Participant: No.

Interviewer: Okay, and would you like to know about it? would you like to know if they are managing their food waste appropriately?

Participant: Yeah, what are they doing. Cause I mean I'm pretty sure, I don't even know how much chicken they buy but how do they store it, how sanitary is it. I would love to know what they are actually doing.

Interviewer: Okay, and do you think then, it would make you wanna buy KFC then more often, if you knew what they, what their food waste practices was?

Participant: I think so.

Interviewer: So, you would almost like a brand loyalty towards them if they communicated this to you the consumer?



Participant: Yeah, I think the more you are informed about what happens, the more you kind of trust that what you are buying, what you are taking your money and spending it on is quality and what you were getting from it. So, if you were more informed about something it's like every brand, so if you for instance know K-way and you know Pick n Pay you would rather spend that R1000 on a K-way then spending that on Pick n Pay because you know exactly what the difference is.

Interviewer: Okay, so taking that into consideration now, do you think KFC communicates their strategy effectively to you the consumer?

Participant: Communicated how?

Interviewer: So, like...

[6:16]

Participant: Like with ads?

Interviewer: Yeah, do you think advertising and their messaging like...

Participant: Comes across?

Interviewer: How does it come across to you? Do you think its effective, do you think, you know can it be worked on a little bit more what?

Participant: I think it can be worked on more cause, it's not something that would grab your attention and you will talk about it forever for instance if you look at Nando's and how they advertise Nando's. Ok I was not planning on getting Nando's tonight but they like look at the advertise, we all had a good laugh about it but in the back of your mind you are unconsciously always thinking maybe and then one day you drive-by and let's try it. So, I don't think, I can't even tell you when last, I actually saw an advert for KFC.



[Inaudible]

Interviewer: So, are you aware of any initiatives like community initiatives that KFC do?

Participant: Like, the two rand for hope?

Interviewer: Ok.

Participant: Yeah.

Interviewer: Do you know of any other community initiatives they do?

Participant: No.

Interviewer: So, that kind of ties in again with you the communication.

Participant: Yeah.

Interviewer: Okay, so from this whole discussion now, do you think KFC has as a brand, what do you think of KFC as a brand?

Participant: As a brand?

Interviewer: Like, how can I say this, like Nando's?

Participant: Yeah.

[inaudible]

Interviewer: But do you have, is there some sort of emotion triggered within you when you see KFC? Do you think they are a good brand; do you think are, how do you see them as a brand as a whole? Like you get MacDonalds and steers,

Participant: What your preference would be.



Interviewer: They all have their own brand identity, do you think KFC has a strong one, what do you think of KFC as a whole brand on its own?

Participant: So, I actually don't have a problem with KFC, but I wouldn't go out of my way to be like KFC. I would exhaust all my resources if I've had too much McDonald's too much of everything that I generally really enjoy, will be like let's change it up a bit and get KFC and I think the biggest for me is the quality of the food you get. Yes, you can get a whole bucket and reasonably priced but how much of that chicken are you going to actually be able to eat as where we are entertaining, and I would much rather say let's get pizza instead of saying let's get what KFC has, they have a whole bucket yes, we are going to be able to feed everyone but is just a quality thing for me. So, I don't mind KFC, but I would not go out of my way to actually be like let's get KFC, if there is a KFC on my way home and that is the first stop, I'm going to be able to make then yes but it's not a good emotion but it's not a bad emotion. Like they haven't exceeded anything where I'm like I want KFC.

Interviewer: Okay, so for you in your opinion KFC is a fast-food there's nothing more to it.

Participant: No. nothing more to it.

Interviewer: Alright, so thank you so much.

Participant: It's a pleasure.

Interviewer: You have given me quite a lot of insights into your perception of KFC and food waste management and like I said you're more than welcome to request the final report and yeah thank you for your time thank you.

Participant: Thank you.

[End 11:07]

10.8 Annexure H: Interview 5

Audio: Interview 5

Transcribed: [18 July 2022]

[00:00]

Interviewer: Okay, thank you for taking the time to do this interview, as I explained this is a general conversation about KFC and food waste management and your perception of both topics. At any point in time, you are allowed to withdraw from the interview if you uncomfortable as a completely voluntary and once I've done the final report you are more than welcome to request a copy.

Participant: Thank you.

[coughing]

Interviewer: Okay, so let's start off by asking what do your understanding, what comes to mind when you hear about food waste?

Participant: Uhm, general food waste in households where you are making too much food and basically just through in the dustbin.

Interviewer: Okay cool, and taking it a step further, what do you understand by the term food waste management?

Participant: To be honest, not really that much but if you put it into mind its food being wasted like with restaurants and everything where they, certain dustbins and like normal recycling to throw in and maybe reuse as compose for food or animal feed or something like that.

Interviewer: Ok cool, and then are you aware that almost one third food produced in South Africa is wasted every year?

Participant: No.



Interviewer: Scary.

Participant: That is scary.

Interviewer: So, lets narrow it down again, so what comes to mind when you think of fast-food?

Participant: MacDonald's, KFC, Burger King, drive-through, quickly getting a snack and going to destination wherever you want to go to.

Interviewer: Okay, how often how many times do you purchase fast-foods?

Participant: I try limit it to maybe like two to three times a month.

Interviewer: Okay cool, So, obviously this study focuses more on specifically to KFC so what comes to mind when you think of KFC?

Participant: Chicken.

[laughing]

Interviewer: Okay.

Participant: Deep fried chicken.

[laughing]

Interviewer: Deep fried chicken. Anything else?

Participant: Just my normal snacks, ill buy from KFC like dunked wings and box master meal.

Interviewer: Okay cool. Are you aware of any food waste management practices that KFC implements?



[3:47]

Participant: Not aware of anything, No.

Interviewer: Would you want to know if they did? If they did implement any food waste management practices. Do you the consumer, would you want to know about this?

Participant: Its fifty-fifty scenario for me but it would be interesting to know.

Interviewer: Do you think it would change your perception about KFC?

Participant: Yes, it there is a possibility in it.

Interviewer: okay so, in general do you think KFC communicates their strategies effectively to you the consumer?

Participant: Not at all, No.

Interviewer: So, you don't, it's not impactful at all?

Participant: So, no communication or strategies, it's basically the only the advertisements you get from KFC is specials on meals and new meals coming out.

Interviewer: Ok, so from that, I don't want to assume but like do you know of any other social initiatives that the brand does?

Participant: It's just the add two rand for hope.

Interviewer: That's the only?

Participant: That's the only initiative I know about that they ask you every time when you purchase a meal from them. Is to add for hope.



Interviewer: Okay cool, and what is your perception of the brand? The KFC brand?

[4:16]

Participant: That's it's a fast-food chain, basically its profit.

Interviewer: So how often do you purchase KFC?

Participant: I'll say maybe once a month maybe once every two months we don't get it quite often.

Interviewer: Okay, so you don't have any sense of loyalty?

Participant: No.

Interviewer: So, yours is purely based on preference what you're in the mood for that evening?

Participant: Yes, that's 100 percent correct.

Interviewer: Okay cool. So, go off that, are there any other initiatives that you feel might entice you to purchase KFC more often? if you were if you will if you saw they advertise it more often and frequently and that other type of initiatives not just the add hope one would that also impact your decision maybe?

Participant: No from my side, to be honest like you referred to earlier, it's purely based on what I am in the mood for.

Interviewer: Ok. Alright. Uhm that's all. Thank you so much for your time.

Participant: It's a pleasure.

Interviewer: Awesome.

[End 5:59]



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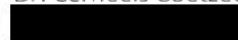
My contact details are as follows:

Michelle Shandler



The contact details of my supervisor are as follows:

Dr. Cerneels Coetzee

**Participant or respondent consent**

I, , agree to participate in the research conducted by Michelle Shandler to understand the nature of the brand Kentucky Fried Chicken and their food waste management practices and ascertain if consumer education of these practices will have an impact on their current brand perceptions.

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.
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		14/07/2022.
Signature		Date



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[REDACTED]
[REDACTED]

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[REDACTED]

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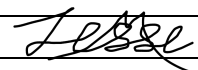
071 604 3938

michelleshandler@gmail.com

The contact details of my supervisor are as follows:

Dr. Cerneels Coetzee

ccoetzee@iie.ac.za

Participant or respondent consent


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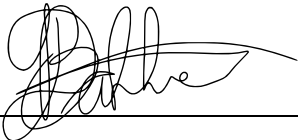
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