

Public Perceptions of Enviroserv; Shongweni Landfill Site Controversy

Final Report

Student name: Natasha James

Student number: 14009519

Vega School of Brand Leadership

Course: BA Honours in Creative Brand Communication

Module code: RESM8419

Lecturer: Alec Bozas

Supervisor: Carolanda du Toit

Due Date: 10 July 2017

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Glossary of Terms

Brand	A brand is a symbol, mark, logo, name, word, sentence or an arrangement of these elements that companies use to differentiate their products and/or services from others within the same market (Investopedia, 2017).
Brand Image	Brands can be viewed as a collection of perceptions in the memory of their stakeholders (Enslin & Klopper, A Balanced Perspective on Brands, 2015).
Differentiation	Differentiation enhances the memory of the consumer because by being different a brand provides a reason to the consumer to choose the specific brand (Ehlers, 2015).
Positioning	Positioning is then differentiating brands in the minds of the consumers (Ehlers, 2015).
Business-to-business	Also known as B2B is a type of matter that exists between businesses in contrast to business-to-consumer and business-to-government (Investopedia, 2017).
Supply Chain	A system of organizations, people, technology, activities, information and resources involved in moving a product or service from supplier to customer (Boundless.com, 2017).
Channel Relationship	A marketing channel is a set of practices necessary to transfer the ownership of goods/services from producer to consumer (Boundless.com, 2017).
Healthy Brand	A construct that creates, communicates and sustains value for all its stakeholders through the company offerings (Cook, Erwin, Carmody, & Enslin, 2010).
Offering	A combination of/or stand-alone products, services, information and experience (Kotler & Keller, Defining Marketing for the 21st Century, 2012).

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1 INTRODUCTION AND OVERVIEW OF THE RESEARCH

1.1 Introduction and Contextualisation

Every organisation that offers products or services is a company of sorts. A company then gets given the status of becoming a brand when the company gives itself a visual identity, vision and mission; which is how the company resides in the minds of that company's stakeholders. The brand is what gives a company an image and 'personality' (Linton, 2017). Brands therefore have the ability to create a negative or positive perception in the minds of their stakeholders. The brand should then aim to have a positive positioning in the minds of their stakeholders (Ehlers, 2015). The brands perception is in ownership of the consumers, not the brand itself. The selected perception perceived by the consumers is dependent on the actions a brand takes (Smith, 2015).

The following research proposal will be based on the emissions released in the air around the Upper Highway Areas of Durban, Kwa-Zulu Natal from the Shongweni Landfill Site owned and managed by EnviroServ (Ramkissoo-Pillay, 2016). EnviroServ is a waste management company which has many landfill sites around Africa (EnviroServ, 2017). The emissions are resulting in sickly symptoms in not only humans but the environment and animals included (Ramkissoo-Pillay, 2016). The emissions are resulting in harm to the EnviroServ brand name and brand equity. The aim of the study is to analyse the effects of the public perceptions on the brand for future profits and brand loyalty from their current and future consumers. Branding elements such as consumer perceptions, company stakeholders, brand image, brand equity, brand trust and public perceptions will be discussed in context to the study.

1.2 Field of Study

In relation to the study of Creative Brand Communications, the following research will be extended to the way it effects EnviroServ as a brand. This is because Creative Brand Communications focuses on the elements behind what makes a brand and the elements that gain customer loyalty from their clients. The research goal is to analyse EnviroServ, as a brand, and its branding elements in order to find out whether a

negative situation caused by a brand can jeopardise brand equity and customer loyalty in the future.

1.3 Problem Statement

The malfunction in the Enviroserv Landfill site is a current and local case study where the elements of Enviroserv, as a brand, will be explored to assess the public perceptions of Enviroserv through their Brand Equity. The Brand Equity models researched will then provide information on whether the actions taken by Enviroserv will be beneficial to the business model or not. The malfunction¹ has resulted in emissions being released into the surrounding areas of Shongweni. A large group of people from the Upper Highway Areas have filed complaints against Enviroserv for their lack of Waste Management skills resulting in the malfunction which could have been prevented if properly maintained from the start. The malfunction has caused a harm to the Enviroserv brand name and equity. Enviroserv's muted response to the public complaints about the odours have progressed to court cases and public community meetings to be opened against them proving the negative perceptions of the brand (Upper Highway Air, 2017).

1.4 Purpose Statement

The purpose of this study will be to focus on whether the selected brand elements for Enviroserv are impacted because of their Shongweni Landfill site malfunction. Furthermore, to explore long term effects of a brands future business profits when the brand stakeholders have a negative perception of the brand. The study will lastly analyse whether the negative perception can be viewed positively by the stakeholders in the future depending on the actions Enviroserv decide to take.

¹ The malfunction of this study refers to the emissions released from the Shongweni Landfill site. It is referred to as a malfunction as this should not be happening at landfill sites. It is stating that by emissions being released, the landfill site has malfunctioned as something is not functioning properly, otherwise the emissions would not be present.

1.5 Rationale

The topic was chosen as it is a current case study causing a controversy in the Upper Highway Areas making it relevant. The reason the research on the malfunction of Enviroserv's landfill site will be conducted is because of the high amount of interest the topic has created locally and internationally. The public's interest on the topic began to grow drastically after a group of individuals got together as a community to raise awareness about the topic and created a Non-Profit Organisation (NPO) known as Upper Highway Air (UHA). The NPO gives the community constant updated information about what is going on with Enviroserv and what Enviroserv is doing to solve the issue. UHA is ensuring that the affected areas are going to regain their once fresh air (Upper Highway Air, 2017). Raising awareness of the effects of the emissions has become extremely important as the emissions contain poisons such as Benzene (Appendix 1) that are making the people and animals located in the affected areas sick (Morum, 2017). The study began in the beginning of February of 2017 and thus has progressed from then until now, the month of July 2017. Enviroserv is still functioning country wide, although their Shongweni Landfill site has since been suspended due to UHA winning current court cases. A suspension therefore requires Enviroserv to put all current business activities on hold until they have resolved the problems of emissions being released from the landfill site (Upper Highway Air, 2017).

The research to be conducted is important as it will be a knowledge based study providing possible evidence of the way negative perceptions of a brand could jeopardise future business profits and positive brand loyalty from their stakeholders. Conducting this research will add to information of the activities happening around the research topic and will provide a legitimate platform of information for the public and the brand themselves. It will also provide information towards affected stakeholders, if any. The study will prove to be affective because it will be showing the domino effects the malfunction of the landfill site is detrimental even to companies that are not stakeholders of Enviroserv, for example the Durban July as the horses are kept in the Shongweni area (Ntuli , 2017).

1.6 Research Questions and Objectives

1.6.1 Research Objectives

1. To determine the stakeholder perceptions of Enviroserv, as a brand, prior to the Shongweni Landfill site malfunction.
2. To assess whether Enviroserv's actions to solve the issue of the landfill site malfunction have strengthened or weakened its brand equity.
3. Determine to what extent Enviroserv's current stakeholder's public perceptions have changed due to the malfunction.
4. To explore whether or not Enviroserv can increase its brand equity through its actions to solve the landfill site malfunction.
5. To determine whether the stakeholders would revise their negative perception towards Enviroserv, if they were to take the correct steps to overcome the issue caused at their Shongweni Landfill Site to minimise the risks of a reoccurrence.

1.6.2 Research Questions

1.6.2.1 Main Question

What long term effects will the Enviroserv landfill site malfunction have on Enviroserv as a brand; in terms of its brand image, brand equity and public perceptions?

1.6.2.2 Sub Questions

1. What was the public perception of Enviroserv prior to the Shongweni landfill site emissions within the Upper Highway Areas?
2. According to the stakeholders, what actions, if any, have Enviroserv taken to resolve the issue of the landfill site malfunction?
3. Since the emissions within the Upper Highway Areas, how do the stakeholders currently perceive Enviroserv, as a brand?
4. According to the stakeholders, what actions can Enviroserv take to build its brand equity?

1.7 Scope of Study

The results of this paper will be of a small-scale qualitative study within the Upper Highway areas located in Kwa-Zulu Natal.

1.8 Conclusion

This research proposal is constructed on the recent and relevant case study based on the malfunction of the landfill site located in Shongweni, KZN, owned and managed by Enviroserv. The case study relates to Creative Brand Communications as Enviroserv will be assessed on their brand equity, brand image and brand loyalty by their stakeholders. The study becomes relevant as it provides information proving whether or not having a high brand equity can increase future business profits. The purpose will therefore benefit both the brand, Enviroserv, and the affected community members from the emissions cause by the malfunctioned landfill site. The community will benefit from this study as it will provide information on what Enviroserv is doing as a brand making the community aware of their actions. This study may provide as a platform to tell the public whether it would be a good or bad idea to use Enviroservs' services. There may be individuals residing in the affected areas from the emissions, which may also be the decision makers within companies when deciding on what waste management companies to use.

2 LITERATURE REVIEW

1.9 Introduction

The literature review below is a report evaluating the information that will be related to the selected topic of: Public perceptions of Enviroserv; Shongweni landfill site controversy (Howard, 2016). Specific to the topic, the literature will be conducted on a real-time, current case study based on Enviroserv and the cause of polluted air in the Upper Highway areas being emitted from their Shongweni Landfill site. Although activities have been suspended by court rules against Enviroserv, the emissions are present and the odour will still remain until Enviroserv follows requirements of clearing the landfill of the emissions (Upper Highway Air, 2017). The main purpose of this research will be to achieve the primary research objectives establishing the long-term effects for Enviroserv, as a brand, and how they are affected by public perceptions. The objective follows Enviroserv being caught out and admitting to polluting the Upper Highway Areas from their Landfill Site located in Shongweni, Durban, which have allegedly caused health concerns and environmental issues in and around the surrounding communities (Ramkissoo-Pillay, 2016).

1.10 Theoretical Foundations: Literature

This research is not focused on the physical actions of solving the problem of the polluted air; but instead on the elements of the brand identity and public perception associated to Enviroserv as a brand. Although it is the norm to use periodicals, it appears that no formal research within academic journals have been conducted on this topic. Therefore, the formed basis of proof for the public awareness and public complaints for the case study is voiced through newspaper articles, television coverage and social media.

The research methodology will contain both primary and secondary sources. The primary sources will entail interviews and eye-witness accounts to obtain the necessary information from the targeted population to gain insight into their perceptions of Enviroserv and the cause of toxic emissions creating air pollution, in order to answer the research question and contribute to how one can build up a once negatively perceived brand.

The secondary sources will include information from published journals, books, databases, online sources and more (Howard, 2016). The sources needed to analyse this case study will be taken from branding sources such as brand leadership and brand management books and articles. To expand this research further, models created in business management books will also be considered. This will be in order to do a proper analysis on whether the business is being run in the correct manner resulting in successful public perception of the brand.

1.10.1 Brand Image

A brand is made up of a symbol, logo, name, sentence or a combination of these elements that a company uses to create a differentiation of their offerings to their competitors (Investopedia, 2017). A brand Image refers to the imagery of the brand. According to Enslin and Klopper (A Balanced Perspective on Brands, 2015, p. 30), “a brand is a social construct”, which means that a brand is formed by society within its spheres whether it be high tech, low tech, commodities, utilities, components, services, business-to-business, pharmaceutical laboratories, non-governmental organisations and non-profit organisations. These are all seen to have become a brand, all of which have a shared element; a unique meaning with the ability to hold value which connects with people (Enslin & Klopper, A Balanced Perspective on Brands, 2015).

As EnviroServ is a business-to-business enterprise it is seen as a brand by society with a mission to deliver environmental peace of mind towards their customers and surrounding communities (EnviroServ, 2017). By EnviroServ stating their mission to the public they are creating a unique image for their given service of waste management disposal in the minds of their consumers in order to attract and retain loyal customers (Enslin & Klopper, A Balanced Perspective on Brands, 2015). For EnviroServ to maintain a positive perception of their brand, they are required to adhere to their brand promises, values and missions. If a brand does this successfully, according to Enslin and Klopper (A Balanced Perspective on Brands, 2015), the brand will be perceived the way in which it wishes to be perceived.

1.10.2 Brand Equity

According to Aaker (Brand Leadership - The New Imperative, 2000), Brand Equity is a market-based set of dimensions to achieve and assess brand development, brand management and brand measurement. Brand Equity then links to the brand's name and symbol, which adds value to the offerings by reflecting the way consumers think, feel and act towards the brand (Kotler & Keller, Creating Brand Equity, 2012). Whilst Keller (Creating Brand Equity, 2012) states the concept of customer-based brand equity. Oliver (2012, p. 148 cite in: Marketing Management) believes that consumer loyalty is an assurance made in the minds of the consumers to rebuy or repatronise favoured products or services delivered by a brand. By identifying the brand equity of Enviroserv, it provides an understanding on how their stakeholders currently perceive their brand as well as how the brand was perceived prior to the malodour. Two (2) models are discussed that are used in order to improve brand equity that are David Aaker's Brand Equity model and Keller's Brand Resonance Pyramid which will be discussed in further detail on each model below.

Aaker's Model:

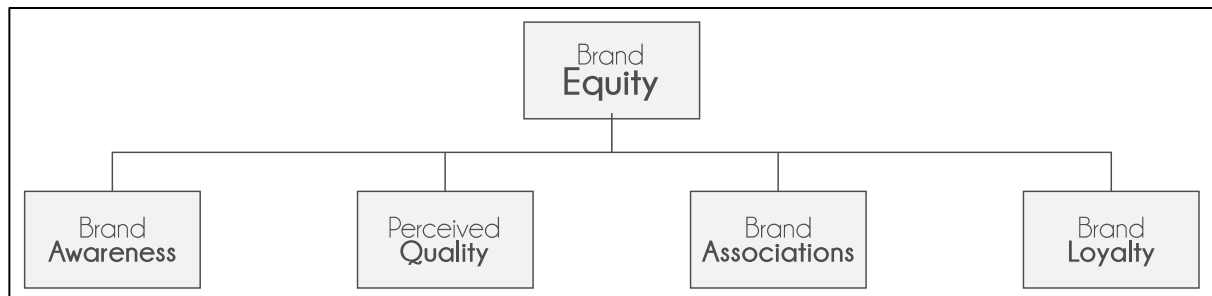


Figure 2.1: Aaker's Brand Equity Model (Aaker & Joachimsthaler, 2000)

1.10.2.1 Brand Awareness

The brand awareness refers to the power of a brand's existence in the minds of the consumers. According to Aaker (Brand Leadership - The New Imperative, 2000), consumers are comfortable with familiarity, allowing themselves to gain positive attitudes on what is familiar to them. This dimension of brand equity is considered important as it is measured through recognition and recall. Recognition is the exposure of the brand over the life span of the brand which becomes a familiarity to consumers, and generally a fondness. Recall is the recurring memory of a brand in the minds of

consumers when an offering is mentioned (Bick, 2011). The awareness of EnviroServ in the minds of consumers is resulting in protest such as the 'Toxic Trek' that happened in Hillcrest by the people within the communities which took place in February 2017 (Appendix 2) (Upper Highway Air, 2017). This march was to raise awareness of the malodour present in the Upper Highway Areas, therefore the recognition towards EnviroServ currently remains to be a negative perception to the communities and stakeholders (Ryan, 2017).

1.10.2.2 Perceived Quality

Perceived Quality is seen as the dimension that represents the 'reason to buy' as it influences brand associations in multiple contexts as well as proving to affect brand profitability (Aaker & Joachimsthaler, 2000). This dimension differentiates and positions brands based on the quality offered on the products and/or services. Perceived quality is the dimension that drives customers to interact with or purchase brand offerings based on the brands quality and associations, regardless of the pricing structure which initiates the brands financial performance (Bick, 2011).

1.10.2.3 Brand Associations

The brand associations are the attributes that can create a connection with consumers which include imagery, product attributes, user situations, organisational associations, brand personality, and symbols (Aaker & Joachimsthaler, 2000). Brand associations assist to create positive attitudes and emotions towards a brand ultimately building brand equity (Bick, 2011). The public has created negative associations with EnviroServ seen through their t-shirts, posters and logo design for the campaign '#EnviroServMustFall' generated by the Upper Highway Air NPO (Appendix 2).

1.10.2.4 Brand Loyalty

Brand Loyalty refers to the willingness of a customer's return to the same brand to purchase the brands offerings (Bick, 2011). According to Bick (Brand Equity and Brand Valuation, 2011), brand loyalty is the key consideration to building the value of a brand. Loyal customers generate future sales and profits whilst reducing marketing costs, as it is less expensive to retain existing customers rather than attracting new ones. As a

result of Enviroserv's actions, they are beginning to lose their brand loyalty. This is evident in the research and statistics that have been conducted by Jeremy Everitt (2017) as he sets out to find the public opinion on Enviroserv and their stakeholders. The activist has now been taken to court to prohibit him from "defaming" Enviroserv for facts that are true. The court case had then been stalled by Enviroserv as they were unable to produce the necessary documents to prove Jeremy Everitt wrong resulting in proof of hidden, and disloyal facts being conducted by the landfill company (Erasmus, 2017).

1.10.2.5 Other Proprietary Brand Assets

The other proprietary brand assets result in being a competitive advantage for the company. Examples that have the ability to create the competitive advantage would be assets such as channel relationships and patents (Bick, 2011).

Keller's Model:

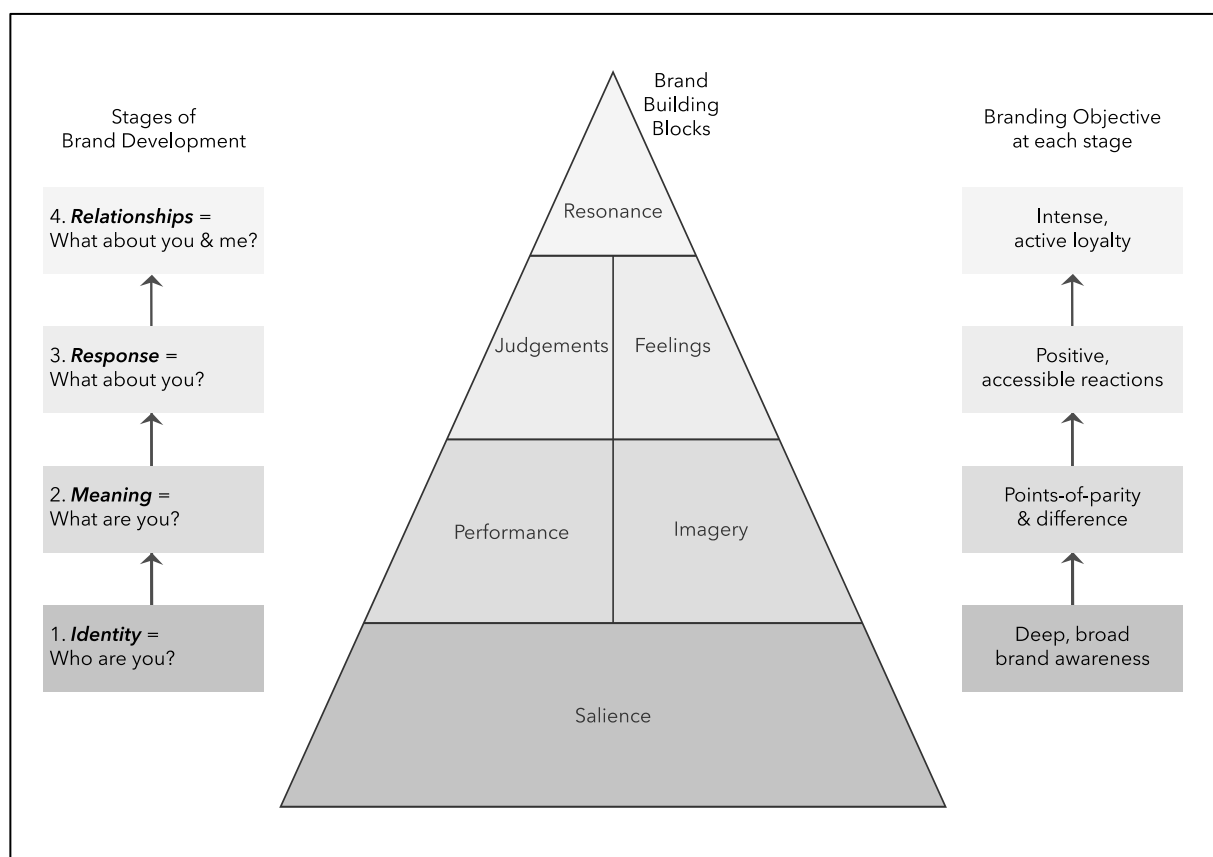


Figure 2.2: Keller's Brand Resonance Pyramid (Kotler & Keller, Creating Brand Equity, 2012)

Figure 2.3 is Keller's Brand Equity model also known as the Brand Resonance Model. Like Aaker's (2017) model on brand equity being a market-based set of assets, there was an alternate view developed by Keller stating brand equity should also be based on the minds of the consumer as a result of experiences with the brand over time (Bick, 2011). In the brand building process, Keller's model (Figure 2.3) consists of a rational route on the left of the pyramid with an emotional route situated on the right. In order to create significant brand equity, it is required to reach resonance within the brand which is achieved by putting the correct building blocks into place according to Keller's model above (Kotler & Keller, Creating Brand Equity, 2012). Oliver (2012, p. 148 cite in: Marketing Management) believes that consumer loyalty is a assurance made in the minds of the consumers to rebuy or repatronise favoured products or services delivered by a brand.

1.10.3 Vega Healthy Brand Criteria

The Vega Healthy Brand Criteria is used to identify internal considerations of the brand and what the brand should stand for in the minds of consumers. The benefit of being a healthy brand is that it adds meaning to life and changes the quality of human life. A healthy brand is one that considers identity, value, sustainability and communication authenticity whilst also having the ability to move away from being merely profit-focused and business driven (Cook, Erwin, Carmody & Enslin, 2010). To decipher whether a brand is healthy or not; the authors (Cook, Erwin, Carmody, & Enslin, 2010) have derived seven (7) indications that will provide whether the assessed brand is healthy or not. The criteria is shown in Figure 2.1 below.



Figure 2.3: Vega Healthy Brand Criteria (Cook, Erwin, Carmody, & Enslin, 2010)

1.10.4 Stakeholder Relationship

To be perceived in a positive manner, in the eyes of the public, by above mentioned Healthy Brand Criteria, the need to identify the exact stakeholders the Healthy Brand will be speaking to is necessary. According to Business Ethics there needs to be a Stakeholder Management Approach. The approach is a response to the growth and complexity of companies to better understand their stakeholder associations. In doing so, the company has the ability to treat their communities honestly resulting in better performance within the marketplace (W. Weiss, 2014). For the stakeholder relationship to have relevance to the research objectives for this topic, such a model will need to be discussed in order to analyse the exact stakeholders Envrioserv has

the ability to affect. The analysis of Enviroserv's stakeholders will need to be researched further in Chapter 3. Figure 2.4 (W. Weiss, 2014) provides the possible stakeholders one B2B company may hold, bringing together the multiple scopes of the study which need to be covered. As a large company, like Enviroserv, the effects of the malodour then gets transferred on to the identified stakeholders.

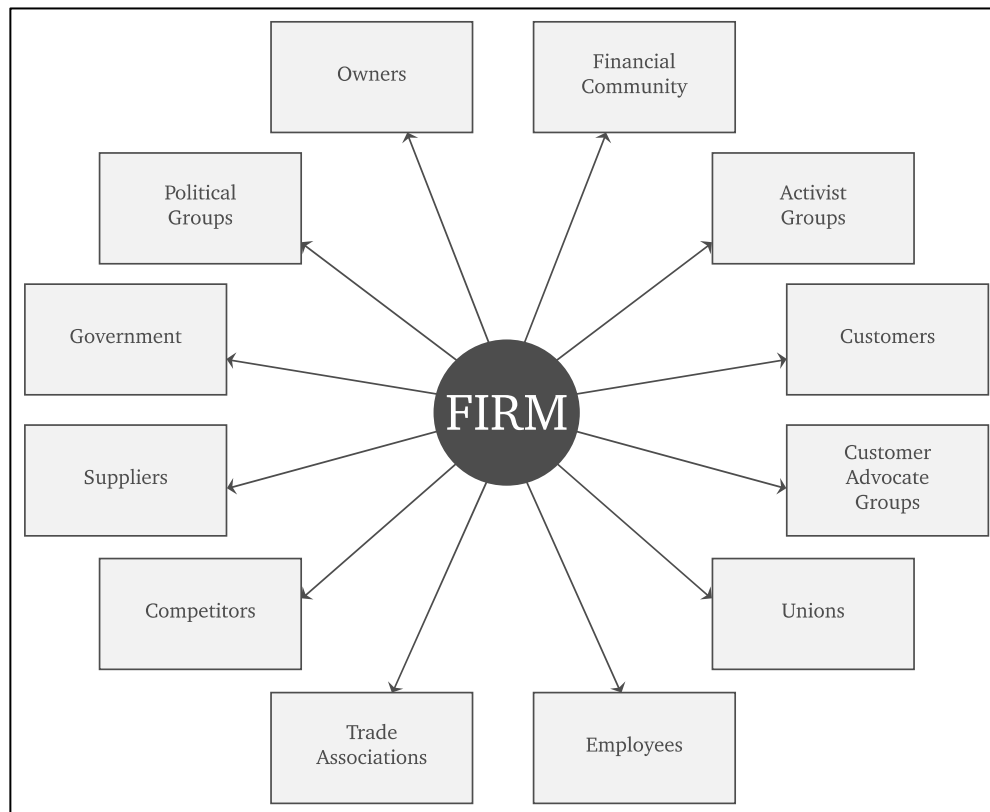


Figure 2.4: Stakeholder Map (W. Weiss, 2014)

In Business Ethics, the case study referred to was based on the aftermath of the BP Deepwater Horizon blowout which happened on the 20th April 2010. This case study therefore links closely to Enviroserv causing air pollution with regards to the stakeholders being affected by the malodour as they are both associated with human, political, economic, environmental and social elements (W. Weiss, 2014).

An example of Enviroserv impacting on their stakeholders is the value in property decreasing in the Upper Highway Areas. The impact of property value dropping is effecting the customers of Enviroserv residing in the affected areas. Davison (Impact of Toxic Stench on Property Market, 2017) claims that Century 21, a real estate agency, are experiencing the negative impacts from the malodour on the property

market which is resulting in difficulties in supplying properties to existing and new customers.

1.10.5 Analysing Business-to-Business Markets

Enviroserv is a Business-to-Business enterprise for both private and public sectors, accepting customers that are local, regional, national governments and public sector organisations which include hospitals, schools and agribusinesses (Envrisoserv, 2017). Taking the Business-to-Business market into consideration, managing proper B2B relationships becomes an extremely important aspect. To achieve a holistic marketing program within a business, it becomes vital to develop the correct relationships with stakeholders (Kotler & Keller, Analyzing Business Markets, 2012).

1.11 Conclusion

In conclusion, the literature review includes what is known and what is not known on a specific topic (du Plooy-Cilliers, Research Paradigms and Traditions, 2016). This review forms a framework to achieve the study objectives for the following chapters of the dissertation. The models considered in the literature review relate to gaining knowledge on public perceptions and internal brand management which is necessary to consider in order to analyse the public perceptions of Enviroserv. The Brand Image, Brand Equity and the Vega Healthy Brand Criteria serve the purpose of successfully running a business in the minds of the consumers.

3 RESEARCH METHODOLOGY

1.12 Introduction

This chapter of the study is based on the research methodologies that are relevant to the research topic and will be used in order to achieve the primary and secondary objectives of the final study. This chapter will consist of the research paradigms, design, plan, populations, sampling, data collection methods and the data analysis methods. Once the above have been identified, the proposed outcomes will be discussed through an in-depth pilot study to assess the validity, reliability, trustworthiness and credibility of the study. Lastly, the ethical considerations will be discussed.

1.13 Research Methodology

When conducting a research paper, there are three (3) main methodologies that a researcher can choose from in order to conduct the needed research to achieve the research objectives (Nieuwenhuis, *Introducing Qualitative Research*, 2016). The methodologies are qualitative, quantitative and mixed methods. The researcher will then need to get a deeper understanding of each methodology in order to select one to best suit the research that will be conducted. The research methodology also includes the discussion of the ways the data will be collected and once collected, analysed (du Plooy-Cilliers, *The Research Proposal*, 2016).

1.13.1 Paradigms and Theoretical Framework

Research paradigms, also known as a research tradition, is followed by researchers in order to study a phenomenon² relevant to their chosen field of work/field of study. There are three (3) key paradigms; empirical-analytical, historical-hermeneutic and critically oriented which will be identified in place of their epistemological, ontological, metatheoretical, methodological and axiological positions (du Plooy-Cilliers, *Research Paradigms and Traditions*, 2016). According to Bryman (in: du Plooy-Cilliers, 2016), a paradigm describes “a cluster of beliefs and dictates which for scientists in a particular

² a fact or situation that is observed to exist or happen, especially one whose cause or explanation is in question.

discipline influence what should be studied, how research should be done and, how results should be interpreted.” Research paradigms are then considered in terms of research positions which consists of ontology, epistemology, metatheory, methodology and axiology. Each method differs from the other depending on what the aim the researcher wishes to achieve, what the researcher counts as knowledge and the data collection methods the researcher wishes to make use of for the final research (du Plooy-Cilliers, Research Paradigms and Traditions, 2016).

1.13.2 Research Designs

Research design is a process taken by a researcher to answer the questions the researcher generates in order to gather an understanding on the chosen topic. The research design is a created plan to complete the research paper and develops an outline of what will be done when it comes to formulating questions, collecting information and analysing the findings (Ivankova, Creswel, & Clark, 2016).

1.13.2.1 Qualitative Research

Qualitative research is defined as an interdisciplinary landscape including practices for generating knowledge with subjective perceptions, opinions and experiences of a given phenomenon (Strydom & Bezuidenhout, 2016). The result of this research design method is a varied set of ideas involving approaches such as case studies, action research, empirical phenomenology, grounded theory, ethnography, protocol analysis and discourse analysis. It needs to be understood that there is no single, known process of conducting qualitative research, although it does need to form part of certain philosophical, methodological and technical criteria (Nieuwenhuis, Introducing Qualitative Research, 2016). The goal of qualitative research is to explore, understand and describe (Strydom & Bezuidenhout, 2016).

1.13.2.2 Quantitative Research

Quantitative research is a process that, in contrast to qualitative research, is objective. This research design uses numerical data from only a subgroup of a universe rather than a ‘whole-world view’ that qualitative researchers adapt to (Maree & Pietersen, The Quantitative Research Process, 2016). The goal of quantitative research is to

explain, measure, quantify, predict and generalise. The main aim for a quantitative researcher is to describe the trends between or identify the relationships between variables (Strydom & Bezuidenhout, 2016). There are five (5) approaches to the qualitative research designs which are narrative studies/research, phenomenology, grounded theory, ethnography and case study.

1.13.2.3 Mixed Methods Research

The mixed-methods research approach is the combination of conducting both qualitative and quantitative research processes (Davis, 2016). The goal for mixed-methods research is for the quantitative and qualitative research to supplement each other (du Plooy-Cilliers, Research Paradigms and Traditions, 2016). The action research method often uses the mixed-method combination approach to execute the actual research (Jacobs, 2016). Using both methods together would be to firstly gain the attitudes participants have towards a topic through surveys and then following the results up with in-depth interviews to learn about their individual perspectives (Ivankova, Creswell & Clark, 2016).

1.13.2.4 Proposed Research Method, Design and Approach

Specifically aimed towards this paper based on the Enviroserv case study, the phenomenon chosen would be a subjective decision. The selected paradigm would then lean towards being the historical-hermeneutic sciences otherwise known as interpretivism. The considered paradigm includes meaningful actions, artefacts and events that need to be understood from different perspectives. The main idea behind this type of research is to not gain control but to determine accord amongst people and the environment (du Plooy-Cilliers, Research Paradigms and Traditions, 2016). This is because the research is subjective and will consist of the respondents own feelings and perceptions towards the emissions caused by Enviroserv. Not only will the research be beneficial to the public but also towards the Brand, Enviroserv, as they will get an understanding of how the public now perceives their brand providing evidence that it may or may not jeopardise their brand name and equity in the long term.

The chosen topic requires responses of a subjective manner, therefore qualitative research design will be chosen in order to further conduct and collect data relative to the research objectives and questions (Walliman, 2011). The chosen paradigm³ for the topic is interpretivism as it is relevant to the topic in the sense the study is based on the way people think, perceive and are influenced by events happening around them. The case study based on Enviroserv and the opinions put forward over social media are therefore all influences on the way individuals perceive the situation and results in the particular thoughts these individuals now have on Enviroserv as a brand. According to du Plooy-Cilliers, interpretivists believe that humans are not to be studied in laboratories as human psychology differs from objects that may be studied in laboratories (du Plooy-Cilliers, Research Paradigms and Traditions, 2016). As interpretivism is influenced by numerous rational approaches, for this study, the topic will be studied in the phenomenology research approach. In relation to analysing the public perceptions of Enviroserv, as a brand, because of their landfill site malfunction; the phenomenology approach is applicable. The task for conducting research within the phenomenology approach is to interpret and gain an understanding of human actions and to furthermore describe them related to the research objectives being public perceptions (du Plooy-Cilliers, Research Paradigms and Traditions, 2016).

In Research Matters (2016, p. 18 - 35), phenomenology qualitative research needs to be analysed in an epistemology⁴ position. Interpretivist researchers believe that there is an “interactive link between the researcher and the participants”, where both the researcher and the participants’ values are made clear therefore creating the necessary findings for the research that needs to be conducted (Walliman, 2011). The researcher and the participants’ connection in values will need to be evident in this particular topic as the researcher needs to have direct experience of the air pollution created by Enviroserv in order to gain similar values to the participants of the research. Without such a perspective, there will not be more than one outlook on the situation. The role of this research will be to find the different interpretations of the situation from the community and from the firm’s stakeholders.

³ “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 results should be interpreted.” (du Plooy-Cilliers, 2016)

⁴ Epistemology means ‘knowledge’ combined with ‘the study, science or theory of’ (du Plooy-Cilliers, 2016).

1.14 Target Population

The target population of a study is defined as the people or entities the required information is going to be obtained from (Pascoe, 2016). Taking the fact that Enviroserv is a B2B entity into consideration, companies using their services will be a targeted population to obtain the information from. Secondary companies that are located in the affected areas but do not use Enviroservs' services may be considered for information on how the emissions could be jeopardising companies that do not have an involvement with Enviroserv. Examples of this can be restaurants that are located in Hillcrest which is an affected area of the emissions from the Shongweni Landfill Site. Lastly, individuals that reside in the affected Upper Highway Areas will become a target population. A company is made up of individuals that each have their own roles that contribute to the company. These people therefore reside somewhere, which means the people that reside in Upper Highway Areas will be a target population as even their opinions could affect decisions made in the work place. This makes the target populations chosen because of geographical location.

1.15 Sampling

It is next to impossible to target an entire population, so through sampling it creates segments of the population making it easier to identify the target population and accessible population due to time and cost constraints (Pascoe, 2016). The accessible population may also consist of too much time or resources to allow for the research to be completed therefore will need to be reduced further (Pietersen & Maree, 2016). The sample size is the selected few of the targeted population sample that becomes the representatives of the entire population (Pascoe, 2016). With the chosen research methodology being qualitative research, a representative sample of the whole population is required.

1.15.1 Sampling Methods

Qualitative research methodology uses purposive sampling which belongs in the non-probability sampling method (Nieuwenhuis, Introducing Qualitative Research, 2016). Non-probability sampling is used when there is a level of difficulty when needing to gain access to the targeted population (Pascoe, 2016). With relevance to the research

topic, accessing information from the main target population being other businesses that use the services of Enviroserv, may serve to be of great difficulty as it is unknown whether the companies will share information regarding this case study. As ethics may be an issue, a consent form would need to be presented and signed in order to provide anonymity towards their given information.

1.15.2 Sample Size

By using a qualitative approach, in-depth results are required for the study objectives to be achieved and for the research problem to be resolved. Therefore, a sufficient number of participants will be carefully chosen to receive the in-depth result whilst a manageable number of participants will need to be considered. As the study requires obtaining public perceptions towards Enviroserv, as a brand, the sample size will be manageable considering the primary target population is individuals working at the stakeholder businesses that use the services of Enviroserv; which a large number of individuals is not needed.

1.16 Data Collection Methods

The data collection methods chosen for a study are influenced by the research question, position and approach (Nieuwenhuis, Qualitative Research Designs and Data-gathering Techniques, 2016). A qualitative researcher is required to follow one (1) of the five (5) qualitative research approaches. As this study requires an understanding of the way in which the public perceive Enviroserv, as a brand, and the experiences and opinions on the situation, phenomenology would be an appropriate approach. To collect data from the participants using the phenomenology research approach for qualitative research, the research will need to be gathered both in a textural and structural description. Moustakas (1994, cited in: Nieuwenhuis, 2016) describes the collection of data for the phenomenology approach less about the way the researcher interprets their gatherings and rather focuses on the descriptions of the participant's experiences with the phenomenon. Textural descriptions are a statement containing the participants experience with the phenomenon. Structural descriptions are a statement containing how the participant experiences the topic in terms of the conditions, situations or context. This data collection method requires a final

consideration of a statement combining both the textual and structural descriptions to express a general essence of the experience with the phenomenon. The data collection method is a positive activity for the researcher to remain ethical as Moustaka (1994, p: 78) believes the researcher should minimise their own experience to gain a new perspective towards the phenomenon.

The type of research involvement will be partial participation. The involvement is chosen as a balance needs to be maintained being both an insider and outsider of the situation (Strydom & Bezuidenhout, 2016). Enviroserv, the topic of interest, and the topic being emotionally draining, the researcher needs to remain ethical by limiting their involvement but not removing themselves completely. Important steps to keep in mind when conducting field research is to get to know the people being studied, the researcher must immerse themselves, make detailed notes and to consolidate the data (Strydom & Bezuidenhout, 2016). The processes used to conduct the research and collect data from the participants will be to generate focus groups and in-depth interviews.

1.16.1 In-depth Interviews

An interview is a conversation between an interviewer and participant. The interviewer will ask the participant questions based on the objectives of the study in order to collect data and gain insights on the participants ideas, beliefs, views, opinions and behaviours (Nieuwenhuis, Qualitative Research Designs and Data-gathering Techniques, 2016). The three (3) interview types are open-ended/unstructured, semistructured or structured interviews. The topic based on the public perceptions of Enviroserv and the qualitative research design using the phenomenology interpretivism research approach in the epistemological research position; using the structured interview would potentially increase the transferability of the study as it ensured consistency throughout all of the participants results. This is because a structured interview requires the same set of questions being asked to all of the selected participants in the exact same manner and sequence by the same interviewer (Nieuwenhuis, Qualitative Research Designs and Data-gathering Techniques, 2016). In case of the results being overly structured, probing is advised. Probing consists of three (3) stages. Detailed-oriented probes ensure “who”, “where” and “what of the

answer given by the participants are fully known and understood in terms of the questions asked. Elaboration probes entail the researcher to ask the participant to give more detail on certain aspects of the questions. Clarification probes confirm the understanding of what the participant has said is exact (Nieuwenhuis, Qualitative Research Designs and Data-gathering Techniques, 2016). Shown in appendix three (3) is the construction of a possible interview layout of the questions to be asked by the interviewer to the participant. The interview questions are to be designed based on the objectives of the study and in line with the selected literature concerning the topic. The interview draft is to be amended after conducting a pilot study.

1.16.2 Focus Groups

A focus group is an interview consisting of multiple individuals together. Focus groups are used to determine the outlook, behaviour and preferences the individuals have on a phenomenon as a group and in front of each other. Being amongst a group may influence what each individual is willing to say compared to if the individuals were getting interviewed on their own (Strydom & Bezuidenhout, 2016). The focus groups will consist of between six (6) and twelve (12) participants selected from the target population and three (3) to four (4) sessions ensuring that all the subgroups are included. The subgroups will consist of affected community individuals and Enviroserve stakeholders. The questions asked will be based on gaining results relevant to the research objectives and questions in the public perceptions towards Enviroserve, as a brand. The answers from the participants of the focus group will be expressing their views and opinions on the research topic. An advantage of a focus group is that constructive arguments may arise providing true evidence of how strongly the individuals feel towards the selected questions, as a group (Strydom & Bezuidenhout, 2016).

1.16.3 Pilot Study

To increase the validity and reliability of a quantitative research study, a pilot study is conducted. A pilot study is seen as a miniature version of the study as a whole to tell whether the research would work or not in terms of collecting data and the questions the research would need to ask. Although a pilot study is meant for quantitative

research and this study is a qualitative research approach, it will still advantage the study in terms of gaining higher experience in interviewing and conducting further data collection methods whilst identifying possible errors in asking certain questions (Koonin, 2016). The pilot study ensures the questions are relevant to the objectives. The pilot study, when created, will be given to approximately three (3) individuals who have research experience to assess.

1.17 Data Analysis Method

In qualitative research there are four (4) common methods of data analysis being reduction, organisation, interpretation and substantiation. These methods were derived by De Vos, Strydom, Fouché and Delport (2011, cited in: Bezuidenhout & Cronje) and described as the process of bringing order, structure and meaning to the bulk of the collected data. These four methods are taken into thought and transformed into techniques being content analysis, discourse analysis, conversational analysis, multimodal conversational analysis and semiotics. Based on the topic and research objectives, qualitative content analysis will be utilised. Content analysis gives the researcher the ability to compress the many results from the respondents of the study into categories based on rules and coding. This process will be applied as it is used to identify themes and patterns fixed within a phenomenon. Content analysis is a convenient technique to use as it allows for the discovery and descriptions of actions, context, people, places and events as it can create these categories accordingly. The process consists of eight (8) steps as follows (Bezuidenhout & Cronje, 2016):

1. Prepare the data.
2. Define the coding unit to be analysed.
3. Develop categories and a coding scheme or conceptual framework.
4. Test coding scheme on a sample text.
5. Code all text.
6. Assess coding consistency.
7. Draw conclusions from the coded data.
8. Report findings.

1.18 Validity and Reliability

Validity and reliability are criteria for quantitative research, they are explained in more detail below. According to Koonin (Validity and Reliability, 2016, p. 253), “qualitative researchers attempt to provide an in-depth understanding of a phenomenon” in contrast to quantitative researchers in search of causal relationships or “to generalise results to a broader population.” Qualitative researchers therefore do not use validity and reliability but instead adopt the concept of trustworthiness which is comprised of credibility, transferability, dependability and confirmability to measure validity and reliability (Koonin, 2016).

1.18.1 Validity

Validity is what reassures whether the research measures what is required to be measured. Validity is what gets considered when it comes to making sure that the research instruments chosen to conduct the research, actually reflects the reality of what is to be measured (Koonin, 2016).

1.18.2 Reliability

Reliability consists of asking the question of whether the equivalent results would be formed if the research would be recurring by a different researcher gathering data, with the same topic and objectives, at a different time whilst using the same chosen research methods (Koonin, 2016).

1.19 Trustworthiness in Qualitative Research

Trustworthiness in qualitative research is of importance as is reliability and validity for quantitative research (Nieuwenhuis, Analysing Qualitative Data, 2016). According to Guba (1981, cited in: Nieuwenhuis, 2016) trustworthiness consists of four (4) criteria that are to be considered when qualitative researchers set out to produce a trustworthy study: credibility, transferability, dependability and conformability. The reason for utilising trustworthiness in a qualitative research study is to gain a more in-depth understanding of *why* the participants have the certain opinions on a phenomenon;

validity and reliability does not provide in-depth understandings as it is based on causal relationships⁵.

1.19.1 Credibility

The credibility in trustworthiness proves the accuracy in which the researcher interprets the data that gets presented by the respondents of the study (Koonin, 2016). To increase credibility, considerable periods of time will need to be spent with the selected participants. This will be to get a full understanding of the participants to gain in-depth insights into the way they perceive the phenomenon based on Enviroserve. Using multiple research methods to collect data, known as triangulation, has the ability to increase the credibility of the study.

1.19.2 Transferability

Transferability gives the completed research the ability to be 'transferred' and if it were to be transferred to a similar situation, similar results would be delivered (Koonin, 2016). Transferability is required for this study as it allows for generalisation resulting in a more ethical approach than if the study were to be single minded. This criteria also allows for the study to be applied to situations that are similar in concept. Meaning that if the outcome will not only be applied to public perceptions of a brand but may still be relevant to the public perceptions of any negatively perceived topic.

1.19.3 Dependability

The integration between data collection method, data analysis and the theory generated from the data needs to be of a high quality in order to achieve dependability (Koonin, 2016). Dependability refers to 'depending' on a record kept to identify the decision made through every person. The study has subject to change depending on the findings at each step therefore the decision to change needs to be recorded so the thinking process is kept up to date and not repeated in the future. Dependability is there for other people to view the decisions that were made, why and how the interpretations were made (Nieuwenhuis, Analysing Qualitative Data, 2016).

⁵ Cause and effect relationship.

1.19.4 Confirmability

The researchers interpretation of how well the data that was collected from the participants support the findings and interpretations refers to conformability (Koonin, 2016). This case study has emotional attachments therefore ensuring confirmability is vital. Confirmability can be completed by using the strategy of triangulation to reduce researcher bias. Triangulation is viewing the results from not only one perspective, but multiple perspective such as a constructivist perspective. The advantage of this allows for a much deeper understanding on the reality of the situation rather than allowing bias to arise (Nieuwenhuis, Analysing Qualitative Data, 2016).

1.20 Anticipated Contribution

The contribution this study will make when completed will benefit both Enviroserv and the affected community. Enviroserv may benefit from this study as they will visually be able to see how the public actually perceives their brand because of a negative activity happening because of them. The study may also encourage Enviroserv to take better interest in the way they structure their brand to gain customer loyalty as well as preventing them from making the same mistake in the future if a new negative situation were to happen elsewhere. The study may then also contribute to other brands that may feel they could potentially lose brand equity because of a negative situation. It may encourage other brands to take more interest in their brand equity and how they run their brand to gain customer loyalty. The public would then benefit from the study as they will have a better understanding of the situations and may even make the public more open minded about negative situations that happen because of certain brands. This may result in brands not lose their loyal customers if the situation was to be handled in the correct manner.

1.21 Ethical Considerations

According to Louw (Ethics in Research, 2016, p. 262), "A researcher that acts with integrity adheres to ethical principles and professional standards that are essential for practising research in a responsible way." Ethics of a researcher become the code of conduct that the researcher adheres to. This code of conduct sets a standard for the

the researchers attitude and behaviour towards the study so that bias is minimised (Maree, Planning a Research Proposal, 2016). When conducting research, ethics are extremely important as it theoretically affects all the stakeholders within the study (Louw, 2016). The following considerations are necessary for the result of the research report to consist of legitimate data. Explaining ethical⁶ considerations in a study gets the participants to gain trust with the research and to feel safe sharing information with the researcher without feeling misled or exploited in the process. As the researcher, their personal professional reputation may affect their future employability depending on their ethics of their study (Louw, 2016).

The case study on Enviroserv is a sensitive topic therefore participants may be unwilling to provide certain information without a signed informed consent letter (Appendix 4) and an ethical clearance letter (Appendix 5) reassuring them the information they provide will remain anonymous and confidential. By the participant recording their name, time, date and signing the informed consent letter, they are agreeing to take part in the research (Louw, 2016).

When collecting the data from the participants it is an ethical consideration to inform them that their identities and personal information will be fully protected by the researcher. It becomes the researcher's responsibility to make sure that the questions that are generated for the research is not going to potentially embarrass the participants. Embarrassment may lead to bad relationships and losing trust from the participants which can skew the needed information. Since qualitative research methodologies and designs are going to be used, when it comes to the interviews and questionnaires for the participants, it is going to be made sure that their time will not be wasted. If any assistants will be necessary to collect data in the future of this study, they will be properly trained on the topic in order to communicate effectively with the chosen participants assuring that the research process is consistently recorded (Louw, 2016).

An importance aspect of ethics towards the research participants is to provide legitimate incentives for them; it will be certain that bribery will be avoided in this

⁶ Relating to moral principles or the branch of knowledge dealing with these.

situation (Louw, 2016). Instead, giving the participants a true understanding of the topic and the objectives the researcher wants to achieve will encourage the participant to provide honest information.

A challenge for the researcher to remain ethical could be the researcher residing in an affected area from the malfunctioned Shongweni Landfill site. This may result in bias choosing of target population as well as skewed data analysis once the data has been gathered. The researcher would then need to ensure that they are constantly conscious about their research decisions so that data remains ethical. The researcher will continuously need to step back and ask whether they are performing single sided or not.

1.22 Limitations and Delimitations

To conclude a research paper, the limitations and delimitations are considered and recommendations are made to overcome these foreseen problems. Every decision that is made has implications; these are known as the delimitations. The limitations of a study refer to the situations the researcher has no control over (Enslin, Limitations, Delimitations and Recommendations, 2016).

1.22.1 Limitations

The limitations of a study consist of constraints that are out of the control of the researcher such as: time, financial resources and confidential information. Identifying the limitations of a study provide as a guide that creates the scope of the study clear. Limitations support the reliability and validity of the possible findings in the scope of the study (Enslin, Limitations, Delimitations and Recommendations, 2016).

The Upper Highway Air NPO is going to be one of the larger contributors to information for this study as they have already conducted certain primary research that will be needed for this study. UHA has previously agreed upon sharing information for this study as this paper could potentially be of use to them. Although the conditions with sharing their gathered data is specific to time. The only information that may be used for the study, is information that is released to the public, and only once the information

is released to the public may it be used for this research topic. It then becomes unknown when the UHA is allowed to share certain information, if they are allowed to share it at all. This creates more limitations being access to confidential information and resources (Kaiser, 2017).

The timeframe for the research to be conducted, collected and analysed is three (3) months. This time frame may minimise the amount of information that can be collected. Information will be gathered from the Monitoring Committee (MC) Meetings that happen on a monthly basis although the date is never confirmed until close to the time. The information released at the MC meetings are to the public therefore may be used in the research, the limitation here is time. It is unknown whether the researcher will be able to make the meetings or if they will already have other commitments therefore a recommendation would be to get a reliable assistant to attend the meeting to pass on the information. The MC meetings are an important aspect to take part in as they consist of members from Enviroserv and UHA with affected community members attending to get an update on the current situations on the case study (Upper Highway Air, 2017).

1.22.2 Delimitations

The researcher decides what to include or exclude in the scope of the study creating delimitations (Enslin, Limitations, Delimitations and Recommendations, 2016). The delimitations are identified depending on the chosen theoretical frameworks, research designs and research methods.

1.23 Conclusion

In conclusion to the research proposal, the chosen research design is going to be a qualitative study. The qualitative study will be based on the current case study on Enviroserv and how the public perceive their brand, therefore the interpretivism research paradigm will be adapted to further conduct the research. As interpretivism chosen as the research paradigm, the paradigm needs to be conducted in the phenomenology research approach as the study is based on a phenomenon that many individuals have their own perspectives towards. Targeted individuals are to be

considered for this study to gain a majority of perspectives towards the situation and whether the Emissions will result in Enviroserv losing loyal customers in the future, if they have not already. The study will be analysed in an epistemological research position using data collection methods such as in-depth interviews and focus groups.

4 FINDINGS AND INTERPRETATION OF FINDINGS

5 CONCLUSIONS AND RECOMMENDATIONS

APPENDICES

Appendix 1: Blood/Urine Test for affected citizen



Facebook Post by Leigh Morum:

My wife Petra has had a specialized blood test done in Dallas, Texas because of her terrible autoimmune related joint pain which has intensified over the past 18 months since we started smelling the Enviroserv stench.

She has extremely elevated levels of volatile solvents in her blood. Take a look at the attached blood test results!

I have copied this post to my personal profile on Facebook so you can share it from there if you wish.

I contacted Lancet in Durban - they do not do the same test. They can only test for the presence of Volatile Solvents - but not the amount present - and they cannot break it down by chemical compound. They said for that we may have more luck with a forensic lab. They are sending me those details.

Read this about Elevated Volatile Solvents in the bloodstream...
<https://www.gdx.net/.../interpretive.../Volatile-Solvents-IG.pdf>

Solvent	Sources/Exposures	Adverse Health Effects
Ethylbenzene	• Found naturally in oil, and large amounts are produced in the United States • Used to make styrene • Also found in: » Gasoline » Paints and inks » Pesticides » Carpet glues » Varnishes and paints » Tobacco products • Can be present in groundwater (both private wells and municipal aquifers) used in homes. Most of this contamination comes from leaking gas storage tanks (gas stations) as well as landfills. • Dermal absorption in spray painters	• The presence of ethylbenzene and xylene will prolong the time that toluene is present in the blood¹⁴ • Neurotoxic "brain fog" (chronic or acute toxic encephalopathy) • Bone marrow problems (see the list under "Benzene") • Hearing loss¹⁵ • Increased chemical reactivity (MCS)¹⁶ • The International Agency for Research on Cancer (IARC) has determined that ethylbenzene is a possible human carcinogen

One point to note is the following extract of the above document which would suggest that it is possible that not all of us will have such elevated levels of VOC's in our bloodstream as our bodies may be better at processing it than Petra's... "Some people have high volatile solvent blood levels because of a poor ability to clear the solvents. This insufficiency was demonstrated in a study of highly chemically sensitive persons.

Although they carefully avoided chemical exposures, they had much higher levels of volatile solvents in their blood than persons who did not display the high sensitivity."
(Morum, 2017)

Appendix 2: Toxic Trek UHA Supporters



Highway residents kick up a stink over toxic landfill (Tabloid Newspapers, 2017)



Upper Highway residents join "Toxic Trek" (TellItAllSA, 2017)



Toxic Trek (Upper Highway Air, 2017)

Appendix 3: Draft Interview Structure

Objective 1: <i>To determine the stakeholder perceptions of Enviroserv, as a brand, prior to the Shongweni Landfill site malfunction.</i>
Questions 1; 2 & 3 based on Objective 1.
Objective 2: <i>To assess whether Enviroserv's actions to solve the issue of the landfill site malfunction have strengthened or weakened its brand equity.</i>
Questions 4 & 5 based on Objective 2.
Objective 3: <i>Determine to what extent Enviroserv's current stakeholder's public perceptions have changed due to the malfunction.</i>
Questions 6; 7 & 8 based on Objective 3.
Objective 4: <i>To explore whether or not Enviroserv can increase its brand equity through its actions to solve the landfill site malfunction.</i>
Questions 9; 10 & 11 based on Objective 4.
Objective 5: <i>To determine whether the stakeholders would revise their negative perception towards Enviroserv, if they were to take the correct steps to overcome the issue caused at their Shongweni Landfill Site to minimise the risks of a reoccurrence.</i>
Question 12 based on Objective 5.

Appendix 4: Cover Letter and Informed Consent



PARTICIPANT CONSENT FORM

RESEARCH TITLE: Public Perceptions of Enviroserv; Shongweni Landfill Site Controversy

INTRODUCTION

You are invited to participate in a research study about Public Perceptions of Enviroserv; Shongweni Landfill Site Controversy. The main purpose of this study is to gain an in-depth understanding of the public perceptions towards Enviroserv, as a brand, before and after the Shongweni Landfill site malfunction resulting in emissions in the Upper Highway Areas causing malodour.

The information in this consent form is provided to assist you in deciding whether you would like to participate in this study. If you decide to participate, you will be required to form part of a focus group and/or individual interviews. You will be asked questions about your perception towards Enviroserv and your experience in the affected areas of the Shongweni Landfill site.

It is important that you fully understand what is involved if you agree to participate in this study. If you have any questions that you feel are not addressed or explained fully in this consent form, please do not hesitate to ask the researcher for more information. You should not agree to participate unless you are completely comfortable with the procedures followed. The contact details of the researcher are as follows:

Email address: tashhalfpint@gmail.com

Contact number: +27 63 292 6619

THE NATURE AND PURPOSE OF THE STUDY

Your participation will contribute to gaining the relevant information needed to provide information on whether or not this negative situation will result in loss of business, profits and loyal customers to Enviroserv.

EXPLANATION OF PROCEDURES TO BE FOLLOWED

The focus groups will be conducted at the most local place for all the participants and will approximately take place for one hour. You will be in a group of roughly six (6) to twelve (12) participants. As a group you will be asked various questions relating to your experiences and opinions on the topic resulting in constructive arguments.

The individual interviews will consist of just you and the research asking questions on your experiences and opinions on the topic. These questions will be more structures than the open structured focus group.



IIE INSTITUTIONAL CONSENT FORM

This form should be filled in when any researcher (internal, external or staff member) is requesting to use The IIE's artefacts such as data, students, staff or facilities in their research. Please only fill in the sections marked in red.

Name and Surname of Student: Natasha James

Student Number: 14009519

Research Title: Public Perceptions of Enviroserv; Shongweni Landfill Site Controversy

Dear

INSTITUTIONAL CONSENT

You have applied to conduct research for BA Honour in Creative Brand Communications at The Independent Institute of Education (The IIE) in a proposal submitted by you dated 11 July 2017

Your application has been considered and you are permitted to conduct the research with the following conditions:

OR

Regrettably after due consideration we are not able to consent to you conducting this research.

[The Campus for the Brand will insert the conditions specific to the particular research. Below is an example]

The student will not refer to The IIE or use The IIE name or brand in any way.

The student will not use the name of any other institution without the consent of that institution.

The student will obtain informed consent in writing from each of the participants in his/her sample so as to ensure the ethical treatment of all participants (see participant consent form).

Please note that you remain fully responsible for meeting all the ethical and other clearance and approval terms set by the institution where you are registered and the code of ethics of The IIE that is attached. Please also note that should your research differ from the proposal submitted to us; as referenced above; you need to apply again for consent.

You may not proceed with the research until you have signed your acceptance of these conditions and returned this to **[insert name of relevant person]**.

Yours sincerely

Ms M Koonin
R&D Manager

RESEARCHER

Name: _____

Signature: _____

Date: _____

WITNESS

Full name: _____

Identity number: _____

Signature: _____

Date: _____

WITNESS

Full name: _____

Identity number: _____

Signature: _____

Date: _____

By signing this letter, I acknowledge that I have read and understood the conditions and that I may not deviate from the proposal submitted without a further application for consent

INFORMED CONSENT DECLARATION

I..... (full names of participant)
hereby confirm that I understand the contents of this document and the nature of the
research and I consent to participating in it.

I am aware that I am at liberty to withdraw from the research at any time, should I so decide.

If you are willing to be interviewed, please indicate (by ticking as applicable) whether or not
you are willing to allow the interview to be recorded by the following equipment:

	Willing	Not Willing
Audio Equipment	☐	☐
Photographic Equipment	☐	☐
Video Equipment	☐	☐

SIGNATURE OF RESPONDENT

DATE

.....

.....

Appendix 5: Ethical Clearance

Date _____

Dear _____



ETHICAL CLEARANCE LETTER

Your research proposal and ethical considerations were reviewed by your supervisor and moderated by the campus research panel.

_ Your research proposal posed no significant ethical concerns. We hereby provide you with ethical clearance to proceed with your research methodology.

OR

_ Your research proposal posed the following minor concern:

Please mention how your research design will address this issue:

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

We wish you all the best with your research!

Supervisor Name: _____

Supervisor Signature: _____

Campus Anchor Name: _____

Campus Anchor Signature: _____