



**EVALUATING THE INFLUENCE OF KFC ON CONSUMERS
FOOD WASTE MANAGEMENT AWARENESS &
BEHAVIOURS:
*WHAT'S THE TAKEOUT?***

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Table of contents

Abstract	5
1. Introduction	7
1.1 Research Rationale and Context.....	7
1.2 Problem Statement	10
1.3 Research Goals & Questions	11
2. Literature Review	14
3. Research Paradigm	19
4. Research Methodology	23
4.1 Research Strategy & Design	23
4.2 Sampling Plan	26
4.3 Data Processing and Analysis	27
4.4 Research Reliability and Validity/Trustworthiness	29
5. Presentation & Discussion of Results	32
5.1 The impact of the purchase of fast food on food waste management at a consumer level	34
5.2 KFC's impact on society through its efforts towards food waste management in SA in relation to its immediate competitors. KFC as a meaningful brand.....	37
6. Conclusions and Recommendations.....	41
6.1 Ethical Considerations	41
6.2 Limitations & Trustworthiness.....	43
6.3 Study Contributions	45
6.4 Conclusions	47
6.5 Recommendations	49
7. Reference List.....	52
Appendix A	58
Appendix B	60
Appendix C	62

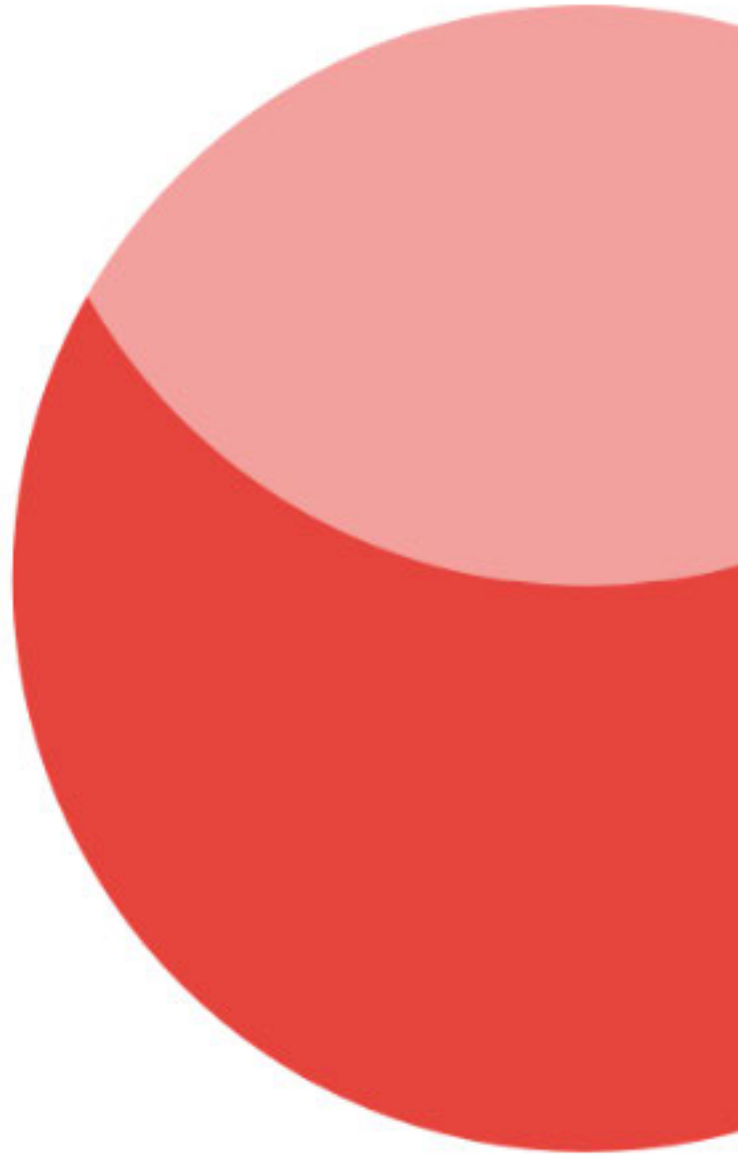
Table of Figures

Figure 1: Food Waste Chain (WWF, 2017)	15
Figure 2: Demographic profile of survey respondents	31
Figure 3: Fast food consumption	32
Figure 4: Fast food impact on in home consumption.....	34
Figure 5: Main wasted items	34
Figure 6: Recycling of unused/expired items	35
Figure 7: Imagery of brands.....	36
Figure 8: Food waste management.....	37
Figure 9: Influence of education on food waste management	37
Figure 10: Food waste responsibility	38

Abstract

With the Quick Service Restaurant industry growing within the South African context and demand for fast food options increasing, food waste in the home is at an all-time high while food waste management within homes is at an all time low. The dominant explanation for this is that the more fast-food and takeaways consumers have access to the greater the risk for food in the home to be eligible for waste. Previous research reports have shown that the main reason people at consumer level account for 5 – 10% of food waste is the lack of clear information on food waste management. Research that explains the effect that the QSR industry has on food waste management in the household is limited, more so within the South African context. To gain more insight into this topic, the research study performed a quantitative investigation of the influence that specifically KFC as a brand has on its consumers' mindsets and behaviours towards food waste management at a buying and consumption level. The results show that there is no direct correlation between KFC and food waste management but that indirectly the QSR industry plays a role in increasing the prevalence of food waste in the home. From a future-forward perspective, this correlation emphasizes the need for the QSR industry, specifically KFC, to educate their consumers on food waste and the management thereof.

Section A: INTRODUCTION



1. Introduction

1.1 Research Rationale and Context

South Africa as a whole, remains plagued by poverty and continues to experience one of the biggest gaps between the rich and the poor globally. With this in mind, food security remains a major concern within the South African context as statistics show that hunger is as prevalent as 6.5 million individuals within the total population (Global Citizen, 2019). The recent COVID-19 pandemic has in addition increased these numbers within the last one and a half years. This was further emphasised by recent looting of food and other goods in parts of South Africa in July 2021. Further highlighting the plight of the hungry in the South African context.

With the above context in mind, food waste and the management thereof became a topic that needed to be investigated and addressed in order to alleviate the problem. Food waste as a concept is categorised as the waste of any solid food product intended for human consumption that is discarded, lost, degraded or consumed by pests (FAO, 2019). Within the food chain, research shows that more than 50% of food waste occurs at the agricultural stage in food production while the consumer level holds only 5% but is considered one of the most important links in the chain to reduce food waste overall.

The food culture in South Africa has changed significantly over the last few years with more individuals relying on the Quick Service Restaurant (QSR) industry for convenience. The QSR industry is set to grow by 7.9% in 2026 as a result of consumer demand for fast food and the increase in fast food options (Thomas and Deshmukh, 2019). The increase in the usage and consumption of food at the QSR level was deemed as being directly related to this study as the industry is responsible for large amounts of food being produced and as a result have a higher likelihood to create waste. In addition to this, fast food restaurants also contribute to individual consumer waste by making out of home consumption more convenient and results in more in-home wastage of food products, specifically of non-perishable items (Thomas and Deshmukh, 2019).

To adequately investigate the effect that QSR has had on food waste, it became imperative to conduct a case study with a specific brand. It was decided for this research study, that it would focus on the Kentucky Fried Chicken (KFC) brand, the largest fast-food restaurant business in South Africa. The study also looked at other QSR competitors of KFC in order to provide a direct comparison. The research study aimed to provide a foundation from which to determine whether KFC as a brand performs “meaningfully” and with “purpose” in the context of food waste management. Large brands as a whole and specifically those such as KFC have a responsibility in the alleviation of food waste management by acting responsibly and sustainably for the benefit of their consumers. They also have the added responsibility of being tasked with educating consumers on matters of food waste management in relation to their brand and their products or services.

The above-mentioned approach was the funnel approach that assisted in narrowing the topic down from the problem of food waste in the country to the impact the QSR industry has had on this and ultimately how KFC has contributed to this. This allowed for the research topic to be manageable while still being able to be applied to the macrocosm that is the greater food waste management topic. While the research results from this report may be applied to a greater macrocosm, it did not have the intention of applying the results to all restaurants within the QSR category and separate studies on each would need to be conducted in future.

This research study followed appropriate research process by highlighting the problem in more detail, outlining the objectives and research questions in tandem with a literature review into food waste management. Thereafter quantitative research was conducted in order to understand consumer behaviour in the context of food waste management specifically in relation to KFC as a brand. The data collected was then analysed to allow for an evaluation into KFC as a brand and its position in terms of food waste management. Once this was done, through conclusions were drawn from the research and actionable results gleaned in the form of recommendations.

This research report will therefore detail the various elements of this research study, including the problem as it was discovered at proposal stage, the current state of food waste management at the time the study was conducted as well as

the manner in which research was conducted and analysed. The research report will conclude by providing conclusions for the study as well as actionable recommendations in the context of food waste management and the KFC brand.

1.2 Problem Statement

Once the overall topic had been identified, the next step in this research process was the identification of the problem statement that highlighted this as an area of concern. Bwisa (2018) states that this is usually done in three parts, the ideal goal or situation, the reality of the current situation and the consequences as a result of not conducting the research and taking action.

In defining this research topic, it was established that not a large amount of research exists on food waste management in the South African context. This was even less readily available in the context of the QSR industry and its potential impact. Education and research resources on the topic should result in a society where all individuals and organisations are socially aware and responsible for food waste management. However, with very little information on the topic this is currently an unattainable goal.

Currently, food waste management is constrained by various social, economic and political factors. These result in food waste that ultimately affects members of the South African population by increasing hunger and in so doing is an overall contributing factor to poverty. These constraints mean that efforts by both brand and consumers are not as effective as they should be.

The continuation of bad food waste management practices, specifically in the QSR industry is seen as ultimately resulting in an increase in the number of people in South Africa that go to sleep hungry every day. Even within the context of the global COVID-19 pandemic, hunger has once again started to replace Covid-19 as an existential fear in South Africa (Egan, 2020). More so in recent times with the looting incidents in the country that have shifted the focus from COVID-19 to a story of desperation and the fight for survival amongst the poor classes in South Africa.

The proposed research therefore aspired to explore the impact KFC as a brand had on food waste management in South Africa in order to establish efficient and effective ways to alleviate the problem. To do this, the research carried out a full analysis on KFC and its consumers behaviours with regards to food waste management in order to reach the goal of proposing appropriate interventions.

1.3 Research Goals & Questions

As with any research study, it was important to establish the reason for the study being conducted and whether the study was indeed needed. This research study's focus was not to explore a new phenomenon but rather focused on the pre-existing problem of food waste management.

The research study in addition to this aimed to narrow down the focus of the research to draw correlations and relationships between the brand (KFC) and its consumers in relation to food waste management. The research study was also pragmatic in nature in that it aimed to find real solutions to existing problems through the knowledge gained from undertaking this study.

The overall study hoped to achieve an understanding of how & why KFC as a brand affected food waste management and how this could be applied in a larger environment to the QSR industry. This ties back to the pragmatic nature of the study in that it aimed to develop real and actionable solutions to an existing problem. These solutions were aimed to be based on the current social and political climate as well as economical factors affecting KFC's key target market.

The study further went on to gain an understanding of the initiatives undertaken by KFC, if any, in order to measure the influence this has had on its consumers. This further assisted in identifying whether KFC was considered a meaningful brand according to the criteria for meaningful brands.

With regards to the objectives and questions that needed to be answered for this study, empirical research questions were gleaned as the research study aimed to highlight what could be observed as well as what could actually be measured. Empiricism generally refers to what can be observed and drawing knowledge from that (Patten, 2016). The questions therefore needed to ask what we could see from the behaviours of individuals and then measured them in order to address the problem at hand.

Within the context of food waste management and its relation to KFC as a brand, the research question was defined as such:

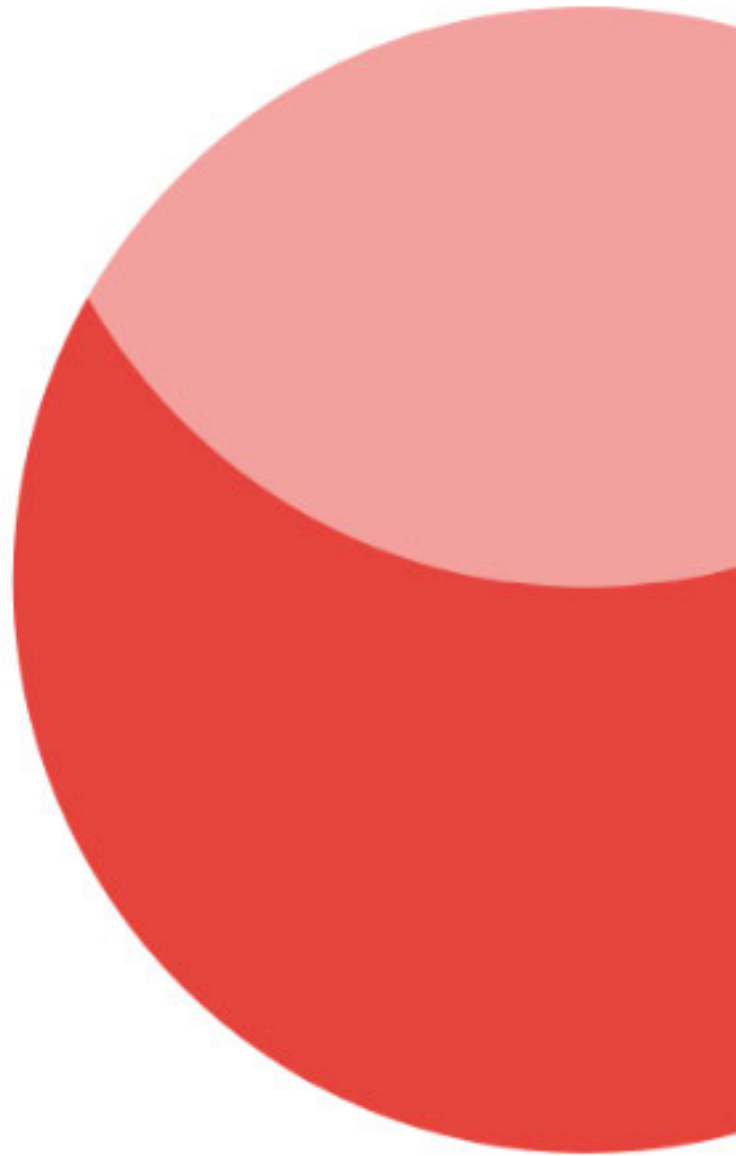
What influence does KFC have on its consumers' mindsets and behaviours towards food waste management at a buying and consumption level?

The above question was then broken down into the following sub-questions which guided the research, specifically at an empirical level:

- What impact did the purchase of fast food have on food waste management at a consumer level?
- How was KFC perceived to be positively impacting society through its efforts or lack thereof towards food waste management in SA in relation to its immediate competitors?
- And furthermore, is KFC therefore a meaningful brand based on this?

These questions formed the basis of the research methodology used and were used to guide the questions respondents were asked within this study. In addition, these questions, in conjunction with the literature review conducted on the topic and any other data found during the research process were used to answer the overall research question.

Section B: LITERATURE REVIEW



2. Literature Review

In a country where almost a quarter of South Africa's population – roughly 13.8-million people – live below the Food Poverty Line (Stats SA, 2017), hungry mouths at the end of each day highlight just how negligent the remaining 75% of the population is when it comes to food waste. While this matter needs to be dealt with as vigorously as matters of water, health services and unemployment; it is important to look at the history of food waste management, the various elements of food waste management across the quick service restaurant (QSR) supply chain as well as establish a general understanding of consumers attitudes and behaviours towards food waste management.

In order to understand the impact food waste management has on society, specifically within the South African context, it is important to firstly understand what food waste is. The Food and Agriculture Organisation (FAO) defines food waste as “any solid food product intended for human consumption, at any point in the food supply chain, that is then discarded, lost, degraded or consumed by pests etc. that are not the intended for their consumption” (FAO, 2019). This waste can be seen at all parts of the supply chain from the inputs to growing of the raw materials as well as processing and distribution of the food.

In the past, food waste management has been limited to composting or recycling products that cannot be used while tons more food still goes to waste. However, Zafar (2021) states that food waste is difficult to treat or recycle since it contains high levels of sodium salt and moisture and is mixed with other waste during collection. This coupled with a lack of knowledge and lack of proper legislation around the management of food waste makes it an ever-growing problem that needs to be alleviated.

In South Africa, specifically within the QSR context; restaurants, hotels, supermarkets and other vendors and eateries are forced by law to dispose of leftover ingredients and food that is past its sell-by date, even if it's still fit to eat (Cowen, 2021). This leads to tons of food going to waste at the end of each day in the QSR industry. According to Section 61 of the South African Consumer Protection Act (2008: 44): “The producer or importer, distributor or retailer of any goods is liable for any harm caused wholly or partly as a consequence of supplying

any unsafe goods, a product failure, defect or hazard in any goods and inadequate instructions or warnings provided to the consumer”. No company, specifically large food retailers such as McDonald’s and KFC, would like to be held liable in the event a consumer falls ill as a result of consuming their food. It would seem that the publicity risk of one bad food incident far outweighs the benefits of donating food as part of a social responsibility initiative or to decrease food waste. Without investigation and change of legislation with regards to food, the wastage of food will continue as well as the problem of hunger.

In undertaking this literature review it was uncovered that not a large amount of literature exists around food waste management and its impact on consumers at a QSR level or the brand effect food franchise companies possess, specifically in the South African context. However various studies have been done that highlight the socio-economic impact of food waste in the country at an overall level. Recent estimates suggest that between one third to half of all food produced never reaches the human stomach. In SA alone, annual food waste is estimated at R61.5 billion, with an average of 11 million people going to bed hungry every night (WWF, 2017). Over the years, the idea of food waste has become more prominent because of urbanisation and a greater demand for food products, the ever-changing dietary requirements of consumers to diversified foods and the environmental impacts throughout the supply chain (drought and economic recession). While demand for food products has increased, education and implementation of food recycling education has become non-existent over the years (WWF, 2017).

Evaluating food waste management at each level of the supply chain, in this case the QSR supply chain, will assist in establishing areas where food waste management can be optimised. Figure 1 below illustrates the percentages of food waste that occur at various stages of the food supply chain. From this, it is evident to see that the majority of waste happens at the agricultural and post-harvest stage, followed by processing and packaging, distribution and retail and lastly at the consumer level. The diagram however also notes that reducing food wastage at the later stages of the supply chain can save three times the energy of cutting waste post-harvest. The focus of the information in this study will therefore be on reducing waste at the retail and consumer stages of the chain.



Figure 1: Food Waste Chain (WWF, 2017)

Generally, it is estimated that over 50% of food wastage occurs at the agricultural/post-harvest stage in food production. According to Arah (2016), post-harvest losses occur as a result of poorly timed harvests, poor harvesting methods as well as initial handling procedures of harvests. This then results in a loss of quality and means that the crops cannot be processed and packaged and will generally have to be discarded.

Once the products are ready to be processed and packaged, further mishandling of waste occurs as a result of lack of temperature control in the transportation of the harvests as well as rough and multiple handling of the harvest itself (Arah, 2016).

The next step in the value chain is food and distribution both by small and large retailers. Some of the main types of food waste at the distribution and retail stage are: Recalled product, damaged food, spoilage, unsold stock e.g. promotional/seasonal stock, short-dated product. As the connecting link between producers and consumers, the retail space has one of the largest roles to play in ensuring that food wastage is mitigated.

While the majority of food wastage usually occurs in the early stages of the value chain, the consumer level is one of the most important to reducing food waste overall. Popovic, Bossink and van der Sijde (2019) state that consumers' actions

in this area are driven by cultural, personal, political, geographic, biological, and economic factors that influence conscious and unconscious decisions. In reality this mostly comes down to the fact that consumers buy and prepare too much of a specific product and follow incorrect storage methods.

As mentioned, this research study will focus on the latter stages of food wastage in the supply chain with specific emphasis on the retail and consumer stages. It is therefore important to understand the behaviours and attitudes of consumers towards food and its wastage to effectively address this problem. Many consumers are unintentionally guilty of letting food go to waste. Consumers often buy fruits, vegetables and meat weekly or even daily, with the intention to cook and consume them. However as busy lifestyles takeover, these prevent them from cooking the food, resulting in wilting, moulding or rotting food that cannot be used being thrown into the dustbin (Averda, 2019). The addition of QSR to this equation has both directly and indirectly contributed to food wastage both globally and more recently in the South African context.

Today's consumers live in a world with convenient access to an abundance of fast-food outlets. These outlets are designed to meet their ever-increasing needs and demands (Agrela, 2019). The introduction of QSR has a two-pronged approach to food wastage. Firstly, consumers have the option of convenient food with more variety and would rather consume this than the food they have already bought. This food then expires or becomes mouldy and ultimately gets thrown away. On the other hand, a higher demand for fast-food options means higher demand placed on fast-food outlets. The more food QSR outlets produce, the higher the likelihood for wastage if not all the food produced is consumed (Agrela, 2019).

While research by the WWF and other global organisations clearly indicates that companies recognise the need to identify, measure and address the problem of food loss and waste, the strategic importance of implementing activities to prevent food loss and waste is less evident (WWF, 2020). A study conducted by the WWF identified that food waste on the plate is not visible to consumers as they believe that waste on the plate is an exception and not the norm. Such thinking means consumers understand the impact food waste generally has but do not see the integral part they play in alleviating this problem.

Food waste can be seen to have a triple negative effect: it impacts on food security, the waste of the resources used in the overall production of food for a particular population as well as various other environmental impacts throughout the supply chain (Mbow, Rosenzweig, Barioni, Benton, Xu: 2019). The QSR industry specifically can play an integral role in alleviating food waste through employee as well as consumer education. It therefore is a process-driven mechanism that is easily scalable from market to market and restaurant to restaurant in order to reduce overall food waste at QSR level. Innovation, technologies and behavioural change are all key to reducing food loss and waste (Mbow et al. 2019). However, this is not possible without intensive research that applies specifically to the South African context and the political, economic and social context of the country.

The literature above has provided an evaluation of food waste management while looking at various aspects of the supply chain. This has been identified within the greater context of the Quick Service Restaurant industry and with specific attention to Kentucky Fried Chicken (KFC) as a brand. This has laid down the foundation of the research and also identified the critical realist lens that the research study aims to pursue in uncovering human and scientific truths while also providing actionable recommendations to alleviate the problem going forward. It has also allowed for the foundation to be set for measuring whether or not KFC as a brand is meaningful according to the meaningful brand criteria and has a positive impact on consumers lives in the context of food waste management.

3. Research Paradigm

In order to conduct a research study such as this it was important to firstly decide the lens through which the research would be conducted. This involved looking at various research paradigms and choosing one that would work best for the study by looking both at what the researcher was trying to uncover and the industry within which the investigation is taking place. Rehman and Alharti (2016) state that a research paradigm is a set of basic beliefs and theoretical frameworks with assumptions that provide a manner in which we can understand the reality of the world and study it. They further go on to explain that a research paradigm will usually include (but are not limited to) ontology, epistemology, methodology and methods. There were three main research paradigms identified in this phase of the research: positivism, interpretivism and critical realism.

After thorough investigation it was decided that for the purpose of this research study, a critical realist approach would be used in order to deeply uncover food waste management as a whole as well as within the context of KFC as a brand. According to Archer, Decoteau & Gorski (2016), critical realism is a combination of critical theory as well as postmodernism and is generally considered as the less radical of all the research approaches. This paradigm argues that people can act to change their social and economic circumstances, however their actual ability to do so is constrained by various forms of social, cultural and political domination. It therefore looks at the reality of a situation in order to understand why people behave the way they do, in this case in relation to food waste, and from that come up with practical solutions to alleviate these problems. It therefore has the intrinsic goal to empower people to do better by identifying the barriers and facilitators that contribute to a certain behaviour pattern or issue.

Archer et al. (2016) further go on to state that the ontological position of this theory is mainly that of historical realism and incorporates the ideas that reality has been shaped by cultural, political, ethnic, gender and religious factors. While these are all relevant to the paradigm, they may not all be relevant to a specific topic at any specific time. It evaluates the nature of things as they are in context of the research problem. Epistemologically, critical theory is subjective in that it is assumed that no object can be researched without being affected by the

researcher. This created a bias that must be accounted for when conducting any research study using this paradigm. This epistemology also looks at the factors involved in order to understand that knowledge cannot be permanent and cannot remain static. Constant research must be undertaken on the topic that takes into account social change and life events.

With regards to methodologies, it is argued by Haigh (2016) that critical realists take a pluralist and rational viewpoint on methodologies. Haigh also goes on to further explain that the paradigm utilises outlooks and approaches that are deemed to be multi-disciplinary and also interdisciplinary. They do not like to be bedded down to one methodology and prefer to draw on various research disciplines in their methodology. The idea that only one type of research can successfully uncover the issue and allow for finding solutions is not an idea that critical realists subscribe to. They prefer to use various methods to uncover a wholistic and broad view of the problem in order to come up with a well-rounded study and well-thought-out results.

Axiology concerns the nature of value and the value question of what is intrinsically worthwhile (Uppström, 2017). Critical realism contains an emancipatory axiology often associated with a critical research paradigm but is not one of the more important traditions or aspects of this research.

According to the University of Warwick (2020), critical realism takes into account unobservable structures that cause observable events and the social world can be understood only if people understand the structures that generate events. It was therefore the chosen method of research for this research study as it incorporated a more modern world view than both positivism and interpretism particularly given the current climate and context of the global world order. In this instance, the critical realist paradigm took into account the nature of certain life events (COVID-19, looting in South Africa in July of 2021, poverty in South Africa, the rise of the QSR industry in South Africa) in order to provide a realistic view of food waste and the current management thereof.

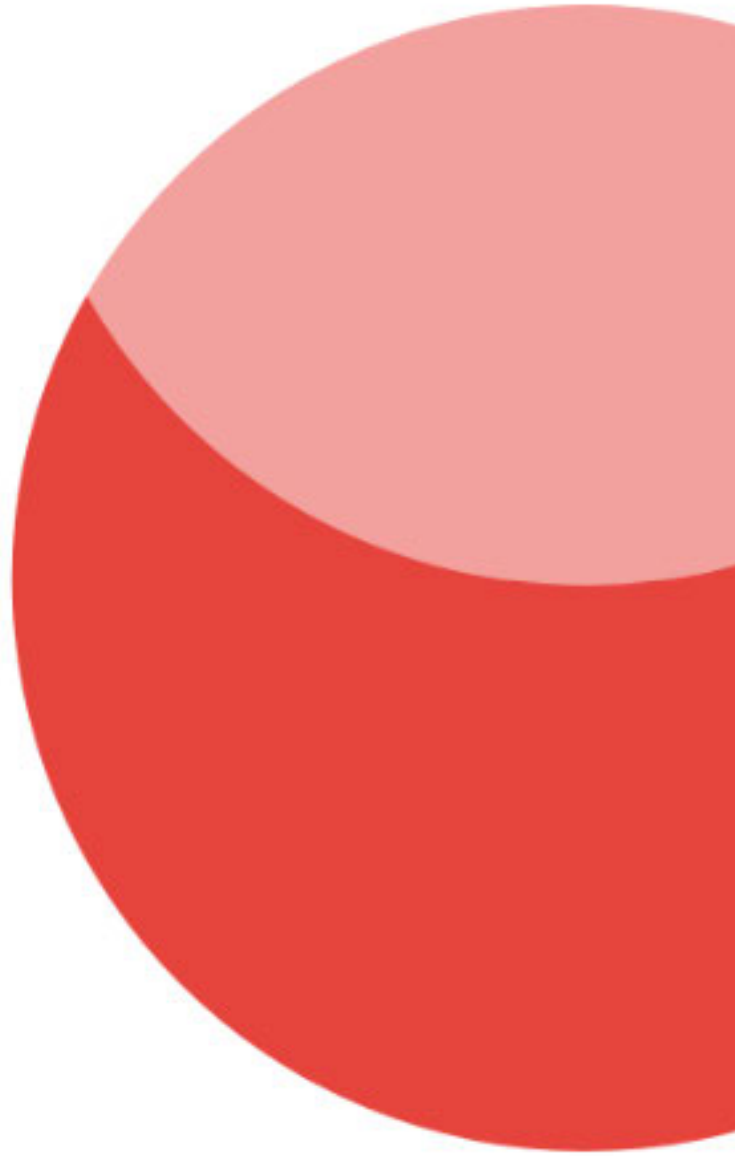
While this paradigm was chosen as the most fitting for this study, it was not without its limitations, as with any theory/paradigm. Critical realism contains inherent biases that may come into play in the research and sway the final outcome. Collier explains that critical realism does not generate or validate any

specific domain level theorising. It also does not prescribe which methods are suitable for investigating which problems. This remains at the discretion of the researcher's experience and intuition and may lead to incorrectly applied research if done incorrectly. However, an understanding of the limitations of the paradigm as well as the considerations thereof allowed for critical thinking in a manner in which these limitations could successfully be overcome.

The chosen research paradigm, in this instance critical realism, aimed to allow for a modern and non-biased evaluation of KFC as a brand and the manner in which it has or has not addressed the issue of food waste management. This in turn led to the greater task of identifying whether KFC has been meaningful in its interaction with this cause and further establish whether it has acted with purpose. The Havas Group identifies a meaningful brand as one that is defined by its impact on our personal and collective wellbeing, along with its functional benefits (Havas, 2020). The brands that make the strongest connection with their consumers are the ones that often tend to go the long haul. A brand that can be seen to be actively trying to improve the lives of its consumers (through positive food waste management) is one that will stand out in people's minds and ultimately continue to increase not only its profits but also, its customer loyalty.

The above section has highlighted the research paradigm in detail in order to adequately show the lens the research study aimed to take in its data capturing and also through its analysis of the research problem stated above. This section has also aimed to highlight the limitations of the chosen research paradigm as understanding these limitations has subsequently allowed for a non-biased and well-constructed report of the findings from this research study. By evaluating the chosen brand (KFC) within this context, the research study was able to delve into the deeper problem of creating a case study on the effect fast food has on waste management in South Africa.

Section C: RESEARCH METHODOLOGY



4. Research Methodology

4.1 Research Strategy & Design

In order to effectively understand the influence that Kentucky Fried Chicken (KFC) has had on its consumers' mindsets and behaviours with regards to food waste management at a consumer level, it became vital to conduct primary research. Doyle (2011) states that primary research is different from secondary research as it involves qualitative and quantitative research and can include surveys, focus groups, questionnaires, and interviews. The author further goes on to explain that this type of research typically takes anywhere from weeks to months to gather and can also be quite expensive, therefore secondary sources are typically exhausted first before any primary research is conducted as was done with the literature review contained in this proposal. This study has already undertaken secondary research in the form of its literature review and identified gaps in the knowledge in relation to the QSR industry. For this reason, primary research was the next logical step.

The nature of the primary research was that of inductive reasoning. This meant that the research aimed to develop a theory while deductive reasoning would have attempted to test an already existing theory (Steeferkerk, 2019). The research study aimed to develop a theory that looked at whether there was a correlation between the way brands (in this case KFC) influence their consumers with regards to food waste management, if at all. This study was not deductive as this was not a theory that currently existed and therefore, could not be tested against previous research.

For this research study, quantitative research was undertaken which involved talking to consumers who interacted within the category in order to better understand their usage and behaviours, their attitudes towards food waste and food waste management as well as the impact the brand have had on these individuals. Quantitative research involves explaining a certain phenomenon or issue by collecting numerical data that is analysed using methods that are mathematically based such as statistics (Sukamolson, 2007). As a summary, quantitative research therefore involves measuring social reality and issues that

affect people socially by looking at respondents' views, awareness and overall behaviours.

The decision was made not to use qualitative methods and rather measure the problem quantitatively. Firstly, the research target market was dependent on consumers not only of the KFC brand but also of fast food in general, making it a broad study that could allow for a more robust sample size. Secondly, because the study aimed to determine the correlation between the brand and its consumers with regards to food waste management, statistical analysis and cross tabulation would provide greater insights into the problem. Quantitative research was highlighted as therefore providing clearer and more relevant insights into how to best come up with initiatives to alleviate the overall problem of food waste management.

Further motivation for the use of quantitative research was the use of the research paradigm of critical realism. When it came to methodology, critical thinking allowed for mixed methods when it comes to research. However, the nature of critical realism is that the researcher is able to make decisions based on what will best suit their research study and their particular research problem. It thus allowed for quantitative research to be used to uncover real problems according to people's social settings and social dynamics.

For this report, the quantitative research was conducted in the form of CAWI (Computer Assisted Web Interviews) with individuals who had consumed fast food and had interacted with KFC as a brand before. CAWI interviews allowed for respondents to complete the interview on any agnostic device, thus making it easier to complete with the aim of boosting the completion rate. Respondents were sent a link and were only allowed to complete the survey once, thus also motivating for the validity of this research method. This research instrument (Appendix A) used various testing methods such as Likert scales as well as other dynamic as well as grid questions that provided more straightforward answers. The questionnaire also included some open-ended responses that had the distinct ability to provide a slightly more qualitative view on the research problem. These responses were then coded to make them quantifiable while still providing the richness of respondent verbatims.

In accordance with POPI (Protection of Personal Information Act, No, 4 of 2013. Cape Town. Government Printers), no sensitive information pertaining to respondents such as names, email addresses or ID numbers are contained in the report or have been disseminated in any way. Respondents were also be made aware of the nature of the research at the beginning of the survey, its purpose and how/where the results would be used.

4.2 Sampling Plan

The report has explained how it went about interviewing individuals but even more importantly was the issue of determining who would ultimately be interviewed. Daniel (2011) indicates that sampling is the selection of a subset of a population for their inclusion in a research study. This is important as not selecting the correct people for the research would lead to the validity of the study and its results coming into question. KFC (2021) has identified their target market as individuals between the ages of 18 -35, who live within the major South African metropolitan areas. This audience also has to own a desktop computer or smartphone and be “tech savvy” as they would need to complete the survey online using either a laptop, tablet or smartphone.

The research study utilised probability sampling, where each person within the population had an equal chance of being selected and where the probability of an individual being selected was known by the researcher (Elliot, 2020). According to the above target description the study looked at the entire population of South Africa and used AMPS (2015) to establish the percentage of people that would fall into the above target group. As mentioned, the target group was relatively broad and therefore finding participants to partake in this study was not difficult. While finding the respondents was relatively easy, the respondents were screened to make sure they met the qualifying criteria for the study.

The sample for this research study was therefore designed in accordance with this target market and the respondents interviewed typically fell into the following criteria:

- SEM 4 – 5 (LSM is no longer a measure within market research)
- Male & Female
- All races
- Ages 18 - 35
- South African urban areas

In addition, the people interviewed needed to have consumed fast food in the last month and needed to be aware of KFC as a brand.

4.3 Data Processing and Analysis

Once the data capturing was completed, data analysis methods were used to validate the data and also come up with conclusions and recommendations that would ultimately assist in answering the research problem. It is stated by du Plooy-Cilliers (2014) that data analysis requires the researcher to sift through the data collected as well as sort, select and organise information in order to give you a better understanding the phenomenon that your study is about.

For the quantitative research proposed for this study, the data was numbers based and therefore had to be analysed in a way that extracted numbers into meaningful insights. The study was conducted using the Google Forms platform (Appendix A). This platform was ideal in that it assisted with capturing the data in one place and also providing ready outputs in the form of charts for easy analysis and navigation as well as an Excel spreadsheet for further analysis. (Appendix C) Once the study had been completed and data had been captured via Excel, the data was analysed in order to glean differences between groups and also relationships between certain variables as highlighted within the questionnaire. This was different from qualitative data analysis methods which could be used to analyse people's perceptions and feelings about a specific situation (Jansen and Warren, 2020).

The research study made use of basic descriptive statistical methods such as calculation of averages and medians to understand trends that came up. The study also used inferential statistics in order to infer more richness from what the data had highlighted. Jansen and Warren (2020) state that this type of analysis is important because it helps the researcher get both a macro and micro-level view of the collected data. In this case study, it assisted the researcher in understanding both the big picture and the finer details when it came to the brand's influence on consumer food waste management.

The study also analysed the data through the use of correlation analysis which is deemed to be more inferential in nature in terms of data analysis (Jansen and Warren 2020). While ultimately the research questions dictated which analysis methods needed to be used to uncover the answers, inferential statistics were used for comparing groups and examining relationships between variables in order

to understand the relationships between the consumers and the selected brand, in this instance KFC.

4.4 Research Reliability and Validity/Trustworthiness

While the determination was made to conduct the research study, it was vital to understand how feasible the study as a whole was going to be. Feasibility usually looks at all the aspects of the study in order to evaluate the economic, technical, legal, and scheduling considerations in order to be able to ascertain the likelihood of completing the study successfully (Kenton, 2020).

DeCarlo (2018) states that one of the most important questions in feasibility is whether or not you have access to the people you want to study. For this study, the target population was broad as it looked at people that consume fast food at least on a monthly basis. AP News (2020) reported that approximately 25 million customers have been visiting fast food restaurants each year. These numbers then made it easier to allow for the study to be completed as the target population was relatively easy to find.

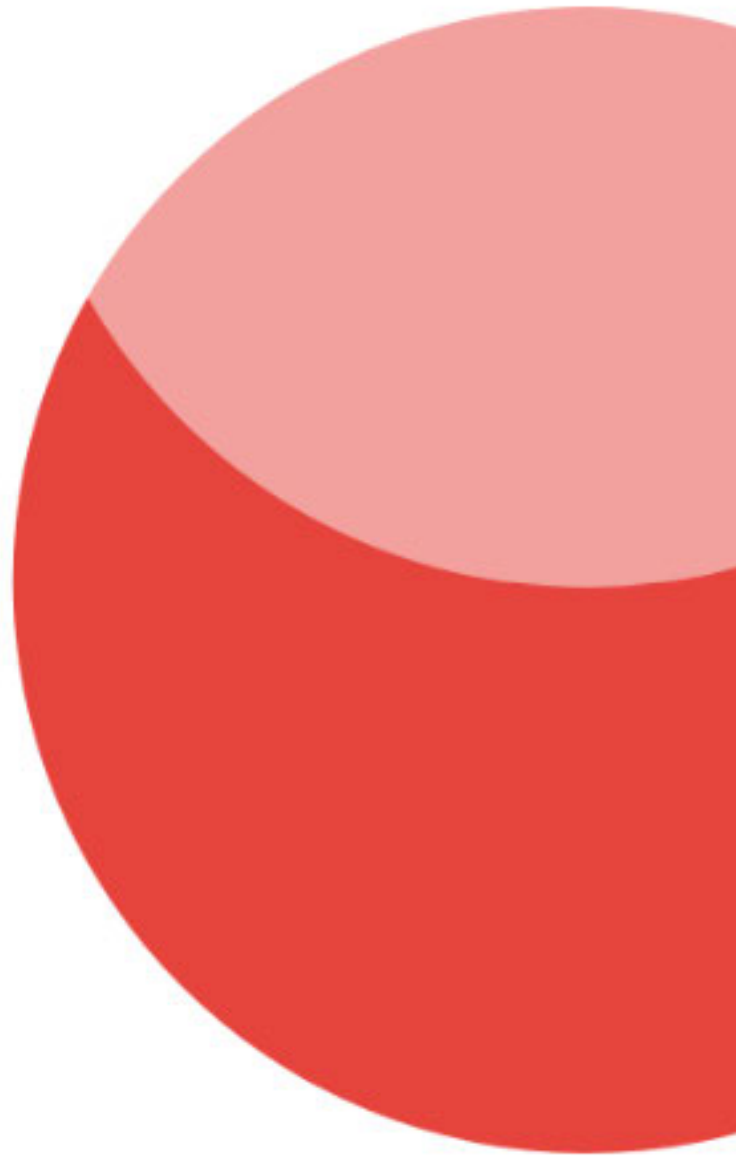
For this study, the economic considerations were not very vast in that the study did not require a large amount of money. The research method chosen was CAWI, the study therefore required no travelling on either the researcher or the respondent's part. The study was also conducted online, which in the modern 21st century allowed for the target group to be able to access it via a desktop, laptop or in the event they did not have these a smartphone. Statista (2021) reported that in 2018, 35 percent of the population in South Africa used a smartphone and further projected that by 2021, 41 percent of the population would be using smartphones. This therefore did not create a barrier to uptake of the survey but was kept in mind by the researcher throughout the study.

Technically, this study was feasible as it used a Google Forms survey platform that managed all data, stored it and allowed for extraction on Excel to allow for the data to be analysed. This method of data collection proved to be efficient and instantaneous.

Legally, once ethical clearance was obtained from VEGA (Appendix B), the study complied with all parameters of research. The overall aim of this was to protect the respondents, the institution as well as the researcher involved in this study, provided the study was carried out in accordance with the initial guidelines.

From a scheduling point of view, once ethical clearance was obtained and the study went live, it was up to the respondents that received the link to complete the survey as and when they received it and at their earliest convenience. Respondents generally filled in the link as soon as they received it and the entire data collection process only took about 4 days, which inevitably did not slow the progress of the study and the analysis of the results. In this study, the link was sent to as many people as possible that meet the qualifying criteria in order to guarantee a successful hit rate and generate a robust enough sample for analysis.

Section D: RESEARCH RESULTS



5. Presentation & Discussion of Results

Study International (2020) states that, “modern problems require modern solutions. Research is a catalyst for solving the world’s most pressing issues, the complexity of which evolves over a time period.” Once research was conducted and analysis was completed the research results needed to be presented in a manner that was easy to understand and highlighted the findings in relation to the research problem. The next section will thoroughly describe and detail the research results emanating from the research questions in order to understand what solutions are needed for specific problems.

Firstly, it was important to detail the demographic characteristics of the 33 respondents that took part in the survey. At sampling stage, the decision was made about which research parameters the participants needed to fulfil but a more in-depth level of granularity is outline in Figure 2 below. The respondents were mainly the main purchase decision makers in their homes. This was important as the research gained validity from speaking to the individuals that were responsible for choices relating to food in the house. The majority age of respondents was 25 – 34 years old which continues to be in line with the KFC target market as set out on their website. The respondents were mainly female (82%), in line with them being the main purchase decision makers in the home and two-thirds of them (67%) were employed full time.

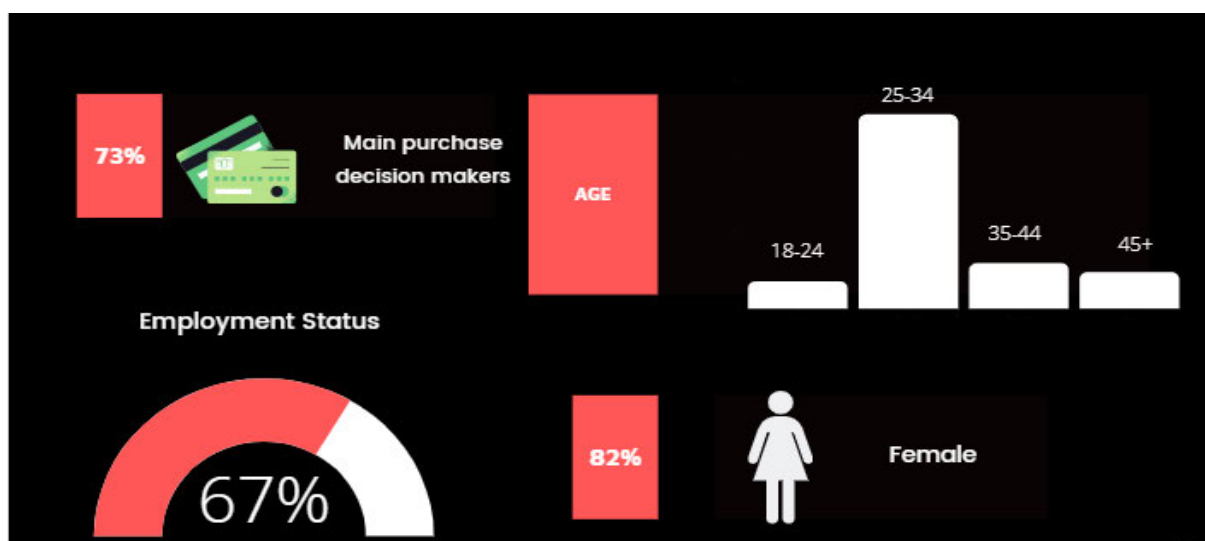


Figure 2: Demographic profile of survey respondents

The survey followed a funnel approach in the questionnaire by starting with broad demographic information, then narrowing down into general behaviours around food and then finally how they interact with the case study brand, KFC. The next portion of the quantitative questionnaire went on to find out about people's fast food consumption habits in order to understand how they interacted with the category overall. Figure 3 below outlines this:

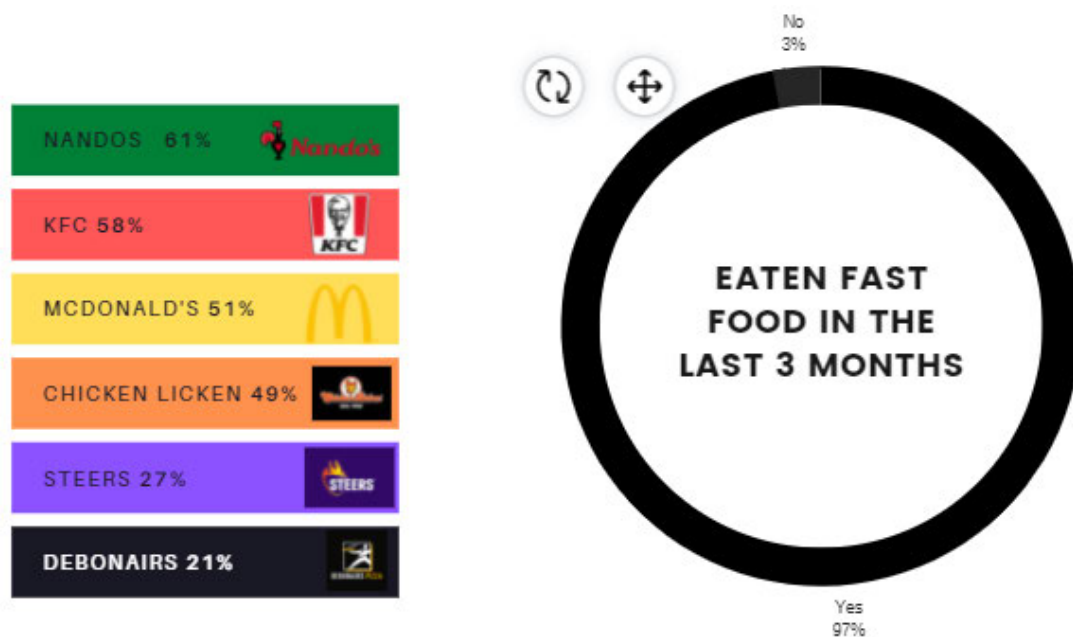


Figure 3: Fast food consumption

From the figure above it was possible to see that Nando's was the most consumed fast food amongst the 33 respondents at 61%. This was followed by the case study brand KFC at 58% and McDonald's at 51%. A list of competitors to KFC was established from this list and included: Nando's, McDonald's, Chicken Licken, Steers and Debonairs. It was also established that 97% of the respondents had eaten from one of the fast-food places listed in Figure 3 within the last three months.

Similarly, respondents were asked how often they consumed their main meal at home and how often it was consumed out of the home to determine an average frequency range. These results were compiled and an average per week established. Research results showed that in home consumption occurred in general about 5 days a week while take-aways and out of home consumption happened an average of 2 days a week. The average consumption of fast food out

of the home was higher amongst younger age groups 18 – 34, as older age groups prefer home cooked meals on most days. Older age groups tend to have families to provide meals for and cook more often in an attempt to save money while younger groups generally buy meals for themselves only and do not engage in sharing occasions.

The results highlighted above have set the context for understanding how people interact with the QSR category as a whole as well as given more context into the type of people that were interviewed for the study. In following the funnel approach, the following sections will pay specific attention to the research questions as highlighted in the introductory section of this report.

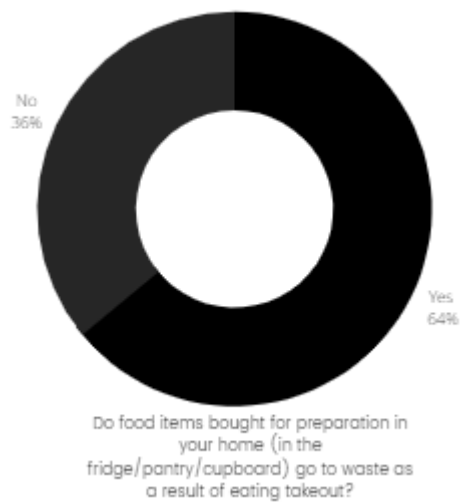
5.1 The impact of the purchase of fast food on food waste management at a consumer level

As a whole, respondents had a good understanding of what food waste was and the concept itself was something they were familiar with. Respondents said:

“Food waste I would think is food that expires by the sell by date that is not sold or may have been purchase but is not used. Food that is thrown out because of expiry or gone bad. Food that is no longer edible.” – Female, 25- 34

“Not eating perishable foods before the expiry date or before the food goes off. Throwing out of cooked food due to lack of consumption.” – Female 35 - 44

The concept of food waste is therefore something that consumers are aware of, however they may not necessarily apply the appropriate management techniques to this or realise the affect it has beyond their homes. However, the education is narrowed to a sample of people that fall within a specific range of the population and not the entire population. For this reason the education of food waste and its managements needs to be spread further than only the targeted population in order to be completely effective.



When asked whether food items bought for preparation in the home was impacted as a result of eating takeout, 64% of respondents indicated that it did.

“Sometimes. We may plan to have a meal at home & purchase the necessary ingredients, but in most cases, decide to get takeout due to travel time and meal prep time.” – Female 45+

Figure 4: Fast food impact on in home consumption

The types of items that usually went to waste were highlighted by respondents as being mainly fruit and vegetables (75%), followed by bread (52%). This is highlighted in Figure 5 below and is followed by milk and other dairy products, other perishables and lastly meat and meat by-products. Fresh fruit and vegetables usually have frequent expiry dates and therefore it is justified that these would be the first to go off in the home if not used first. They also are the goods bought most frequently and may also give the impression that they expire more frequently.

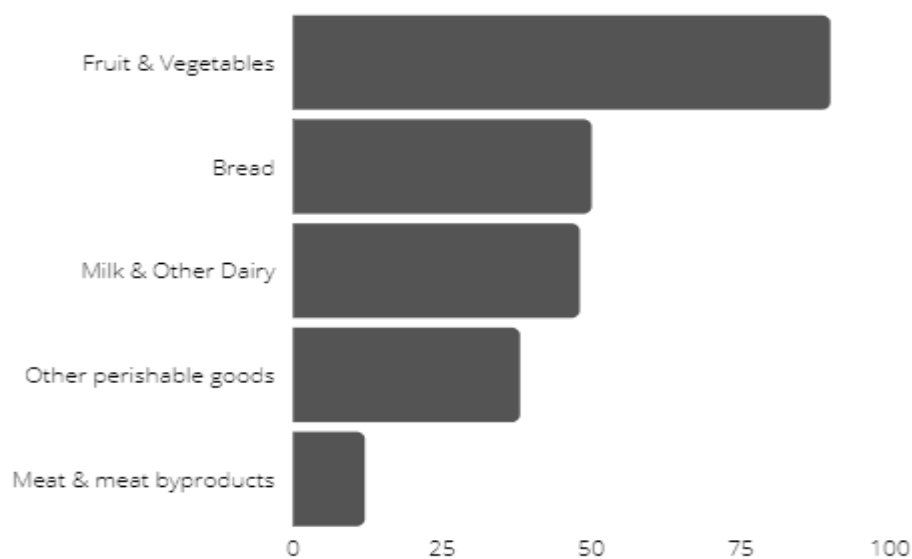


Figure 5: Main wasted items

In relation to this, respondents were asked whether the perishables in their home were recycled once they had expired, specifically given that most of these were fruits and vegetables. Results (Figure 6) showed that 80% of respondents did not recycle food items that had expired in their home. This may again point to a lack of education on what could be done with items that have expired including recycling for fruit and vegetables and donating of non-perishable items that are still within the realms of consumption.

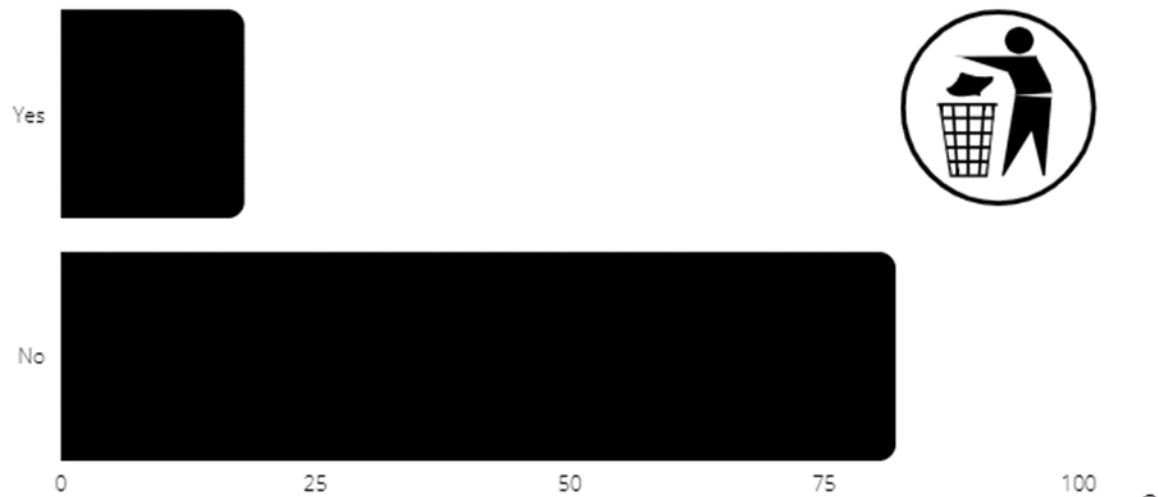


Figure 6: Recycling of unused/expired items

5.2 KFC's impact on society through its efforts towards food waste management in SA in relation to its immediate competitors. KFC as a meaningful brand

Once respondent's knowledge of food waste and the effect that buying take-out had on the consumer items they used in their home was understood, it became important to look at the impact the case study brand, KFC, had on this in relation to its competitors. Respondents were asked a series of imagery questions in relation to food waste management and sustainability in order to get a better understanding of this. The imagery questions allowed for respondents to select the brand they felt described the attribute or statement the best. This is displayed in Figure 7 below:



Figure 7: Imagery of brands

As seen in the above, KFC was highlighted as the brand that cared most about the community at 57%. This could be as a result of the Add Hope initiative (KFC, 2021) by KFC that is top of mind in the respondent's minds and shows active CSI by the brand. It was also highlighted as having the best community initiatives of all the brands at 75%. This is again as a result of the Add Hope campaign as well as social media campaigns such as the #KFCWedding. The brand has become

notorious for its CSI and does well to show this to its consumers in an effort to be more meaningful as well as more purposeful in their contribution to society.

When asked about a brand that encourages healthy living (60%) as well as a trustworthy brand (40%), Nando's came out on top for both of these. Nando's is seen as encouraging healthy living as a result of its menu items that promote grilled foods as opposed to KFC that promotes mainly fried food. It was also trustworthy as a result of its transparency when it came to ingredients and food ingredients while other brands were not seen as being trustworthy.

Figure 7 above also shows that no brands were seen to provide information about how they dispose of surplus food or expired good in their restaurants. The brands were also highlighted as not preaching about sustainability in any way. This highlights further that QSR brands to not lead by example or provide effective information on food waste management.



Directly in relation to this, Figure 8 further went on to show that 76% of respondents felt that no brand provided information about food waste management. Respondents therefore did not get any information on how to better manage food waste in their homes from the very brands that may be causing food waste in their homes.

Figure 8: Food waste management

Respondents had mixed views about whether they would be inclined to do more about their own food waste if restaurants provided more education on food waste and led by example on how they manage food waste: only 12% said no, 48% said maybe and 40% said yes (Figure 9 below).

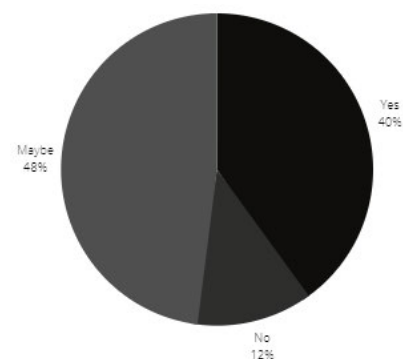


Figure 9: Influence of education on food waste management

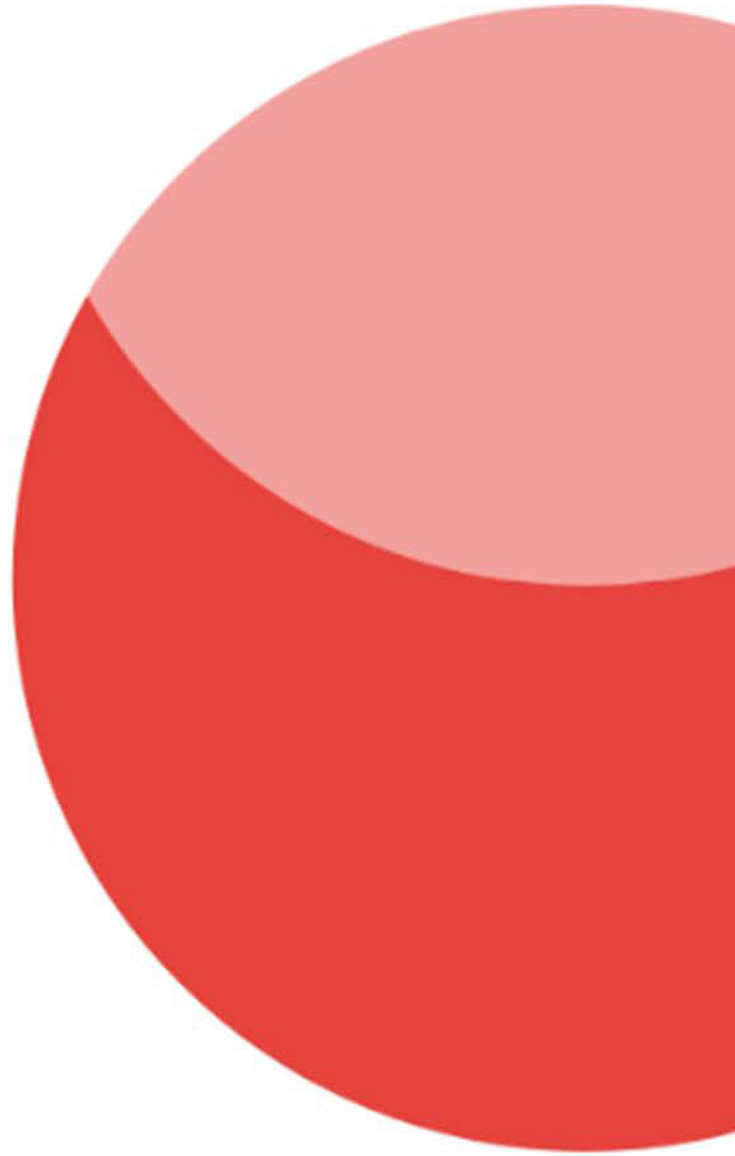
Interestingly, 100% of respondents felt that restaurants have a duty and responsibility to give food away to those that may consume it before it went to waste. This was contradicted slightly by only 91% of respondents feeling as though they had the personal responsibility to give away food to those that may consume it before it went to waste (Figure 10).



Figure 10: Food waste responsibility

The results detailed in this section highlight that while knowledge on the concept of food waste is adequate, the information on food waste management specifically within consumers homes is lacking. The above results have indicated that while QSR brands have an effect on food waste within the consumers' homes, these brands do not do enough to educate their consumers on food waste management, nor do they set an example on how to best manage food waste. This will be further detailed in the upcoming section by providing conclusions as well as recommendations from the findings in the results section.

Section D: CONCLUSIONS & RECOMMENDATIONS



6. Conclusions and Recommendations

6.1 Ethical Considerations

Polonsky (2004) argues that although all researchers are generally well intentioned, there is the possibility that interaction with participants may inadvertently harm them in some unintended way. It was therefore important to look at the impact a study such as this may have on the participants. This involves factors such as informed consent, voluntary participation, confidentiality and anonymity as well as communicating the results if needed.

The aim of the research was never to change people's opinions or use their opinions against them but rather to uncover their behavioural patterns in an attempt to potentially make people aware of societal issues, in this instance, food waste management. With regards to the issue of voluntary participation, respondents were not forced to partake in the research and were given the option not to participate.

For this study, respondents were required to fill out a questionnaire and provide their opinions on issues related to food waste management and KFC as a brand. Before they were able to do this, they were required to fill out a consent form (embedded in the online questionnaire) that stated that they have been given all the appropriate information with regards to the study and that they were choosing to participate voluntarily and willingly.

With regards to confidentiality and anonymity, respondents filled out their personal information (email addresses, name, age, marital status and gender) but in compliance with POPI, no personal information such as telephone or ID numbers was captured. The respondents provided their details for validity and backchecking purposes, but this information was only be made available to the researcher. In addition, upon reporting of the results, the respondent's personal details were in no way included in this research report and their anonymity remained at all times. The respondent was also made aware that should they wish to see the outcome of the research study they would receive it from the researcher once the study, analysis and conclusions had been completed.

Polonsky further goes on to state that there is an increasing amount of litigation in surrounding research done by students for research projects and many universities now have processes in place for vetting research to ensure that it is ethical. VEGA has instilled the same processes and the study was conducted under the strict guidelines of the Independent Institute of Education's (IIE) standards for research.

6.2 Limitations & Trustworthiness

Price and Murnan (2004) define study limitations as the characteristics of a particular research design or methodology that may impact or influence the interpretation of the findings from your research. With a topic such as food waste management, these limitations were even more important as they had a societal and environmental impact.

In this research study and understanding the influence KFC has on its consumers' mindsets and behaviours towards food waste management, limitations ranged from the sample size used, the lack of current data on the field, the instrument used to collect the research and the researcher's bias. These will be discussed in detail as awareness of possible limitations means they are mitigated much easier as the research process continues (Price and Murnan, 2004).

The sample size of the study was aimed at a minimum of 30 respondents who were to be screened to complete the research study. The research study had a total of 33 respondents and therefore met this requirement. In quantitative research, sample sizes of this size have their limitations as they are not robust enough to carry a viable confidence interval across the target group. The confidence level tells you how sure you can be is usually portrayed as a percentage (Siegl, 2021). With this limitation in mind, the research was evaluated in the context of a sample size of 33 people and while the overall aim was that data would be extrapolated to a larger group, caution was noted throughout about the sample size.

With regards to the lack of data currently on the topic, as noted in the literature review a large amount of data exists on the topic of food waste and the management thereof. The problem becomes the lack of research studies and data undertaken in relation to the QSR industry and the chosen brand, KFC. While it allowed very little room for comparison, this limitation was useful in that it helped to identify the gaps in knowledge and specifically investigate these in order to successfully understand the research problem.

As discussed in the research methodology section, the research instrument used in this research study was CAWI. Price and Murnan (2004) indicate that once data has been collected, the researcher may discover that the manner in which the

data was gathered inhibited a thorough analysis of the results. In this instance, the questionnaire might be missing a vital question overlooked by the researcher but that is vital to answering the research problem. Respondents might also have a challenging time answering questions and the interpretation of the researcher might not be that of the respondent. Understanding that this could be a potential limitation of the study assisted in the overall analysis and also helped identify what research needs to be conducted in future.

Lastly, a further limitation of the study was the researchers bias towards the results and the manner in which they were interpreted and analysed. Price and Murnan (2004) state that everyone possesses bias, whether they are conscious of them or not. In order to alleviate this, the researcher needed to read and re-read the data and analyse with a critical eye in order to ensure that places, events, people and respondent answers are not misrepresented in any way.

There is great importance in understanding limitations of a research study, the above has highlighted some of the limitations related to this specific research problem under investigation in an effort to be aware of them now that this research process has been concluded.

6.3 Study Contributions

According to du Plooy-Cilliers (2014), it is useful to make sure that you know what kind of a contribution a study will ultimately make to the body of knowledge in the sector in which the investigation is taking part in. While it is difficult to know the exact impact or contribution the study will make it is important to go in with the intention to contribute in some way in order to produce a research study has an effective contribution.

Asgari (2015) states that research contributions can be either conceptual/theoretical empirical and/or methodological in nature. As the research study has as a whole taken on the paradigm of critical realism, there are a number of empirical contributions that the study can make. As the field of study, specifically in relation to QSR is not popular study, the study is able to contribute by finding some sort of theoretical linkage between two ideas (the QSR industry and food waste management) that had not previously been tested.

The gap in knowledge to be understood here is whether or not there is an impact or influence by brands such as KFC in the QSR industry on the manner in which consumers behave towards food waste management. It aimed to understand whether the influence is positive or negative and as very little research of the sort has been conducted it aimed to provide a positive contribution to further studies that may build on this field of research. This was aimed at having the dual benefit of allowing for the consumer to be aware of the influence big QSR brands, specifically KFC have on them; as well as allowing brands such as KFC to be aware of their influence and in future make positive choice to educate and provide initiatives that alleviate food waste management.

Overall, the research study had the aim of contributing to literature and knowledge by providing additional data on the QSR industry specifically with regards to food waste management. It also provided some knowledge on respondent interpretation of the brand, in this instance KFC and its competitors, in order to understand their individual contribution to food waste management in the South African context.

The research study also aimed to allow for the brand themselves to have an idea of the perceptions people have of them with regards to food waste management.

All of the above had the hope of assisting the brand in coming up with further initiatives that will motivate the alleviation of food waste and show how they as a meaningful brand are positively contributing to the society in which it operates.

The study as a whole aimed to make a contribution to the field of knowledge, no matter the results, but through thorough and impactful results (Asgari 2015).

6.4 Conclusions

The University of Maryland (2021) notes that because research generates further research and more questions, the conclusions the researcher draws from the research are important. The university further goes on to state that drawing valid conclusions involves collecting and reviewing evidence from the research itself and making judgments that are able to withstand scrutiny (University of Maryland, 2021).

From this research study the report is able to detail some conclusions:

- The purchase of fast food has a considerable effect on food waste within households (64%), specifically for fruits and vegetables within the home. The fruit and vegetables that are wasted in people's homes are usually the first to perish as they have shorter expiry dates and are generally purchased more frequently. This is in line with research uncovered at the literature review stage that mentioned that 5% of all food wasted happens at the consumption stage in people's homes.
- Food waste knowledge amongst respondents is adequate but this may not be the case across lower SEM groups. Lower SEM groups have less access to information and generally tend to be less informed, especially in South Africa. This can result in only a select few having access to information and understanding the actual impact that food waste has nationally as well as globally.
- It was further uncovered that as a brand, KFC and its competitors do very little to educate about their own food waste practices as well as potential consumer practices. Further highlighting that while people know enough about food waste, they do not have enough motivation from QSR brands to act on this information positively. It was also established that no QSR brands led by example when it came to showing how food waste could best be managed.
- KFC is reflected to be meaningful in that it cares about the community & has good community initiatives (as a result of AddHope & the

#KFCWedding) however this has no correlation to food waste management practices by the brand. The brand does not provide any education nor show its target group or overlaps thereof how to best manage food waste management despite it being a global problem.

- Consumers felt as though if their favourite brands (Nando's & KFC) were to educate them on food waste management they would almost certainly (40%) and very likely (42%) change their own behaviours and practices.

Overall, KFC as a brand has little to no influence on the manner in which people proactively react towards food waste management but have an indirect effect on the amount of food that people waste in their homes. As stated in the literature review, Popovic, Bossink and van der Sijde (2019) state that consumers' actions when it comes to food waste are driven by cultural, personal, political, geographic, biological, and economic factors that influence conscious and unconscious decisions. In reality, it mostly comes down to the fact that consumers buy and prepare too much of a specific product and follow incorrect storage methods. The indirect negation of QSR brands to educate consumers on food waste management procedures takes into account all of the above and means that people will not make the conscious decisions to manage this better.

The Havas Group identifies a meaningful brand as one that makes the strongest connection with their consumers and can be seen to be actively trying to improve the lives of its consumers (Havas, 2020). KFC in this instance is seen as being meaningful across many aspects of its brand however food waste management is not one of them and the recommendations below will assist the brand in managing this.

6.5 Recommendations

In line with the conclusions presented above, there are certain recommendations that can be gleaned from these in order to create action points going forward on the topic of food waste management. Recommendations motivate for specific actions to be taken with regard to policy, practice, theory, or subsequent research studies that need to be taken in relation to the research topic (Sachdev, 2017).

A few recommendations can therefore be made with regards to this specific research study:

1. As food waste will continue to be a problem both nationally as well as globally, more education efforts need to be targeted at both older and younger individuals to make them understand implications of food waste and ways in which to alleviate the problem. Generally, the age group 25 – 34 is well equipped with knowledge on food waste management but this should be extended to younger and older groups who may not have access to the same information. This information should be disseminated in ways they will consume and understand best.
2. Further studies need to be undertaken in order to develop more literature around food waste management to make this easier for individuals at consumer level to access. As literature has indicated that consumer level food waste is important to changing the narrative overall, future studies need to show people at this stage in the food chain process how to manage their food waste.
3. Brands (such as KFC) have a two-pronged responsibility to challenge legislation that prohibits them from donating surplus food. Literature has indicated that restaurants, hotels, supermarkets and other vendors and eateries are forced by law to dispose of leftover ingredients and food that is past its sell-by date, even if it's still fit to eat (Cowen, 2021). Challenging this legislation will allow for the donating of food to alleviate the overall hunger problem in South Africa.
4. Brands also have a responsibility to educate their consumers about food waste management through their interactions (social media, in-store etc.). Currently, no brands give the South African consumers information on food

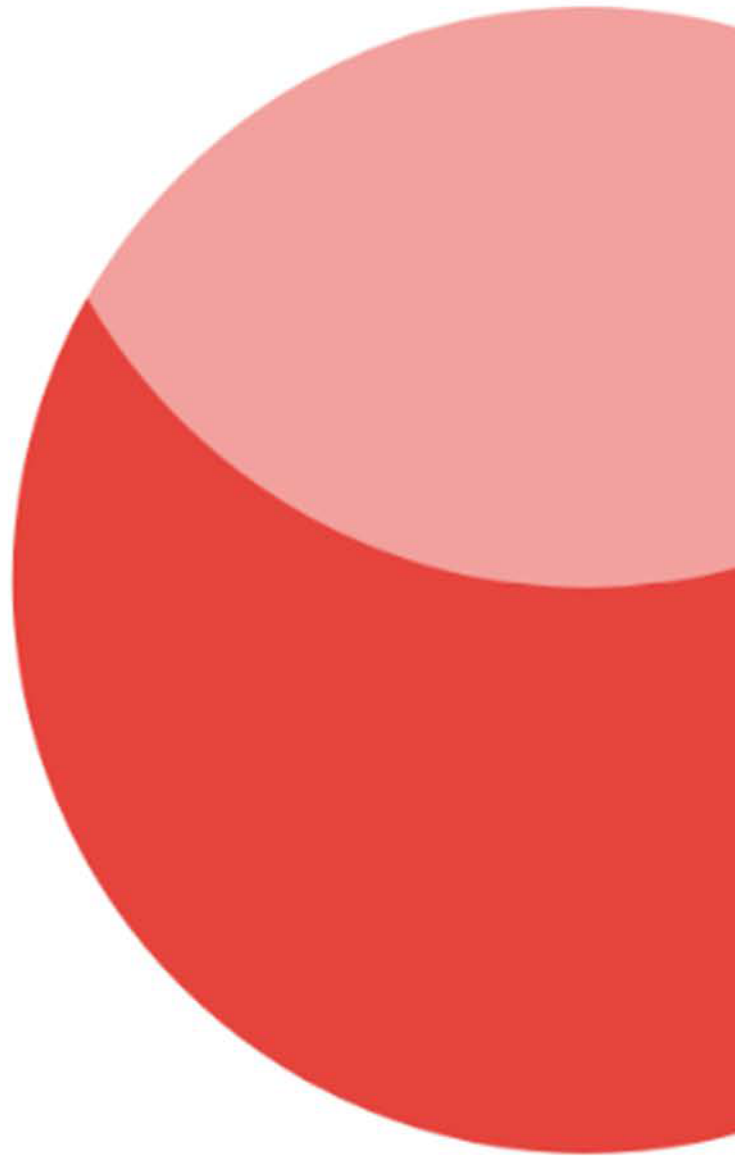
waste management practices at the QSR level or for in-home use. This can be changed through various campaigns that make people aware of methods to effectively manage their food waste going forward.

In addition, in order to remain a meaningful brand, KFC will have to undertake constant research in order to understand where its consumers have knowledge and service gaps. According to the study by the Havas Group (2020), younger consumers, millennials, and Gen Z are inclined to buy a product or use a brand based on its social and personal benefits, rather than only based on its price and use. The same notion therefore applies for KFC. While it currently is the largest fast-food franchise in South Africa, its meaningfulness will be dependent on the human interaction it has with its consumers, including that of food waste management initiatives.

This research report has therefore as a whole aimed to undertake to understand the influence KFC has on its consumers' mindsets and behaviours towards food waste management at a buying and consumption level. The sections contained in this report have investigated and highlighted that KFC as a brand has a marginal amount of direct influence but indirectly contributes by providing options for consumers to buy food and not use the food in their homes currently. They therefore need to be active in playing a role to educate people on food waste management.

Furthermore, KFC is perceived to have little or no impact on consumers' perceptions to food waste management in SA and neither do its immediate competitors. Generally, this highlights that all brands in the QSR space have a responsibility to positively interact with food waste management initiatives in order to alleviate the overall South African problem of hunger prevalence currently being as high as 6.5 million individuals within the total population.

Section E: REFERENCE LIST



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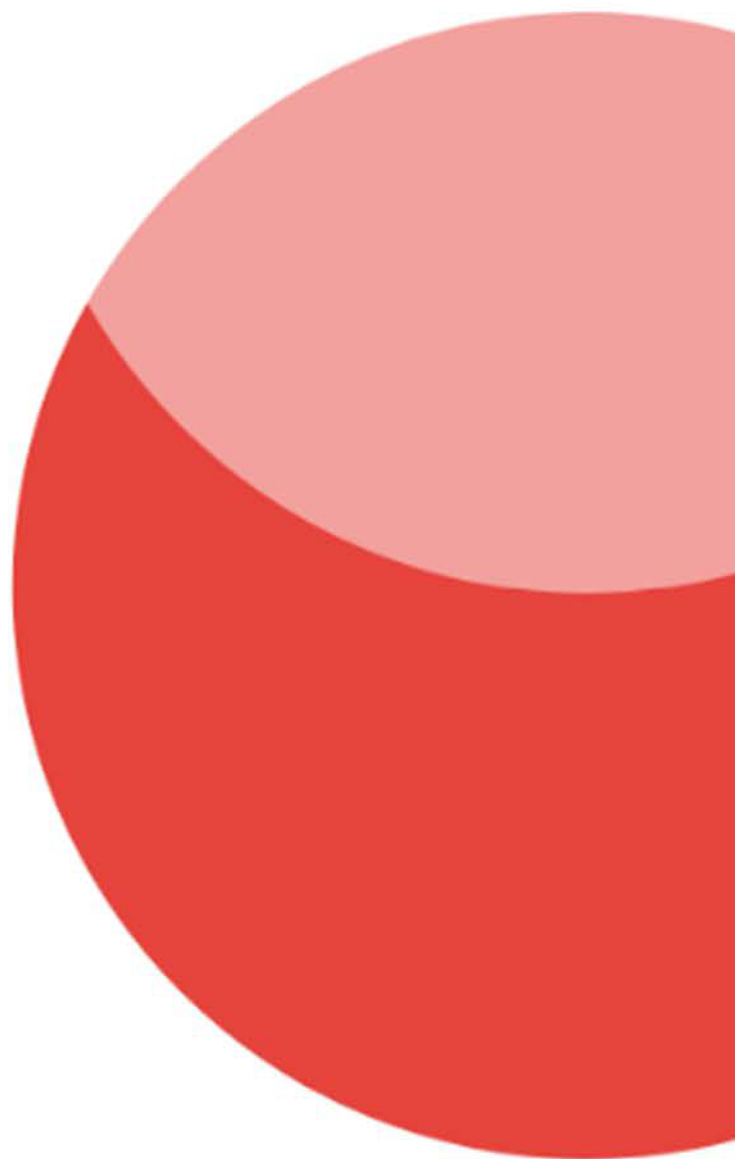
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Section F: Appendix



5/6/2021 Project Tasty

Project Tasty

* Required

1. Email *

2. Hello, thank you for taking the time to complete this survey for a school assignment. Please read the questions carefully and provide clear and honest answers. This survey will take no more than 15 minutes to complete. Your answers will be kept confidential and your responses stored securely only for authentication purposes. Are you willing to participate in this interview? *

Mark only one oval.

☐ Yes

☐ No

3. I'd like to find out about your buying and food habits. The last time you bought a meal/ingredients for a meal who made the decision about what to buy? *

Mark only one oval.

☐ Me

☐ Someone else

☐ Joint decision

4. Have you had fast food in the last 3 months? *

Mark only one oval.

☐ Yes

☐ No

5. Which of these fast food outlets have you eaten from in the last 3 months? *

Check all that apply.

	Yes	No
KFC	☐	☐
McDonalds	☐	☐
Nandos	☐	☐
Steers	☐	☐
Debonairs	☐	☐
Other fast food restaurant	☐	☐

6. How often would you say you have your main meal of the day at home? *

Mark only one oval.

	1	2	3	4	5	6	7	
Once a week	☐	☐	☐	☐	☐	☐	☐	Seven days a week

7. How often would you say you have your main meal of the day out of home (e.g. takeaway/restaurant) *

Mark only one oval.

	1	2	3	4	5	6	7	
Once a week	☐	☐	☐	☐	☐	☐	☐	Seven days a week

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https://docs.google.com/forms/d/1EPIESw4SDK3_4zugaFup7ajmOCeF0B8XyDfMn-Gk/edit

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5/6/2021 Project Tasty

8. Do you know what food waste is? Please tell me a basic definition of what you think food waste is? *

9. Does food in your home (fridge/pantry/cupboard) go to waste as a result of eating takeout? *

Mark only one oval.

☐ Yes

☐ No

10. What normally goes to waste? You may select more than one. *

Mark only one oval per row.

	Yes	No
Bread	☐	☐
Milk and other dairy products	☐	☐
Meat and meat by products	☐	☐
Fruit and vegetables	☐	☐
Other perishable goods	☐	☐

11. Tell me a little more about how food goes to waste because of the frequency with which you eat takeout? *

12. Please select which brand you feel the statement below applies to. Which brand do you feel? *

Mark only one oval per row.

	KFC	McDonald's	Steers	Debonairs	Nandos	None of the above
Cares about the community	☐	☐	☐	☐	☐	☐
Gives information on how they dispose of their wasted food	☐	☐	☐	☐	☐	☐
Encourages healthy living	☐	☐	☐	☐	☐	☐
Preaches about sustainability (recycling, going green)	☐	☐	☐	☐	☐	☐
Has the best community initiatives (gives back to the community)	☐	☐	☐	☐	☐	☐
Provides information on food waste management	☐	☐	☐	☐	☐	☐
Is a brand I trust	☐	☐	☐	☐	☐	☐

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https://docs.google.com/forms/d/1EPIESw4SDK3_4zugaFup7ajmOCeF0B8XyDfMn-Gk/edit

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5/6/2021	Project Tasty	5/6/2021	Project Tasty
13. Do you think fast food restaurants have a responsibility to give surplus food away/donate it at the end of each day? * Mark only one oval. ☐ Yes ☐ No		18. Age * Check all that apply. ☐ 18-24 ☐ 25-34 ☐ 35-44 ☐ 45+	
14. Do you think you have a responsibility to give surplus food away/donate it before it goes to waste? * Mark only one oval. ☐ Yes ☐ No		19. Gender Mark only one oval. ☐ Female ☐ Male ☐ Prefer not to say	
15. Do you use any of the food that goes to waste in your home for recycling purposes? (compost etc.) * Check all that apply. ☐ Yes ☐ No		20. Current employment status * Mark only one oval. ☐ Working full time ☐ Working part time ☐ Student ☐ Retired ☐ Unemployed	
16. If fast food restaurants provided more education on food waste and led by example on how they manage food waste do you think this would encourage you to do more? * Mark only one oval. ☐ Yes ☐ Maybe ☐ No		21. Ethnic group * Mark only one oval. ☐ Black ☐ White ☐ Indian ☐ Coloured ☐ Other: _____	
17. For back-checking purposes, please would you specify your name. Please note this will not be used in the research report. * _____			
https://docs.google.com/forms/d/1EPIESwfdBKS_4zugwFvpYajmOEzFO88XrydDrMm-Gk/edit	5/7	https://docs.google.com/forms/d/1EPIESwfdBKS_4zugwFvpYajmOEzFO88XrydDrMm-Gk/edit	6/7

5/6/2021

Project Tasty

You're all done!

Thank you for taking part in this study :)

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Google Forms

Please access the link for this study here if needed:

https://docs.google.com/forms/d/1EPIESwfdBKS_4zugwFvpYajmOEzFO88XrydDrMm-Gk/edit?usp=sharing

Appendix B



21 May 2021

Student name: Nikiwe Luthuli

[REDACTED]

Campus: Vega Bordeaux

Re: Approval of Postgraduate Diploma in Brand Building 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.

Supervisor: Mrs Mbali Rametse



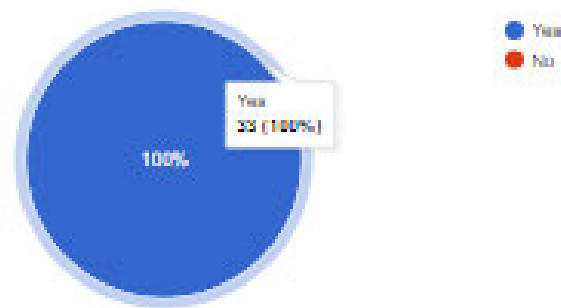
Campus Postgraduate Coordinator (CPC): Dr Tish Taylor



Appendix C

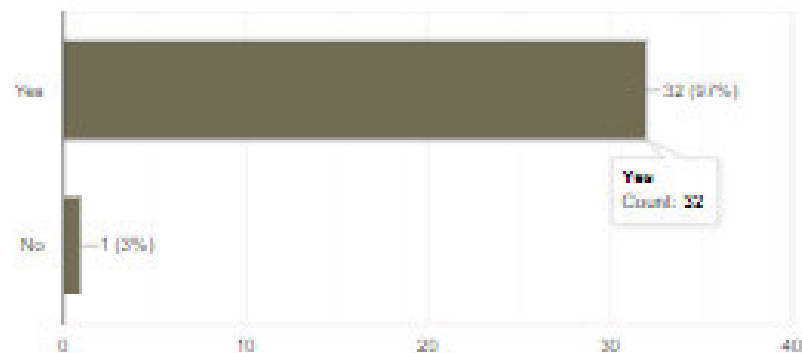
Hello, thank you for taking the time to complete this survey for a school assignment. Please read the questions carefully and provide clear and honest answers. This survey will take no more than 15 minutes to complete. Your answers will be kept confidential and your responses stored securely only for authentication purposes. Are you willing to participate in this interview?

33 responses



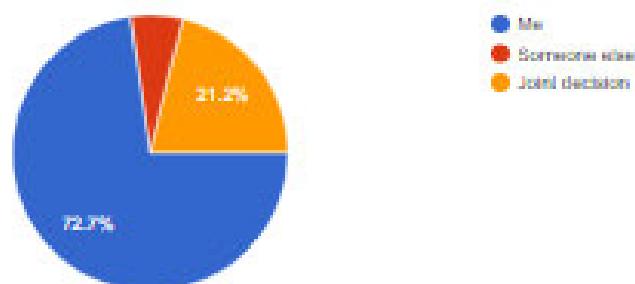
Please confirm that you are over the age of 18

33 responses



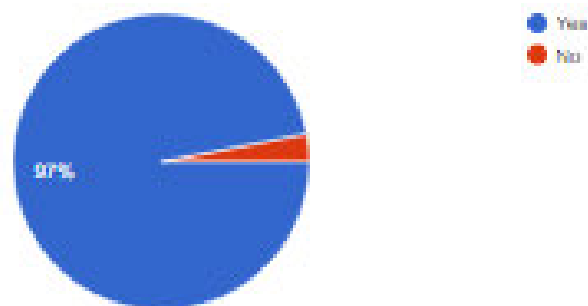
I'd like to find out about your buying and food habits. The last time you bought a meal/ingredients for a meal who made the decision about what to buy?

33 responses



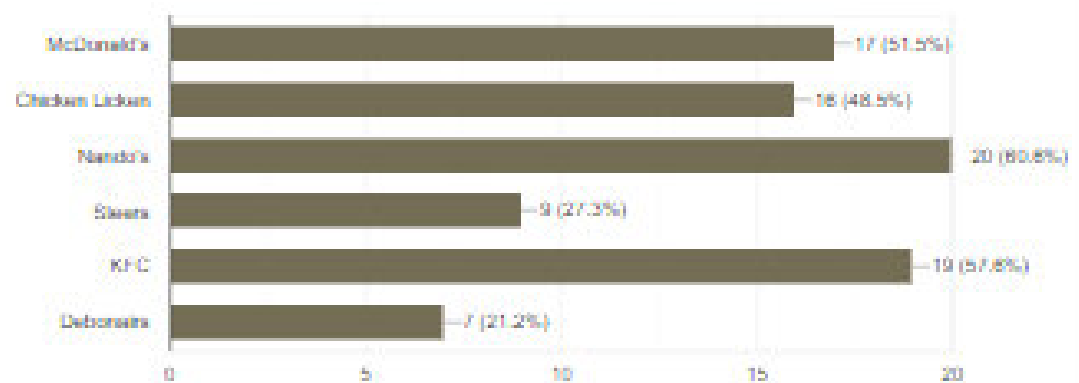
Have you had fast food in the last 3 months?

22 responses



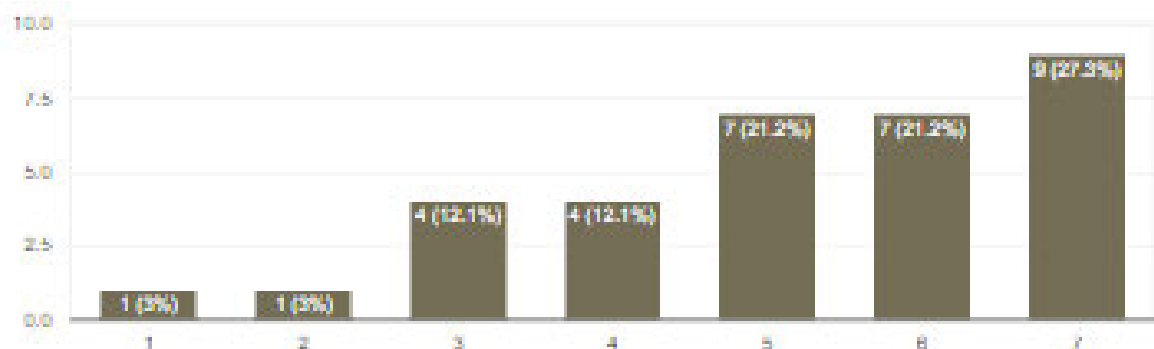
Which of these fast food outlets have you eaten from in the last 3 months?

22 responses



How often would you say you have your main meal of the day at home? (e.g. home cooked meal)

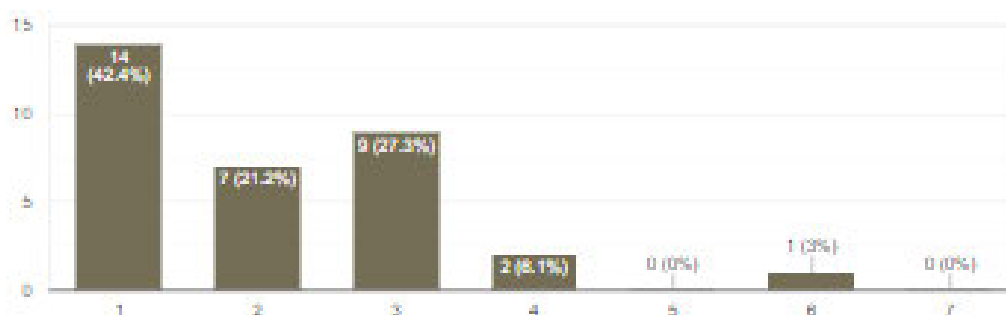
22 responses



How often would you say you have your main meal of the day out of home (e.g. takeaway/on the go/restaurant)?



22 responses



Please define food waste according to your knowledge? Please be as descriptive as possible.

22 responses

Food not used or eaten that is disposed of.

Buying food items but not being able to eat or use them, until they go off. This results in you having to throw them out.

food that can no longer be consumed

Buying food in bulk and tossing it away when it reaches its expiration date.

Food not consumed in within expected expiration

Food that is not eaten

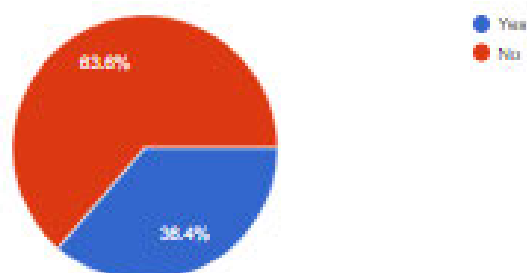
its food which is not eaten, even from your garden, ends up rotten and thrown away.

When a lot of food is cooked, not all consumed and later disposed of

Food waste I would think is food that expires by the sell by date that is not sold or may have been

Do food items bought for preparation in your home (in the fridge/pantry/cupboard) go to waste as a result of eating takeout?

22 responses



Does the frequency with which you buy take-out cause more food to go to waste at home? Please tell me a bit about this?

22 responses

No

Not really. I try to eat at home as much as I can.

Yes

No, I usually buy fast food when there are no leftovers and I don't have the energy to cook.

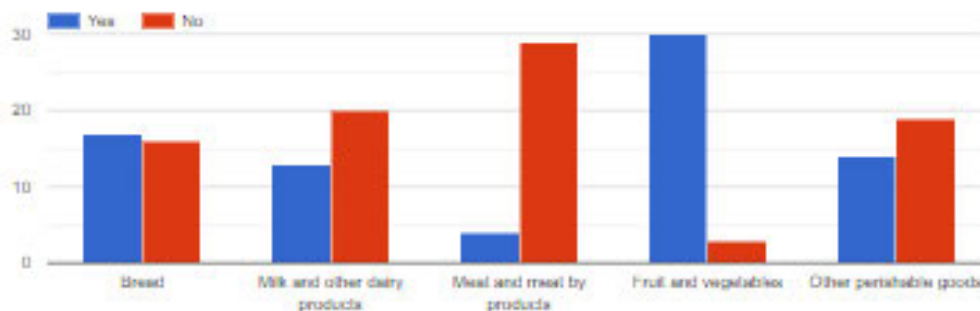
No, I manage to purchase enough food that will last the entire month without it going to Waste regardless of my spending on fast food

Because I stay alone my take outs meal last me two days.

I tend to over-buy when I do groceries when I'm too hungry or after work.

No waste occurs because I know the amount of food I need to make for the people I live with even when I get takeout

What normally goes to waste?



Please select which brand you feel the statement below applies to the most. Which brand do you feel



Do you think fast food restaurants have a responsibility to give surplus food away/donate it at the end of each day?

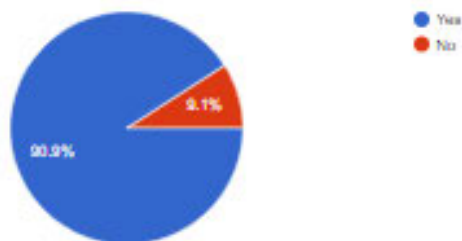


22 responses



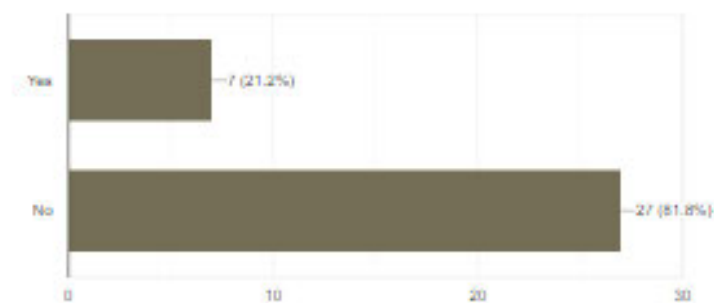
Do you think you have a responsibility to give surplus food away/donate it before it goes to waste?

22 responses



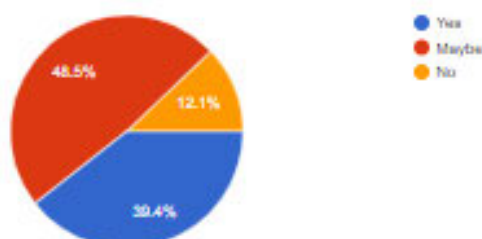
Does the food that gets wasted in your home get recycled/repurposed? (compost etc.)

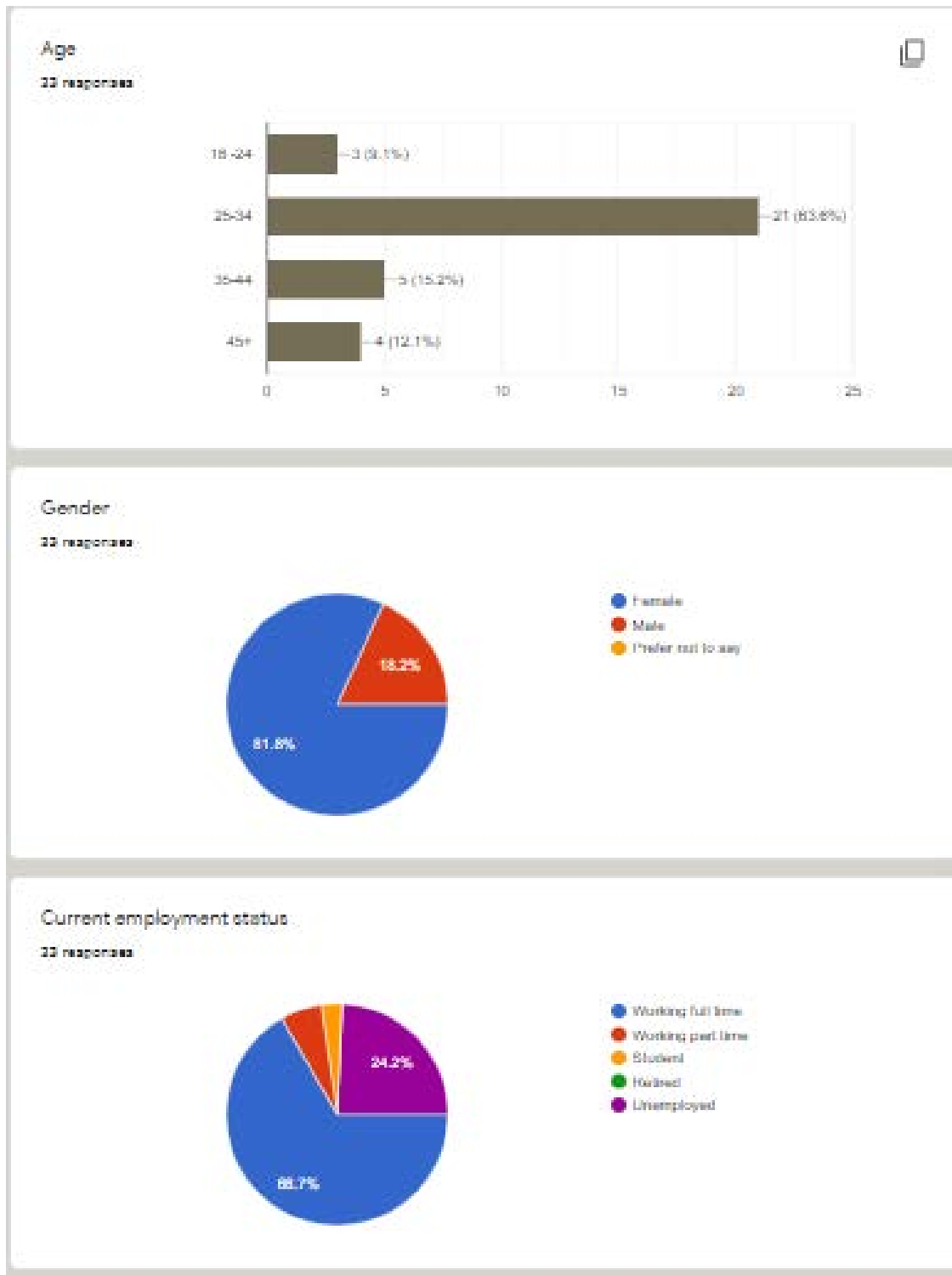
22 responses



If fast food restaurants provided more education on food waste and led by example on how they manage food waste do you think this would encourage you to do more about your own food waste?

22 responses





Please access the link for the Excel version of results here:

