

A Qualitative Case Study on the Attitude of Surf Retail Stores Towards the Use of Environmentally Friendly Packaging in Muizenberg, Cape Town

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Declaration

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

Signed: _____

Date: 28 October 2020

Abstract

Businesses' plastic production for packaging is increasing around the world each year as these plastics are made for single use packaging with some of it ending up in the oceans. The research study aims to determine the attitudes of Muizenberg's surf retail stores towards the use of environmentally friendly packaging. The implementation of environmentally friendly packaging by these surf retail stores and the extent to which they use this form of packaging are also considered as research objectives. The study makes use of a case study, limiting the data to surf retail stores who are based in Muizenberg, Cape Town enabling the researcher to remain focussed on smaller samples.

Qualitative questionnaires were used as a data collection tool to understand the participants unique experiences. The researcher monitored the completion of the questionnaire within an online meeting. The participants included store owners and managers of the surfing retail stores. A thematic analysis was used to organise the collected data into various developed themes related to answering the research question. The main theme identified within the study was the positive emotions and feelings the surf retail stores had towards environmentally friendly packaging. The research findings indicated that surfing retail stores had a positive attitude towards environmentally friendly packaging and did in fact implement the use of it to a large extent. The study contributes towards creating awareness for the use of environmentally friendly packaging; however, it was limited to Muizenberg and can be expanded to larger areas.

Table of Contents

Chapter One: Introduction	6
1.1 Contextualisation	6
1.2 Rationale	7
1.3 Problem Statement	8
1.4 Purpose Statement	8
1.5 Research Questions	8
1.6 Objectives of the Study	9
Chapter Two: Literature Review	9
2.1 Conceptualisation	9
2.2 Theoretical Foundation	10
2.2.1 The Social Influence Theory	11
2.2.2 The Cognitive Dissonance Theory	12
2.3 Contextual Literature	13
Chapter Three: Research Methodology	16
3.1 Paradigm	16
3.2 Research Design/Approach	18
3.3 Population	20
3.4 Sampling	20
3.5 Data Collection Method	21
3.5.1 Application of Data Collection Method	22
3.6 Data Analysis Method	23
3.6.1 Application of Data Analysis Method	24
3.7 Trustworthiness	25
Chapter Four: Findings and Interpretation of Findings	27
4.1 Themes	27
4.1.1 Awareness of environmentally friendly packaging	27
4.1.2 Emotions and feelings towards the environment and environmentally friendly packaging	28
4.1.3 Implementation of the use of environmentally friendly packaging	29
4.1.4 Influences to use environmentally friendly packaging	30
4.1.5 Benefits of using environmentally friendly packaging	31
Chapter Five: Conclusion	32
5.1 Conclusion	32
5.2 Anticipated Contribution	33
5.3 Recommendations	34

5.4	Ethical Considerations.....	35
5.5	Limitations.....	36
Chapter Six: Reference List		37
Chapter Seven: Annexures		44
Annexure A: Explanatory information sheet and consent form for participants		44
Annexure B: Gatekeepers letter/ Request to conduct research		46
Annexure C: Consent form for audio or video recording		48
Annexure D: Ethics Clearance Letter		49
Annexure E: Research Study Questionnaire		50
Annexure F: Concept Document Table		58

Chapter One: Introduction

1.1 Contextualisation

The topic of the research study is sustainability within business and focusses on Muizenberg, Cape Town's surfing retail stores attitudes towards using environmentally safe packaging.

Muizenberg is a coastal suburb situated deep south of central Cape Town, South Africa. It is home to a large surfing community which includes that of multiple surfing retail stores situated along its famous beach front. Kleynhans (2019) in an interview claims many tourists visit Muizenberg to learn how to surf and most of these tourists' flock towards the suburb's surfing stores to indulge themselves in surfing equipment and souvenirs to take back home. These surfing retail stores sell numerous amounts of different products with some that are required to be packaged. Although it is the end of the purchase cycle for the products when obtained by consumers, it is only the beginning to the environmental damage that the packaging causes when it is not disposed of in the correct manner.

Sustainable business practices have gained substantial interest globally amongst organisations and their stakeholders, one of which is the introduction and usage of sustainable packaging (Geissdoerfer, Savaget, Bocken & Hultink, 2017). Organisations implement sustainability as a strategy which may be viewed as either or both the longevity of the organisation or the implementation of activities that help sustain the organisation's and their community's external environment. Cassells and Lewis (2011) explained that larger organisations implemented environmental management practices more often than smaller organisations. This proposes light into why this study will be beneficial as it may enable these surf retail stores to become aware of organisational sustainability and environmental sustainability within their community.

According to previous studies, sustainability through corporate social responsibility has been applied to general small medium enterprises and certain business operations. However, there has been little research done specifically on environmentally friendly packaging and the attitudes of small business towards it. Therefore, the study intends to discover the attitudes of small business towards environmentally friendly packaging, specifically those of the surfing retail stores within

Muizenberg, Cape Town. Eventually, allowing the researcher to determine and understand whether these surf retail stores implement the use of sustainable packaging, whether their attitudes are positive or negative, and what influences their decisions.

1.2 Rationale

The researcher's interest in the topic originates from his passion of surfing and his care of the environment, especially the ocean. The researcher chose Muizenberg, Cape Town as the location of the research as it is known that Muizenberg is a big surfing community that is home to many surfing retailers along its beach front. It is also where the researcher resides. The researcher believed that surfing retail store's attitudes towards environmental practices such as the use of environmentally friendly packaging influences the environment in a positive or negative way. The use of non-environmentally friendly packaging has a bearing on the way consumers perceive products depending on their attitude towards protecting the environment (Magnier & Schoormans, 2015:60). Businesses may attract these "green consumers" by using environmentally friendly packaging to gain a competitive advantage in the market (Orzan, Cruceru, Balaceanu & Chivu, 2018:2).

According to Conservation International (2020), eight million metric tonnes of plastics end up in the ocean annually. It may therefore be important for organisations such as surf retail stores in Muizenberg to adopt a positive attitude to the use of sustainable packaging on their products. The review on literature shows no previous studies have been done on the topic in Muizenberg, Cape Town. With this in mind, the researcher aimed to explore the attitudes that surfing retail stores, within Muizenberg Cape Town, has towards using environmentally friendly packaging. By doing the research the researcher hoped to create awareness and encourage the surf retail stores to either implement or continue to implement the use of environmentally friendly packaging.

The study is relevant towards the researchers current Bcom Honours in Management post-graduate degree and falls in line with the provided topic of sustainability in business. The outcome of the results may have influenced changes in business strategies and the creation of sustainable practices within an organisation such as the

introduction of more environmentally friendly ways of packaging products. The academic gap that would be fulfilled in this research would be the unexplored topic of the attitudes of surfing retail stores in Muizenberg, Cape Town towards the use of environmentally friendly packaging.

1.3 Problem Statement

The researcher has identified through observation that there is believed to be an absence for the use of environmentally friendly packaging within Cape Town, Muizenberg's surf retail stores.

According to Geyer, Jambeck, and Law (2017), plastic production is increasing around about 20 to 40 million tonnes a year. Most of these plastics are created by businesses and are made for single use, which end up in the ocean. Environmental waste has been a great concern for many businesses, communities and individuals around the world. These communities may include that of surf communities in where many individuals have respect for the ocean and its contents. Surfers and consumers in surfing communities are becoming more environmentally conscious of plastics and how they are damaging the global environment, especially the ocean (Hill & Abbott, 2009:165). It is therefore essential to determine the attitudes of surfing retail stores in Muizenberg, Cape Town towards the use of environmentally friendly packaging.

1.4 Purpose Statement

The purpose of the study, using a thematic design, was to identify and explain what the attitudes of surf retail stores within the Muizenberg area were towards using environmentally friendly packaging. The results were a representation of how collectively these surf retail stores in Muizenberg generally perceive the use of environmentally friendly packaging and whether they did or did not use this form of packaging. The findings gathered may potentially create awareness for the use of environmentally friendly packaging within Muizenberg surf retail stores.

1.5 Research Questions

What is the attitude of Muizenberg's surf retail stores towards the use of environmentally friendly packaging?

- I. Does Muizenberg surf retail use environmentally friendly packaging?
- II. To what extent does Muizenberg surf retail use environmentally friendly packaging?

1.6 Objectives of the Study

- To determine the attitudes of Muizenberg's surf retail stores towards the use of environmentally friendly packaging.
- To determine whether Muizenberg's surf retail stores use environmentally friendly packaging.
- To determine the extent of Muizenberg's surf retail stores usage of environmentally friendly packaging

Chapter Two: Literature Review

2.1 Conceptualisation

According to Maree et al (2020: 81-82), conceptualisation is the identifying and describing of key terms to help draw an understanding of a research study. The following key concepts are conceptualised and were applied to the research study.

The term attitude has been defined multiple times by various researchers over the past few decades. As a result, it is best described in relation to the research study by Bagozzi (1994), who explained that the term attitude is an umbrella expression that refers to preferences, feelings, emotions, beliefs and opinions towards an attitude object. In addition, Albarracin, Johnson, Zanna and Kumkale (2005) explains that attitude is a psychological tendency to view a particular object or behaviour with a degree of favour or disfavour and may be influenced by beliefs and emotional responses. Within the context of the research the researcher refers to attitudes as how surf shop owners perceive and feel about the use of environmentally friendly packaging, also known as the attitude object.

In order to conceptualise the term environmentally friendly packaging. It is important to first understand two other essential terms in relation to the study, namely, environment and packaging. The term environment within the study is described as the surrounding physical elements that influence the development of people, animals

and plants within their living conditions. It is essentially the external area which surrounds living things (Singh, 2006:304). Packaging on the other hand, is tailor made wrapping material used to protect, distribute, add value to and help advertise an organisation's products (Geiger, 1973 cited in Pongrácz, 2006). Consequently, according to Herrmann (2009), environmentally friendly packaging is packaging that is manufactured using biodegradable or reusable materials, with clean production technologies. It is safe for individuals and the environment and produces minimal environmental waste.

According to Western Cape Government (2020), and False Bay Tourism and Business Association (2020), Muizenberg is a beach-side suburb situated at north-western end of False Bay and 25km south of Cape Town city. It has a well-known surfing beach, fit for all levels of surfers, that attracts many tourists annually. The term surf retail store is used to refer to the place and businesses where surfing related goods such as surfboards, leashes, surfing wax, clothing and traction pads are sold. Lastly, the term SME's used within the study stands for small medium enterprises.

All the terms need to be understood completely for the reader to understand exactly what the research problem statement/question is identifying and what the literature review is explaining. Otherwise misconceptions may be formed, and the understanding and interpretation of the study may be wrong.

2.2 Theoretical Foundation

For the research study, two relevant theories have been identified and applied. Since the researcher is focussing environmentally friendly packaging and store owner's attitudes, it is important to discover the relationship between the two variables. The researcher has selected two theories that aids the researcher to discover what type of attitudes are being presented and what causes those types of attitudes to exist towards the attitude object. The two theories are also believed to work synchronously as they cover aspects related to attitudes and guides the researcher towards an understanding of what may be expected from the outcome.

The first theory that may be applied to the research study is Kelman's (1958) Social Influence Theory that indicates three aspects pertaining to social influence that may

influence attitude. The second theory identified is Festinger's (1957) Theory of Cognitive Dissonance which focuses on inconsistencies between individuals' cognitions. Both the theories intentions are to explain the influences of attitudes; therefore, it allows the theories to be appropriate for the study as it may explain why certain attitudes are possessed by the store owners towards environmentally friendly packaging and why the attitudes may differ.

2.2.1 The Social Influence Theory

The social influence theory was introduced by Kelman (1958) and has since been adapted on by Kelman (2006). Social influence is a common feature and occurrence in everyday life that takes multiple forms and is seen in processes which individual's attitudes, feelings and beliefs are affected by others (Smith, Louis & Schultz, 2011:3). The social influence theory stipulates that an individual's attitudes are influenced by referent others through three processes such as compliance, identification, and internalisation. The three processes represent three qualitative ways in which individuals can accept influence. It was suggested that changes in the attitudes and the actions thereafter produced by social influence occurs at different levels. The difference in the levels of change can be corresponded to the differences in the accepting process of individuals (Kelman, 1958:53). The three processes are further explained.

Compliance arises when individuals accept influence as they believe that a favourable reaction towards their set behaviour will be positive. The individuals may not essentially believe in their behaviour they represent; however, they only represent that specific behaviour based on obtaining approval or rewards and avoid being punished for not following a certain behaviour. Cialdini & Goldstein (2004:592) adds by mentioning that requests may be given in an implicit or explicit manner, however the individual is being advised and is required to choose a desired response.

The second process is identification and occurs when an individual accepts influence in order to create a positive self-defining relationship to another individual. An induced behaviour is adopted as it is related to whom the individual wants the desired relationship. Put simply, an individual's attitude and behaviour towards an object is

influenced by a desired individual's association of the object (Kelman 1958:53). The act of conforming takes place to obtain the social approval which is the satisfied result achieved by the individual Cialdini & Goldstein (2004:606).

Lastly, the third process of influence is internalisation. This occurs when an individual accepts influence due to the content of the behaviour, ideas and beliefs, presents itself as naturally rewarding for the individual as they correspond with the belief system of the individual (Kelman, 1958: 53). The individual will discover that following that behaviour is easy to do and will become satisfied due to the content of the behaviour.

By analysing the different processes that may influence attitude, the research would indicate how the surf retail store owners' attitudes towards using environmentally friendly packaging are being influenced. The researcher believes that the theory is beneficial as it helps to support individuals' responses towards their attitudes, as it may be discovered that the individuals are influenced by one of the processes discussed. The theory may also assist in explaining why differences in respondents' attitudes occur towards using environmentally friendly packaging and acts as a guideline for the researcher to evaluate the attitudes presented.

2.2.2 The Cognitive Dissonance Theory

The cognitive dissonance theory was introduced by Festinger (1957) and has been classified as one of the most influential theories in social psychology. It has been used by many researchers and may be seen in multiple general and social psychology textbooks today (Jones, 1985 cited in Harmone-Jones and Mills, 2019). The cognitive dissonance theory suggests that if any form of inconsistency exists between an individual's attitudes or beliefs, individuals will attempt to minimise the dissonance as it is unavoidable (Festinger, 1957 cited in Aronson, 1969: 2-3). Dissonance is the inconsistency between two cognitive thoughts and occurs when one cognition doesn't follow the other, whilst consonant on the other hand occurs when two cognitions are congruent and do follow one another.

The theory is based on three assumptions. Firstly, Individuals are sensitive to inconsistencies between actions and beliefs. When individuals perform an action, they

believe that is not congruent to their beliefs, dissonance occurs. The second assumption is that dissonance will occur when individuals recognise the inconsistency and will immediately attempt to reduce it based on its importance. The last assumption states that dissonance may be reduced or resolved (Festinger, 1957) and (Festinger & Carlsmith, 1959).

The theory further explains four ways in which individuals reduce the dissonance. Individuals may firstly change his/her beliefs (one of the cognitions), forcing both cognitions to coincide and become congruent thus eliminating the dissonance. Secondly, the individual may change his actions that are related to the dissonance. Thirdly, the individual may add new cognitions to overshadow and rationalise the dissonant beliefs. Lastly, individuals will trivialize the dissonance, by doing so the individual shows a disinterested attitude and rather selects the action over what they know is correct (Festinger, 1959) and (Festinger, 1957, cited in Aronson, 1969:16-17).

The theory is beneficial for the research study as it relates towards attitudes. By understanding cognitive dissonance and how it occurs, it aids the researcher towards understanding the identified attitude and adds to the explanation of why certain attitudes are being shown by surf retail store owners towards environmentally friendly packaging. This theory is focussed more towards the personal beliefs and thoughts of individuals, in this study the store owners, and how individuals express the attitudes towards an object based on inconsistencies between beliefs and actions. The theory relates to the social influence theory by Kelman (1958) as although certain external individuals influence other individual's attitudes through the three processes mentioned before. The individuals may experience cognitive dissonance which may then impact the decision of whether to accept the attitude.

2.3 Contextual Literature

According to Maree, Creswell, Ebersohn, Eloff, Ferreira, Invankova, Jansen, Nieuwenhuis, Pietersen and Clark (2020), a literature review is important as it aids the researcher to discover what other scholars have written about the topic. By doing this it assists the researcher in identifying gaps within the research and enhances it by finding other material and theories related to the research question.

The literature review aims at identifying, exploring and analysing research done by previous scholars that is related to attitudes of small business owners in relation towards using safe environmental practices within their businesses. The researcher has identified multiple themes within the explored research and therefore used a thematic approach towards the literature review.

The first theme established is that business owners follow their beliefs. Sawyer and Evans (2010) did an investigative study in Australia into the environmental behavioural attitudes of small businesses in relation towards their impact on their immediate environment. The findings of the research discovered that through the responses of business owners/managers, most had a positive attitude and implemented one or two initiatives based on their beliefs of it being considered as good business. Bansal and Roth (2000) support this as they discovered within their study on reasonings to why businesses go green. They identified that many store owners choose to do so as they believe it is the correct protecting the environment is a good thing to do.

Another occurring theme identified is competition influences attitudes towards environmental activities. Bansal and Roth (2000) explains that competition drives environmentally friendly attitudes. Store owners may only show positive attitudes to the environment and implement environmentally safe practices due to it increasing the store's competitiveness. According to Durmaz and Yasar (2016:68), one of the benefits of advertising green practices within a business is that it may attract more consumers. Simpson, Taylor and Barker, (2004:168) explains that within his study, some store owners responded that they implement green practices due to its cost reduction in waste. It thus boosts customer satisfaction and results in better public relations boosting the businesses image above its competitors. Gerrans and Hutchinson (2000, cited in Gadenne, Kennedy & McKeiver, 2008:48) contrasts this within his study as he discovered that a majority of Western Australian businesses did not believe that implementing environmental activities within their business would gain a competitive advantage and viewed it as a financial cost. This introduces the discovery of financial resource limitations towards implementing such activities, which is a natural restriction for businesses (Tilley, 1999, cited in Gadenne et al, 2008:48). Although store owners may express a positive attitude, they are unable to implement those actions due to financial constraint. This is relevant to the study as the attitudes

expressed by the respondents in the study may not coincide with their actions. It therefore requires the researcher to bring this into an account and allows deeper discovery to identify the causes of the attitudes.

The third theme identified is environmental awareness. Cassells and Lewis (2011) tested whether actions reflected attitudes within New Zealand's small medium enterprises. The link between attitude and action was explored in the study through examining interrelationship between awareness of environmental impact, attitude towards environmental issues. The findings stated that the majority of respondents consider the environmental impact of their activities whilst 16% of the respondents did not. Tilley (1999) states that a few small business owners show positive attitudes and are concerned about how their activities influence the environment. Cassells and Lewis (2011) further added that larger SME's implemented environmental management practices more often than smaller SME's as they had the resources. Although that was discovered, the attitudes of the smaller SME's tend to be the same as that of the larger SME's. Tilley (1999) supports this and reported that a gap between small business owners' attitudes and the actions exists.

With regards to environmentally friendly packaging, Orzan, Cruceru, Balaceanu and Chivu (2018) within their study on consumer's behaviour concerning sustainable packaging, discovered that saving by recycling and protecting the environment are two motivational factors that influence the purchasing of environmentally friendly packaging. They also refer to high-costs and absence of awareness towards environmentally friendly packaging, that prevent purchases. Store owners are thus required to develop their attitudes towards the use and motivate consumers perceptions. A report by Euromonitor (1990, cited in Davies, 2009) mentioned that green consumers are likely to pay more for products that are eco-friendly or are protected by packaging that is safe for the environment. Therefore, by developing a positive attitude towards environmentally friendly activities such as using environmentally safe packaging, it is beneficial for the business as it satisfies their consumers.

The last theme identified is the methods used by other researchers. The methods used by researchers in similar studies are qualitative paradigms and qualitative data

collection methods. Sawyer and Evans (2010) used a qualitative paradigm and face to face interviews to gather their data whilst Cassells and Lewis (2011) used a qualitative paradigm and a questionnaire to gather data. This supports that the use of qualitative methods within the research by the researcher is appropriate and may aid the researcher with gathering and presenting in depth information gathered from the respondents.

From the literature review it is seen that attitudes are derived from multiple motives and influences the way in which individuals choose to act. It may also be noted that many of the studies focused more towards corporate social responsibility and reasoning to why an attitude exists. Many of the studies identified have been done in other parts of the world and less research has been done specifically in South Africa. It indicates that there is a gap and that the topic identified within the research is an important aspect to explore.

Chapter Three: Research Methodology

3.1 Paradigm

The researcher attempted to understand the attitudes of surfing retail stores in Muizenberg, Cape Town towards using environmentally friendly packaging for their products. Research can be conducted by using three different types of paradigms, such as: positivism, interpretivism and critical realism (Bezuidenhout, Davis & du Plooy Cilliers, 2014:34). The researcher used an interpretivist approach in the study due to the research focussing on subjective experiences such as the feelings and emotions towards using environmentally friendly packaging. As feedback on respondents' feelings and emotions were collected, it was best to use a qualitative data collection and analysis method whilst using a case study approach, aiding the researcher to interpret and present the data.

The researcher used a qualitative data collection method using a case study approach which was most beneficial as the feedback gathered through the research was based around subjective experiences and interpretations of the respondent's attitudes. The study made use of a descriptive case study in the research. A case study is a detailed description of a phenomenon and describes the scenario in which the phenomenon

occurs (Bezuidenhout et al, 2014). Miles and Huberman (1994) state that a case study occurs within a bounded context. The study was bounded around Muizenberg's surf stores and the attitudes their owners presented. The case study allowed the researcher to develop a deeper understanding, describing 'what' the attitudes of surf retail in Muizenberg were towards using environmentally friendly packaging.

The researcher used an interpretivist paradigm. The interpretive approach is the methodical analysis of social meaningful actions through the observation of people in their natural setting, required to understand and interpret how individuals create their social worlds (Neuman, 1997). Willis (2007) and (Kelliher, 2005) argues that the reality of the interpretivist paradigm is socially constructed and is important to understand an individual's context to gain deeper understandings. The interpretivist paradigm was appropriate as the researcher could deeply understand and describe the individual's attitudes towards using environmentally friendly packaging. The uniqueness of the respondent's feedback was valued and vital for the research.

Interpretivism values subjectivity and focusses on understanding certain context unlike objective research that excludes subjective perspectives. The interpretivist paradigm does not require precise information and interpretivists prefer to engage with respondents who have interpretations of their own views and experiences (McQueen, 2002, cited in Thanh & Thanh, 2015:25). Bezuidenhout et al (2014:35) further adds and mentions that the uniqueness of individual's responses is valued within the interpretivism paradigm. The social reality and thought processes of the individuals within the study was examined, as a result, the research was subjective due to its focus being on the individual's unique experiences, feelings and opinions towards using environmentally friendly packaging and therefore an interpretivist approach was believed to be beneficial.

According to Glesne and Peshkin (1992) the positivist paradigm tends to view the world through observable and measurable facts and supports quantitative methods. Therefore, a positivist approach was not appropriate for the research as the researcher looked to rather establish subjective information such as emotions and feelings of the respondents which is not based on quantifiable facts. In addition, the use of quantitative methods was not necessary as the feedback on individual's experiences

was unable to be projected to a larger audience, thus presents qualitative methods of collecting and analysing and presenting data to be more useful.

The Interpretivist paradigm had been selected as the researcher interpreted the attitudes of the store owners of the surf retail stores within Muizenberg towards using environmentally friendly packaging. The paradigm was required to help the researcher interpret reasonings and feelings of the different attitudes the store owners possessed and to understand why they existed. The attitudes and feelings the surf retail store owners expressed during the completion of the questionnaire, monitored by the researcher, towards environmentally friendly packaging was used as evidence and was required to be analysed using thematic data analysis, assisting the researcher to answer the research question.

3.2 Research Design/Approach

The study involved qualitative research as descriptive data was gathered from three surf shops who are based in Muizenberg, Cape Town, using a questionnaire, monitored by the researcher.

The design of the research took a qualitative approach. Hitchcock, Nastasi and Summerville (2010) mention the approach is suitable when the researcher requires in-depth descriptions of a particular social phenomenon that uses qualitative methodologies, enabling the researcher to understand the data. Qualitative research is an inductive approach that focusses on situations or people and uses descriptions rather than numbers in the collection and analysis of the data (Maxwell, 2004) and (Bezuidenhout et al, 2014: 30). A qualitative approach was best suited for the study as the researcher collected non-numerical data through descriptions and explanations of the attitudes of the respondents towards using sustainable packaging. Inductive approaches assist the researcher to understand meanings in complex data through the developing themes or categories from the raw data (Thomas, 2003). The researcher was therefore able to draw themes of the attitudes store owners have towards using environmentally friendly packaging, which aided in deeply understanding and analysing the data.

Qualitative research is usually described as allowing a detailed exploration of a topic of interest in which information is collected by a researcher through case studies (Trotter, 2012). The research used descriptive case study to gather data. According to Maree et al (2020:60), descriptive studies describe a phenomenon and the real-life context in which it occurs and is primarily used when finding “what ” questions. The case study method focuses on individuals and can contain in depth understandings whilst the use of descriptive research assisted in describing a phenomenon in a real-life context. The researcher focussed on subjective experiences such as the feelings and emotions towards using environmentally friendly packaging. This supports the ontological position of interpretivism identified by Bezuidenhout (2014:34-35) who stated that reality is subjective.

The use of a descriptive case study in the research allowed the researcher to develop a deeper understanding and described ‘what’ the attitudes are of surf retail Muizenberg has towards using environmentally friendly packaging (Miles & Huberman, 1994).

Saldana (2011) explains when using qualitative methods to collect and analyse data, the data no longer has quantitative characteristics. The data gathered came from sources such as a questionnaire which was monitored by the researcher to help interpret attitudes emotions and feelings. The data was gathered from surf shop owners within Muizenberg, Cape Town, on their attitudes towards using environmentally friendly packaging within their store.

The selection of the qualitative approach was most appropriate as the researcher aimed to understand the attitudes of store owners towards using environmentally friendly packaging. It therefore makes the attitude the phenomenon and the environmentally friendly packaging the attitude object. The researcher gathered feedback provided by the respondents as data which assisted in establishing an interpretation of the social phenomenon of what surf shop owners’ attitudes were towards using environmentally friendly packaging.

The owners of the three surf shops based in Muizenberg, Cape Town selected through purposive sampling were asked to fill out a once off emailed questionnaire monitored by the researcher through social media platforms such as Skype and WhatsApp. Respondents were required to return the completed document through email. Consent forms were provided by the researcher to the respondents prior to the completion of

the questionnaire. Data collected was then analysed by the researcher using thematic analysis ensuring that important themes and similarities were gathered for accurate representation of the findings.

3.3 Population

Wiid & Diggines (2013:186, cited in Bezuidenhout et al, 2014:132) defines population as 'the total group of people or entities from whom information is required'.

The population of the study consisted of surf retail stores who are based in Muizenberg, Cape Town.

Population parameters refer to the size of the population and the characteristics that they have in common (Pascoe, 2014). The population of surf shops in this study had similar characteristics which allowed for accurate results and validity of the study. All surf retail shops had the following in common:

- They sold surfing related products,
- They were situated in Muizenberg, Cape Town,
- They have operated for more than 730 days/2 years

The participants representing the surf retail stores were 18 years or older and were either the owner of the store or the current store manager. The researcher believed that higher positioned individuals had more of an understanding of how the business operated and would have more experience and knowledge than that of other employees. This aided in ensuring validity and accuracy within the respondent's feedback given on the attitudes of using environmentally friendly packaging. The geographical extent of the study was conducted in Muizenberg, Cape Town, South Africa

3.4 Sampling

Maree, Creswell. Ebersohn, Eloff, Ferreira, Invankova, Jansen, Nieuwenhuis, Pietersen and Clark (2020: 219-220) explained that non-sampling methods are not a random selection of the population. Purposive sampling is a non-random sampling method whereby the researcher deliberately decides on participants due to the qualities they possess and whether these participants may assist in providing the researcher with the best information or knowledge required for the research (Bernard,

2002:190) and (Etikan, Musa & Alkassim 2016:3). Etikan et al (2016) further explain that convenience sampling is a type of non-random sampling where individuals of the target population meet certain requirements, are easy to access, close geographically and may be available at a given time. Convenience sampling was therefore used by the researcher as there was a limited time for the study as well as quick information needed to be gathered at one specific point in time.

The researcher purposively selected five accessible surf retail shops in Muizenberg, Cape Town, ensuring quality and quantity of data saturation and allows enough enriched data to be gathered, however, only three of the five samples agreed to participate. The unit of analysis was the individuals such as the store owners who represented the surf retail stores selected within the study, and their feedback gathered through the questionnaires, of their attitudes towards using environmentally friendly packaging, was used as the data collected. Purposive sampling method was used within the research as the researcher had gained knowledge through observation on which surf retail shops in Muizenberg met the requirements of the study and held all the characteristics of the population. The researcher believed that relevant, accurate and valid information would be gathered by the selected samples and would best represent the overall population, unlike other methods of sampling which may have resulted in gathering less accurate data for the research study

3.5 Data Collection Method

The data collection method that was used within the research study was an open-ended qualitative questionnaire, monitored by the researcher, which contained twelve questions that were designed specifically to aid in answering the research question. The completion of the questionnaire by the participants were monitored by the researcher in an online meeting using social media platforms.

According to Bezuidenhout et al (2014) survey and questionnaire research are data tools that consist of questions which helps provide a quantitative or qualitative description of trends, attitudes and opinions of a population. The use of a questionnaire for the participants to complete was the most suitable way to collect data, as the method allowed for the avoidance of misinterpretations due to responses being written down by the participants. The method was also best suited as the transcribing process of the responses received from the large sample population, in

an interview, was not feasible due to the time constraints of the study. Therefore, the use of the questionnaire was set out to the advantage of the researcher in a way to aid the process of developing themes from the responses, without needing to transcribe any of the responses. The questions were set out and asked in a semi-structured manner ensuring each individual was being asked the same questions. The design of the questionnaire consisted of mostly open-ended questions with a minimum amount of closed ended questions. As a result, it allowed the researcher to gather in depth meanings and understandings about the attitudes of the respondents towards environmentally friendly packaging.

The design of the questionnaire that was used in the study is a cross-sectional design. A cross-sectional design requires the data collected from the individuals in the sample to only happen once. This design was best suitable as the study is not discovering improvements and is not collecting continuous long-term information as this is irrelevant, but rather to create an overall picture of what the attitudes are of surf retail stores in Muizenberg towards using environmentally friendly packaging (Bezuidenhout et al, 2014).

3.5.1 Application of Data Collection Method

The questionnaire consisted of basic questions related to explanations of the use of environmentally friendly packaging and the feelings and emotions of the participants towards the matter. The questionnaire was designed in a straightforward and understandable manner with the use of simple English. The questionnaire was then proofread to ensure for any errors. Once the questionnaire was prepared, the researcher obtained the business email addresses of the sample population and sent an email, attaching relevant documentation such as the gatekeeper's letter and consent form alongside the questionnaire. Within the email, the researcher gave the instruction to the sample population of firstly sending confirmation for their participation before the completion of the questionnaire as it allowed the researcher to be informed whether he was to wait for a completed questionnaire so that time was not wasted.

On the questionnaire, a set of instructions were laid out ensuring that the participants understood what they were required to do. The participants were also given a choice to whether they wanted to fill out the document on Microsoft Word or to download and print the document to fill out on paper. This catered for participants who did not have

the necessary technology available to them. Follow up emails were also sent by the researcher to some of the participants as a reminder to complete the questionnaire. Once the questionnaire was completed by the respondents, the respondents either scanned or emailed the completed questionnaire back to the researcher to the researcher's email address. The data gathered was stored on the researcher's personal computer and backed up online. Both methods of storing the data was password protected, ensuring participants feedback was not accessible to any other parties. The researcher repeated the process for each sample within the study in which the data collected was examined and organised in preparation for the data analysis.

The researcher initially aimed to obtain feedback from five participants, however, only three of the five were able to complete the questionnaire due to business downscaling and closing of the business from the financial impacts of Covid-19. The information gathered was at most important to answering the research question and with establishing whether the surf retail stores in Muizenberg use environmentally friendly packaging and how it was perceived.

3.6 Data Analysis Method

Once the data had been collected and organised, the researcher was required to code the data. To do this, the researcher within the study used thematic data analysis. According to Braun and Clarke (2017) thematic analysis is a method for identifying, analysing, and interpreting patterns or themes from the qualitative data gathered. Thematic data analysis was useful for the study as it was used to help the researcher to identify patterns within individuals' subjective experiences, in this case, surf retail store owners' feelings and emotions towards using environmentally friendly packaging on their products.

As the researcher gathered data from three participants and implemented a case study design, it was most beneficial for thematic data analysis to take place. This is supported by Cedervall and Åberg, (2010), who states that thematic analysis may be used to analyse data gathered by both small and large samples and is best used in a case study approach. According to Braun and Clarke (2017), thematic data analysis aids the researcher to minimally organise and describe the vast amount of data collected from the questionnaires, completed by the respondents, in specific detail.

Thematic analysis was useful as it focused on experiences and enhanced the importance, it assisted the researcher in interpreting individuals' experiences to understand a phenomenon (Holloway & Todres, 2003). This study focused on experiences and the attitudes surf retail store owners possessed to that of environmentally friendly packaging. By understanding the experiences of the respondents, it assisted to draw up an accurate conclusion through finding similarities between respondents in the form of themes.

Codes are the smallest units of analysis that capture interesting features of the data relevant to the research question. The researcher therefore used thematic coding within the research as thematic analysis had been chosen as a preferable method. According to Bezuidenhout et al (2014:241), thematic coding is the reduction of data through the identification of themes. A deductive coding approach to the data was used by the researcher based on anticipated themes of positive and negative attitudes that were intended to be divided into themes discovered by the findings. These themes gave reasonings to why the attitudes exist and were based on themes identified in the literature discussed in the literature review and theoretical framework. New codes were identified by the researcher which were added within the analysis of the gathered data. The coding method allowed the researcher to identify and separate the important applicable data in order to successfully contextualise the data based on the research problem. Thematic coding enabled the researcher to identify dominant trends, followed by analysing manageable and organised categories thus it allowed the researcher to draw conclusions from the coded data efficiently and effectively.

3.6.1 Application of Data Analysis Method

Once the researcher had successfully obtained and collected the data, gathered through the completion of the questionnaires completed by the participants, the researcher began to prepare and organise, and the data gathered. The researcher familiarised himself and extensively read over the provided responses ensuring that he fully understood what the participants were conveying. This was very important as it would avoid any interpretations of the feedback acquired. Multiple notes were made to help make sense of the data and reminders were set so that important information would not be forgotten about.

The researcher then defined the coding unit to be analysed. The researcher therefore selected using paragraphs as the coding units. Most of these paragraphs were created through the design and format of the questions within the questionnaire which were compared across all the sample's feedback. Each of these responses that were written into paragraphs were marked to be placed into different themes for later use.

The researcher then developed categories to separate the data. These categories consisted of internalisation, behaviour, compliance, environmental awareness, and identification. The categories allowed for certain points of the data to be coded. The coding method that was used by the researcher was thematic coding, therefore, each question of the questionnaire obtained feedback that was organised into different themes. The themes that had been established were based from deductive coding and anticipated themes that were related to themes discovered in the literature review whilst new themes were also identified.

Through successfully analysing and generating themes from the data gathered it ensured consistency and trustworthiness with regarding to the presentation of the data through the interpretation of the understanding of the phenomenon through various themes and categories that were used to analyse the data. The researcher ensured accuracy and in rich details of the interpretation within the presentation of the data adding to the studies' trustworthiness.

3.7 Trustworthiness

Within qualitative research, to determine validity and reliability, the term trustworthiness is used as individuals' responses are not objective and are based on subjective experiences (Bezuidenhout et al, 2014:258). The researcher needs to ensure trustworthiness in the study as generating same responses by respondents within qualitative studies is almost impossible as each respondent has different subjective experiences towards the phenomenon. Lincoln and Guba (1985) identified and presented the following four criteria to determine that the information is valid: credibility, dependability, confirmability, and transferability.

Credibility is regarded as the truth of the data or respondents' views and the interpretation and the way the researcher interprets them (Polit & Beck, 2012). Maree et al (2020) explains that debriefings, member checks and thick descriptions of the

phenomenon adds to the credibility of a research study. To ensure credibility within the study, the researcher gained familiarity with the respondents through the meeting before the commencement of the qualitative questionnaire. The use of member checks was not required as the respondents themselves wrote down their responses on the provided questionnaire, however, the researcher encouraged more in depth answering if certain detailed descriptions are not provided by the participant. The researcher provided further clarity if questions were misunderstood. Lastly, the researcher tried to ensure in-depth descriptions of the responses within the presentation of the data.

Dependability refers to the constancy of the data over similar conditions (Polit & Beck, 2012). Ensuring dependability comes from the detailed explanation of the research plan and the research design. The documentation of the research analysis was done to show an understanding to why the researcher made decisions and how information was interpreted.

Confirmability refers to the ability of the researcher to ensure that the interpretations are that of the participants' and not his or her own viewpoint and biases (Polit & Beck, 2012 and Lincoln & Guba, 1985). Confirmability within the research was ensured by the researcher admitting to any tendencies related to the study. The use of audit trails allowed the observers to trace the steps of the researcher's views and how information was interpreted. As the researcher used qualitative questionnaires, they may be added as evidence and thus may be compared to the researcher's interpretation.

Transferability refers to findings that can be applied to similar situations and to generate similar results (Polit & Beck, 2012). To ensure transferability, the readers of the research study must associate themselves with the results and their own experiences. The researcher has provided enough information on the context of the research to allow the readers to view the findings as believable and suited.

Chapter Four: Findings and Interpretation of Findings

In this section of the study the researcher presents the findings of the study based on the answered questionnaires done by the three surf retail stores. All participant's names and surfing retail store names were kept anonymous.

Upon critically analysing the qualitative questionnaires, the researcher identified various themes from the participants responses that contributed to answering the studies main research question and sub-questions.

The following themes formed part of the study's findings:

- Awareness of environmentally friendly packaging
- Emotions and feelings towards environmentally friendly packaging
- Implementation of the use of environmentally friendly packaging
- Influences to use environmentally friendly packaging
- Benefits of using environmentally friendly Packaging

Consequently, the following presents the findings of the themes with the addition of including paraphrased responses by participants to improve the transparency of the findings.

4.1 Themes

4.1.1 Awareness of environmentally friendly packaging

All three respondents were asked what they knew about environmentally friendly packaging, whether they were aware of the type of environmentally friendly packaging that was used within their stores and who decided on the type of packaging their store is currently using.

In terms of the participants knowledge of environmentally friendly packaging, they explained that this form of packaging was produced using materials that were bio-degradable and would not cause the environment any harm. One of the participants further mentioned that with regards to South Africa, sourcing legitimate forms of environmentally friendly packaging is tricky, as what is viewed as good in the short term may cause negative impacts in the long term. The participants mentioned that despite having knowledge and being aware about environmentally friendly packaging,

they said that they were not always aware of the types of packaging used within their store as it was the suppliers who make the decision.

The findings indicated that it was evident that all the participants understood what environmentally friendly packaging was. With increased awareness of environmentally safe packaging it could ensure that Muizenberg's surf retail stores take more interest with learning about the matter, potentially increasing sustainable business behaviour regarding to protecting the external environment. This links up with previous literature as Cassells and Lewis (2011) found that 84% of small medium enterprises are environmentally aware and considered their environmental impact of their activities. Although Muizenberg's surf retail stores are aware of environmentally friendly packaging, it is discovered that it is not completely the retail stores decision to choose what packaging the products are sent to them in. These surf retail stores, however, rather mainly have control over choosing how they present their products on their shelves.

4.1.2 Emotions and feelings towards the environment and environmentally friendly packaging

All three participants were asked whether they believed that surf retail stores, like themselves, should be exercising sustainable practices, like using environmentally friendly packaging, to protect the environment.

One of the participants mentioned that their surf retail store is always environmentally conscious and have encouraged their suppliers to use less plastic on their products from the factories. The other participants explained that due to being involved within the ocean sports environment, protecting their external environment is crucial. Surf retail stores should not live within a vacuum and ignore the protection and improvements of the natural environment and the surrounding communities. Two out of the three participants also mentioned that they were implementing recycling programmes for excess waste regarding to the packaging of certain products.

From the findings, all participants showed a positive attitude towards the need to do their part in protecting the environment. It is evident that there is a culture of accountability and ownership within the organisations regarding to the matter as they show positive feelings and emotions. These surf retail shops tend to implement sustainable actions based on their feelings and their views. The findings have

supported previous literature as Sawyer and Evans (2010) discovered that most store owners and managers had a positive attitude and implemented one or two initiatives based on their beliefs of it being considered as good business. The questions asked within the theme directly relates to the main research question and has helped identify a positive attitude regarding to the what types of feelings and emotions Muizenberg surf retail stores have towards using environmentally friendly packaging.

4.1.3 Implementation of the use of environmentally friendly packaging

The participants where asked whether they implement the use of environmentally friendly packaging and why they chose to do so or not. Those who agreed they used that form of packaging where further asked to what extent was it being implemented within their surfing retail store.

Out of the three participants all of them agreed that at least somewhere within their store that certain products where being wrapped in environmentally safe packaging. One of the participants said that most of their products are displayed without packaging at all and used paper bags as carrying bags for bought products. They agreed that when alternate options with regards to how packaging was being delivered from the suppliers, they would choose the more environmentally safe option. The participants mentioned that they had no full control over what packaging was used on the products they sold as it was the supplier who made the decision. It was only in-house product brands that allowed them to have control, and these products had no packaging at all. With regards to the extent of the use of environmentally friendly packaging, one respondent said that at least 80% of the store's products were packaged using environmentally safe packaging as their suppliers had a culture of using sustainable practices. Another participant supported this and mentioned also that not 100% of their products are packaged in environmentally safe packaging as products purchased and shipped from overseas suppliers required sturdier non-environmentally safe plastics to protect products, however, locally produced products showed a larger change as the use of cardboards were more eminent.

From the findings, it indicates that Muizenberg retail stores do implement the use of environmentally friendly packaging, however, not to the full extent. Only 70% to 80% of the form of packaging is used on their products with the rest of the packaging being harmful to the environment. This has helped answer the sub-question of the research

study regarding to the extent of the use of environmentally friendly packaging. The finding relates to the other theme of emotions and feelings towards the environment and environmentally friendly packaging, as it is shown that positive emotions towards environmentally friendly packaging has an influence on the implementation of the usage of environmentally friendly packaging. Although the retail surf stores have no full control over how their products shipped to them are packaged, they do try to source products from suppliers who share the same environmentally supportive culture and views.

4.1.4 Influences to use environmentally friendly packaging

The participants were asked whether they were influenced within their decision to implement the use of environmentally friendly packaging within their surf retail store. Another question was asked about how the participants thought their customers perceived their surf retail store the way their products were currently being packaged.

- **Internalisation**

Most of the respondents admitted that the major influencer on their stores decision to use environmentally safe packaging was due to internalisation. One respondent mentioned that they are using environmentally safe packaging because it's good for the environment whilst another participant mentioned that the owners and other employees want to feel good about doing their bit for the protection environment.

From the participants responses it is evident that surf retail stores are implementing and promoting the use of environmentally friendly packaging because it is congruent with their beliefs. This links with past theory such as the social influence theory. Kelman (1958) mentioned that internalisation occurred when a person accepts influence based on their beliefs as it naturally rewarding and satisfying when a certain behaviour is implemented.

- **Identification**

The remaining participants rather admitted that a major influencer to using environmentally friendly packaging was consumers. It was mentioned that although not all consumers care about the surf retail stores environmentally sustainable practices, there were still a few who do look for environmentally friendly options. One

of the participants said that their business would not survive if they did not offer any environmentally friendly options to products and packaging.

All the participants believed that consumers would perceive their stores in a negative manner if they did not implement any form of environmentally friendly packaging, however, it is not a complete deciding factor when it came to some purchases. One participant mentioned that they always keep their customers informed about taking care of packaging as it was looked after and recycled by the store whilst minimising the use of non-environmentally friendly packaging generally across their business's operations.

From the findings, it is discovered that Muizenberg's surfing retail stores are influenced to a point by their consumers regarding their decision to use environmentally friendly packaging, however, it is not a major concern. Certain consumers such as some surfers prefer to shop by brand and not by packaging, but parts of the general public are concerned about the packaging used. It is evident that the participants were adopting the induced behaviour of adapting their packaging to create a positive relationship with their customers to encourage the purchase of their products. This links towards identification, explained by Kelman (1958) that the identification process occurs when an individual accepts influence to create a positive self-defining relationship to another individual. In this case it was with the surfing retail stores and their customers. By implementing the use of environmentally friendly packaging it is helping the surf retail stores to satisfy their customers which encourages the purchases of their store's products (Cialdini & Goldstein 2004:606).

4.1.5 Benefits of using environmentally friendly packaging

The participants were asked if they had experienced any benefits from implementing the use of environmentally friendly packaging.

All the participants agreed that they had experienced some sort of benefit after implementing the use of environmentally friendly packaging. Two of the participants said that they had believed that there was an increase in their sales, one participant said they saw an increase as much as by 20%. Another benefit mentioned by a participant was the increase in consciousness of customers who then would be happier to support their store. Another participant said that another benefit was that it helped their store's team to learn more about environmentally friendly packaging within

the business which has allowed them to share the knowledge with consumers. Their store has become more aware of what types of packaging can be recycled and what cannot, whilst two of the participants have been encouraged to get their stores involved with recycling programmes.

From the findings, it is evident that Muizenberg's surfing retail stores are benefiting positively by implementing the use of environmentally friendly packaging. This may link to the theme of influence as these retail stores continue to try find more environmentally friendly practices that increase the relationships between themselves and customers. With the increase in customers it may also influence the stores competitiveness. This links with past literature as Durmaz and Yasar (2016:68), mentioned of the benefits of advertising and implementing green practices within a business is that it may attract more consumers. Simpson, Taylor and Barker, (2004:168) explains that within his study, some store owners responded that they implement green practices due to its cost reduction in waste. The participants are most likely going to continue the use of environmentally friendly packaging within their surf retail store in the long term in order to sustain the business regarding to the noticeable increase in sales due to positive relationship with customers through consumer satisfaction.

Chapter Five: Conclusion

5.1 Conclusion

As plastic production is increasing around about 20 to 40 million tonnes a year with most of these plastics ending up in the ocean (Geyer, Jambeck, & Law, 2017), and a lack of research being done on businesses within the surfing retail industry in Cape Town, it was important to do research aimed towards these store's products packaging.

The aim of the research was to determine what the attitudes of surfing retail stores in Muizenberg were towards using environmentally friendly packaging and to what extent their usage was. Through the analysis of findings, it is clear that these surf retail stores show positive attitudes towards using environmentally friendly packaging, as findings showed that Muizenberg surf retail stores were aware of the damage non-environmentally safe packaging can do to the natural environment and encouraged

other methods of ensuring that their disposable waste from their products were dealt with responsibly. In addition, it was also discovered that they use environmentally friendly packaging on 70% to 80% of their products. These results provided the answers to discover the extent of the usage of environmentally packaging within the surfing retail stores.

Within the research, it was discovered that the reasoning for the positive attitudes shown by Muizenberg's surf retail stores was primarily influenced by identification and internalisation. The owners and managers of the surf retail stores implemented the use of environmentally friendly packaging on their personal beliefs of doing good business and for protecting the environment. In addition, their consumers preferences and perception towards sustainable options had an impact on their decision as well.

This study provides individuals with a deep understanding of what attitudes are shown by small businesses, more specifically surfing retail stores, towards using sustainable packaging alternatives and why. The study suggests that small businesses can and should adopt sustainable business practices, like implementing sustainable packaging on their products, as they can obtain benefits that can impact the business in a positive manner whilst protecting and sustaining the natural environment for future generations to come.

5.2 Anticipated Contribution

The research study could contribute to the awareness of the use of sustainable packaging within the surfing retail sector. With little research being done on surf retail businesses, discovered through the literature review, the researcher believed that the study would contribute to current literature and fill a gap in research regarding the surfing retail industry. Environmentalists, consumers in the surfing industry and other surfing retail stores around the country may use this research to guide how the surfing retail stores and their owners perceive and implement the use of environmentally safe packaging on their products.

The researcher believed that the research contributed to creating awareness and self-questioning of using environmentally friendly packaging within the surf retail industry as the respondents within the study and the readers who own or work at other surf retail stores may change their operations, as it was discovered that the use of

environmentally friendly packaging was partially implemented. The research may also guide other researchers to implement a larger scale study pertaining to the same or other similar industries around not only South Africa, but worldwide.

For the researcher, it helped with the development of understanding the attitudes, perceptions and reasonings of surfing retail stores towards environmentally friendly packaging. Important business-related knowledge regarding sustainability was gained within the duration of the study with the addition of the improvement of research and related research tools that were used. The discovery of new research opportunities arose through the information gathered allowing for further studies.

5.3 Recommendations

It is recommended that Muizenberg's surf retail stores should continue to show positive attitudes towards using environmentally safe packaging. By using this form of packaging, it helps to protect the natural environment and has also shown to provide benefits towards the stores through increased sales and increases in consumer perception towards their store. These surfing retail stores could also obtain more say over their suppliers regarding to what kind of packaging their business supports, encouraging an even more large extent of the use of environmentally safe packaging than what was discovered.

With regards to further research on surfing retail store's attitudes towards using environmentally friendly packaging. It is recommended to use larger samples in order to determine whether other surfing retail stores around the South Africa or other parts of the world also show positive attitudes, therefore, improving the accuracy of the study. Other reasoning's and different influences towards their behaviour may also be discovered that differs to the population selected within this study.

In addition, further research could focus toward other sustainable business practices within surfing retail stores in other geographical locations. With more time and more finances, the research could be expanded to larger samples and uncover behaviours and attitudes shown to other sustainable organisational practices and operations.

5.4 Ethical Considerations

There are ethical considerations that need to be established and followed for the research study to be regarded as ethical. Resnik (2011) defines ethics as norms for conduct that distinguish between acceptable and unacceptable behaviour when conducting research. Maree et al (2020), explains that ethical considerations may include that of letters of consent, permission to be monitored during the completion of the questionnaire and the protection of identification through anonymity.

Firstly, an explanatory information sheet was given to the participants of the study outlining the details of the research study and what was expected of the participants if they were to agree to participate. This was followed by a consent form asking for their permission to agree to participate and give responses within the study. Participants therefore had the choice to whether they wanted to participate in answering the questionnaire and were not forced. Participants who did not wish to share their responses and participate within the study were excluded from the study prior to the handout of the questionnaire.

A confidentiality agreement was signed by the participants ensuring that their identity within the involvement of the study would be kept confidential and their responses would not be disclosed to the public. By doing so, this helped ease the participants with their involvement in case they were concerned about their responses being released openly. The researcher explained that the research is about their attitudes towards using environmentally friendly packaging prior to the commencement of the meeting. The participants were informed that if they did not feel comfortable about answering a question, they were not required to provide a response and could withdraw from the questionnaire and online meeting at any stage.

Lastly, a formal gatekeeper's letter was submitted to the organisations, by the researcher, which gave permission for the respondents to be a representative based on the organisation's behalf. The letter added another layer towards promising that no harm would be done to the organisation or participants, all information gathered would be kept confidential, and details of the location and the nature of the study would be explained.

5.5 Limitations

Limitations of a study are constraints to applications of a study or methods used to establish validity, with the inclusion of unanticipated challenges that emerged during the period of the study (University of Southern California, 2011).

Limitations to the study included that only a maximum of five organisations within a specific geographical area may have been used in the study due to time constraints of the research. The qualitative questionnaires monitored by the researcher in an online meeting had been implemented to enable the researcher to obtain a larger sample whilst saving time by not needing to transcribe information gathered from using interviews as a data collection method. Larger samples could have been used if more time was provided.

Due to Covid-19, face to face interviews have been prohibited thus online monitored meetings and the use of emails to deliver the questionnaires, have been implemented instead. Accessibility to the targeted population samples such as the owners and managers of the surfing retail stores, may not be available to participate within the study within the data collection period. Participants, due to inaccessibility, may not have the required materials such as internet connections or other necessary technology to take part. The rejection towards the participation by respondents may also be viewed as a limitation.

As a qualitative questionnaire is being completed whilst being monitored by the researcher, the participants may feel that the online setting is less formal, and responses may be answered more casually with less information provided as if the meeting were to have been done face to face.

With regards to future studies related to the topic, the researcher, with more time, should preferably gather information from a larger audience directly through face to face interviews without the use of a questionnaire. By doing so, more in-depth data may be gathered as verbal responses could potentially result in more or extra information being provided by the respondent. Face to face interviews allow for a more intimate discussions and may allow the researcher to fully immerse himself/herself. The researcher may get more involved with further understanding and could experience the respondent's feelings within their own environment to the full extent.

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Chapter Seven: Annexures

Annexure A: Explanatory information sheet and consent form for participants



Explanatory information sheet and consent form for participants To whom it may concern, My name is Brandon Robb and I am a student at the IIE's Varsity College. I am currently conducting research under the supervision of Doulette Braak about determining the attitudes of surfing retail stores within Muizenberg, Cape Town towards the use of environmentally friendly packaging on their products. I hope that this research will enhance our understanding of whether surfing retail stores use environmentally friendly packaging and how they perceive environmentally friendly packaging. I would like to invite you to participate in my study. In order to explain to you what your participation in my study will involve, I have formulated questions that I will try to fully answer so that you can make an informed decision about whether or not to participate. If you have any additional questions that you feel are not addressed or explained in this information sheet, please do not hesitate to ask me for more information. Once you have read and understood all the information contained in this sheet and are willing to participate, please complete and sign the consent form below.
What will I be doing if I participate in your study? I would like to invite you to participate in this research because you would be able to assist with providing valuable data from your responses to help answer the research question. If you decide to participate in this research, I would like you to only complete a 30-minute questionnaire about your attitudes and views towards using environmentally friendly packaging within your surf retail store. You can decide whether or not to participate in this research. If you decide to participate, you may choose to withdraw at any time. It is also your decision to leave out answers to particular questions within the questionnaire, if you do not feel comfortable.
Are there any risks/ or discomforts involved in participating in this study? Whether or not you decide to participate in this research, there will be no negative impact on you. There are no direct risks or benefits to you if you participate in this study. You might, however, indirectly find that it is helpful to talk about your attitudes towards using environmentally friendly packaging. If you find at any stage that you are not comfortable with the line of questioning, you may withdraw or refrain from participating.
Do I have to participate in the study? • Your inclusion in this study is completely voluntary; • If you do not wish to participate in this study, you have every right not to do so; • Even if you agree to participate in this study, you may withdraw at any time without having to provide an explanation for your decision.
Will my identity be protected? I promise to protect your identity. I will not use your name in any research summaries to come out of this research and I will also make sure that any other details are disguised so that nobody will be able to identify you. I would like to ask your permission to record the interviews, but only my

supervisor, I and possibly a professional transcriber (who will sign a confidentiality agreement) will have access to these recordings. Nobody else, including anybody at the IIE's Varsity College will have access to your interview information. I would like to use quotes when I discuss the findings of the research, but I will not use any recognisable information in these quotes that can be linked to you.

What will happen to the information that participants provide?

Once I have finished all interviews, I will write summaries to be included in my research report, which is a requirement to complete my Bachelor of Commerce Honours in Management degree. You may ask me to send you a summary of the research if you are interested in the final outcome of the study.

What happens if I have more questions about the study?

Please feel free to contact me or my supervisor should you have any questions or concerns about this research, or if there is anything you need to know before you decide whether or not to participate.

You should not agree to participate unless you are completely comfortable with the procedures followed.

My contact details are as follows:

Brandon Robb

The contact details of my supervisor are as follows:

Doulette Braak

Annexure B: Gatekeepers letter/ Request to conduct research



Gatekeepers letter/ Request to conduct research

Dear whom it may concern,

I am writing to ask your permission to conduct research at your surfing retail store.

My name is Brandon Robb, a Bachelor of Commerce Honours in Management student at Varsity College a brand of the Independent Institute of Education (IIE). The research I wish to conduct for my Honours Project, is titled A Qualitative Case Study on the Attitude of Surf Retail Stores in Muizenberg, Cape Town Towards the Use of Environmentally Friendly Packaging.

The aim of this study is to discover what attitudes surf retail stores within Muizenberg have towards using environmentally friendly packaging on their products and whether it is used. The nature of your firm's participation will be allowing yourself, as the owner, or one of your managers to answer a questionnaire in an online administered interview as a representative for your store within the study. The questionnaire, provided by me, should roughly take between 30 minutes to 1 hour to complete. I ensure that all responses provided will remain confidential, and the respondents and your organisation will remain strictly anonymous. All responses that are gathered in the form of data from the questionnaire will be held securely offline on a personal computer that is password protected. Once the data has been analysed it will be permanently removed, being inaccessible to any person.

Yours sincerely

Student: Brandon Robb

Supervisor: Doulette Braak

My contact details are as follows:

Brandon Robb

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

Doulette Braak



Gatekeepers Approval

Consent form to conduct research at my company	
I,	
Representative of	
My capacity:	
Give my permission thatmay conduct research at my company. This research has been explained to me and I understand what participation in this research will involve. I reserve the right to withdraw this permission at any time. I also understand that research reports are available in the library and IIE Repository unless I indicate below that I would not	
Select below:	
• I request that my company's identity be kept confidential.	
• My company can be identified in the study	
• The study may never be available on the repository.	
• The study may be made available on the repository.	
• The study may be made available on the repository after months.	
Signature	Date

Annexure C: Consent form for audio or video recording



Consent form for audio or video recording

Consent form for participants	
I, _____, agree to allow Brandon Robb, to audio/video record my interviews as part of the research about determining the attitudes of surfing retail stores within Muizenberg, Cape Town towards the use of environmentally friendly packaging on their products. This research has been explained to me and I understand what participation in this research will involve. I understand that: • My confidentiality will be ensured. My name and personal details will be kept private. • The recordings will be stored in a password-protected file on the researcher's computer. • Only the researcher, the researcher's supervisor and possibly a transcriber (who will sign a confidentiality agreement) will have access to these recordings.	
Signature	Date

Annexure D: Ethics Clearance Letter



7th July 2020

Student name: Brandon Robb

Student number: 16011874

Campus: Varsity College Cape Town

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

HONOURS ETHICAL CLEARANCE LETTER

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

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

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

We wish you all the best with your research!

Supervisor: **Doulette Braak**

Co-Supervisor: **Karel Marais**

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

Annexure E: Research Study Questionnaire

Research Questionnaire

A Qualitative Case Study on the Attitude of Surf Retail Stores in Muizenberg, Cape Town Towards the Use of Environmentally Friendly Packaging.

This study is being conducted by IIE's Varsity College student Brandon Robb as part of a research study into the discovery of the attitudes of surf retail stores, located in Muizenberg, towards using environmentally friendly packaging on their products. This questionnaire is done to help establish deeper understanding of the attitudes of surfing retail stores and whether they use environmentally friendly packaging.

Your responses given in the questionnaire will be worthwhile as it may benefit you as the store owner/manager, by using the questionnaire as a self-reflection tool with regards to the type of packaging you use within your store and how you perceive more sustainable alternatives.

This questionnaire will take you around 30 minutes to maximum 1 hour to complete and all participants, such as yourself, will be strictly anonymous with all information being gathered kept confidential.

Instructions

- You may choose to fill out the questionnaire on Microsoft Word or you may print the document and fill it out on paper. The document must be emailed back to [REDACTED] once completed.
- Please use the font Calibri, size 11, if you choose to fill the document on Microsoft Word.
- Please answer each question as accurately as possible.
- Please answer each question in depth, with as much information as you can provide.
- If you have downloaded and printed the questionnaire, please use a black or blue pen to answer the questions. This must be scanned and emailed back to the researcher.
- Please try to answer all twelve (12) questions provided in this questionnaire, unless the specific question states otherwise.
- If there are any questions you do not feel comfortable with and you believe are not appropriate to answer, please move on to the next question.
- Please answer each question within the textbox provided.

Date of completion: _____

Question 1: Do you believe surfing retail stores should be exercising sustainable practices that help protect the environment? Please explain further.

Question 2: What do you know about environmentally friendly packaging?

Question 3: Are you aware of the type of packaging used within the store and to what extent? Who decided to use that form of packaging?

Question 4: Do you implement the use of environmentally friendly packaging on your surfing retail store's products? How do you?

Question 5: Why do you or don't you, use environmentally friendly packaging on your products?

Question 6: Are you influenced within your decision to use environmentally friendly packaging? If yes, please explain how. If no, please give reasons to why you believe you are not influenced.

Question 7 (Only answer if you said **YES** to question 4): Has your surfing retail store experienced any benefits from using environmentally friendly packaging? Please explain how it has or hasn't benefited your store.

Question 8 (Only answer if you said **NO** to question 4): Do you believe it may be beneficial for your surfing retail store if you had to have implemented the use of environmentally friendly packaging on your products? Please elaborate on your answer.

Question 9 (Only answer if you said **YES** to question 4): To what extent does your surfing retail store use environmentally friendly packaging? Are all your products wrapped in environmentally friendly packaging? Please elaborate on your answer.

Question 10: Do you believe that using environmentally friendly packaging is expensive? From your store's current financial situation, why or why not?

Question 11: How do you think using environmentally friendly packaging may influence/have influenced your costs and sales?

Question 12: How do you think your customers perceive your surfing retail store and products with regards to how the products are currently packaged?

Thank you for taking the time to complete this questionnaire. I truly value the information you have provided. Your responses within the conducted questionnaire will contribute to the data analyses of the research study. If you have any comments on the questionnaire or the study, please leave a comment below.

Many thanks,
Brandon Robb (16011874)

Comments

Annexure F: Concept Document Table

Research Purpose/ Objective	Primary Research Question	Research Rationale	Seminal Authors/ Sources	Literature Review – Conceptual Framework	Paradigm	Approach	Data Collection Method(s)	Ethics	Key Findings	Recommendations
To identify and explain what the attitudes of surf retail stores within the Muizenberg area are towards using environmentally friendly packaging.	What is the attitude of Muizenberg’s surf retail stores towards the use of environmentally friendly packaging?	Surfing retail store’s attitudes towards environmental practices such as the use of environmentally friendly packaging influences the environment in a positive or negative way.	Herbert Kelman (1958) and Leon Festinger (1957)	Theme 1: Awareness of environmentally friendly packaging. Theme 2: Emotions and feelings towards the environment and environmentally friendly packaging. Theme 3: Implementation of the use of environmentally friendly packaging.	Paradigm Interpretivism Epistemology Interpreted to answer the research question Ontology Socially Constructed Axiology Uniqueness is valued	Qualitative	Open ended questions in a questionnaire monitored in an online meeting.	- Explanatory information sheet - Letters of consent - Confidentiality agreement. - Gatekeepers letter	Positive attitudes were shown towards environmentally friendly packaging All the surf retail stores implemented the specific form of packaging and to a large extent.	Surf retail stores should continue to show positive attitudes towards using environmentally safe packaging as certain benefits are obtained. Further research should be expanded to other geographical areas and use larger samples to improve accuracy.
						Population				
						Population Parameters Three surfing retail stores in Muizenberg who have operated more than 2 years.				
Research Problem	Secondary Questions/ Hypotheses/ Objectives	Key Concepts	Key Theories			Sampling	Data Analysis Method(s)	Limitations	Key Contribution	
There is believed to be an absence for the use of environmentally friendly packaging within Cape Town, Muizenberg’s surf retail stores.	I. Does Muizenberg surf retail use environmentally friendly packaging?	Attitude Environmentally friendly packaging Muizenberg	Social Influence Theory and Cognitive Dissonance Theory	Theme 4: Influences to use environmentally friendly packaging. Theme 5: Benefits of using environmentally friendly packaging.		Non-probability sampling. Purposive sampling. Sampling size based on availability.	The researcher analyzed attitudes in a social context. Thematic data analysis will be used within the study.	Time factors Accessibility. Availability. Online methods used; lack of information may be provided by respondents due to a less formal environment.	To create awareness about the use of non-environmentally friendly packaging within surf retail in Muizenberg, Cape Town.	Research the behaviours of other sustainable business practices of surfing retail stores. Larger budget and more time.
	II. To what extent does Muizenberg surf retail use environmentally friendly packaging?	Surf retail								