

Food waste management: The Retail Industry and Consumers' Contribution in curbing it.

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Abstract

Population increases and global food security issues have prompted a rise in food waste. Even in emerging nations like South Africa, there is an absence of statistics on food wastage. Since South Africa's retail and domestic food waste disposal is a topic of interest, we set out to report our results. The research region includes the metropolitan Pretoria area, which has a population of around 2,74 million, or about 5% of the South African population. A representative sample of the examined communities was gathered by interviewing three participants from previously disadvantaged communities who now reside in urban areas. The retail industry and uninformed customers accounted for the majority of the food waste, and there was particular concern voiced about food loss that could have been used by areas facing food insecurity. The difficulty of educating rural communities about food waste management has been explored and determined to be achievable using social media and other media sources such as radio. The chosen brand, Food Lover's Market, showed to be viable in helping to reduce food insecurity in impacted regions by helping to control food waste and promote themselves as a relevant brand.

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1. Introduction

1.1. Background and context.

According to the estimates provided by Foodbank South Africa, there were around 12 to 14 million people who did not have sufficient access to food in 2012 (Cronje, Van der Merwe, and Muller, 2018). There is a significant incidence of food insecurity in South Africa where there has been a rise in the number of concerns around food waste. In addition, there are concerns for the environment over the disposal of discarded food products in landfills. Donating commodities that are near their sell by date will help eliminate food poverty in rural areas and townships throughout South Africa. This is preferable than throwing away edible food ending up in landfills.

Food waste management is a global problem that needs to be solved in various industries around the globe. Understanding how to utilize social media to inform and educate consumers with different behavioural patterns can lead to a reform of thought processes on food waste management. According to Cook, Erwin, Carmody, and Enslin (2010) making people's lives better in some way, a successful business is able to cater to their demands and fulfil their requirements as it is not harmful to anyone's mind or body, nor to society or the environment. This value permeates the company's brand mission as well as all of its operational procedures. An exploratory study was done into what the retail industry can do to alleviate food insecurity in South African communities inter alia by means of a focused campaign utilising social media to showcase that Food Lovers Market is a meaningful brand and gained an understanding how food waste management in the retail industry did contribute in reducing food insecurity in South Africa as well as to understand that not only food is being wasted but other resources like water and landfills filling up and creating more pollution with social media as a driving tool to be used in education bringing food waste management to the forefront.

1.2. Rationale

In this study the Attitude theory was applied regarding how attitudes towards food waste management had to be modified in order for a goal or solution to be achieved in a more comprehensive manner that includes both the retail business and the general public (Trafimow. 2004).

In finding information on food waste management when approaching the research questions, the paper presentation of Prof Suzan Oelofse, Food waste research for South Africa (Cronje, Van der Merwe, Muller, 2018), and the article addressed by Natasha Cronjé, Ismari van der Merwe and Ina-Marie Müller, Household food waste: a case study in Kimberley, South Africa, was an integral part in

the overall study. As noted in the literature review the world's population continues to rise at an alarming rate with each passing day. Food waste across all sectors has also emerged as a significant worldwide problem, and appropriate management of this waste will be critical in the future and was be explored (Oelofse, and Ostergen, 2019).

The retail sector is largely reliant on repeat customers and therefore it had to be established whether a precedent in effectively handling of food waste existed. Despite the fact that there are a variety of reasons why food is wasted, it was crucial for establishing whether waste reduction methods that target certain behavioural components of consumers have been met. We also explored if central to the need for educational programmes against food waste, social media could be utilised by carefully selected material and presented via mass media channels in contributing in the battle against food waste. We also assessed the idea of the use of such techniques whether or not they are only aiding the resolution of some negative emotions, but also whether they inspire ethical thinking in the household when it comes to food waste (Radzimska, Jakubowska, Staniewska. 2016).

In investigating the topic of food waste management, the concern of food insecurity in South African communities has been explored. It is known that one third of food in the retail industry ends up as waste in landfill dumps whereby waste disposal costs can be reduced for retailers and processors with proper management. It is substantially more beneficial to society when food is rescued and re-distributed to those who are in need and utilised to reduce food insecurity in communities (Ahmad, Azmi, Razak. 2018). In the study we have determined that Food Lovers Market largely achieved the forgoing as a meaningful brand. As stateted by Schröder (2022) younger generations are more concerned about food waste than their elders, with those 45 years and younger more inclined to worry about food waste when grocery shopping, dining out, and cooking at home was also tested and found to in need to be addressed. It was also explored whether the notion that it would be wise for the retail industry in playing a meaningful role in combating food waste would connect better with younger audiences.

The idea of the use of social media as a constructive platform in addressing proper food waste management and its expansion upon showcasing its usefulness in changing mindsets from negative or neglectful behaviour patterns to a positive and mindful approach to alleviating food insecurity within certain communities has also been explored. As the consumer's perception of a brand is critical since the brand is a reflection of what they believe to be good and healthy, it has been explored whether by presenting a narrative via social media, the consumer may have a positive experience and view of the Food Lovers Market brand to be meaningful. There is a general view that consumers are enticed to buy items that are in excess of their immediate needs as a result of successful marketing

campaigns, and that they are also driven to spend impulsively as a result of these promotions. Various degrees of efficacy may be achieved in terms of influencing consumers' willingness to change their behaviour (Cronje, Van der Merwe, Muller. 2018). This study has explored the above statements towards the contribution of food waste.

Food product quality may be affected by a variety of reasons, including variations in production, incorrect processing, physical or chemical reactions accelerated by inappropriate handling (Stangheriln, Rebeiro, Barcellos. 2019). It was explored whether the promotion of suboptimal food consumption is a significant method that may be utilised to reduce food waste.

2. Problem Statement:

Approximately one third of all food produced for human use is lost on a worldwide scale every year, amounting to 1.3 billion tonnes, whilst approximately 15% of the world population are under

nourished due to lack of access to food (Oelofse, and Ostergen. 2019). This excess food waste needs to be addressed due to its impact on the environment as well as on many food insecure societies. An understanding was gained of how food waste management within the retail industry contributed in addressing this wicked problem by means of an exploratory study that was conducted on how to reduce food waste and uplift food insecure communities.

2.1. Research questions:

- 2.1.1. How can Food Lovers Market manage their food waste footprint in becoming a meaningful brand?
- 2.1.2. In what manner, utilizing social media, could Food Lovers Market contribute in minimizing food waste?
- 2.1.3. How can consumers be educated by Food Lovers Market through social media to assist in alleviating food insecurity by proper food waste management?

2.2. Research Objectives

- 2.2.1. To assess whether Food Lovers Market is a meaningful brand in the context of food waste management.
- 2.2.2. To assess whether the use of social media by Food Lovers Market in general will assist in food waste management.
- 2.2.3. To assess whether consumers through the use of social media campaigns by Food Lovers Market in food waste management education will contribute in minimizing food insecurity

3. Brief Literature review

3.1. Theoretical foundation

In this study the Attitude theory was applied as attitudes towards food waste management needed to be changed in order for a goal or solution to be attained in a greater scope concerning both the retail industry and consumers. As a result of their beliefs about the likelihood of different outcomes emerging from their actions, as well as their assessments of how good or awful those implications are, people's attitudes are formed. Attitude theory links with Behavioural theory as an action of behaviour that can boil down to the overall attitude of the situation or surrounding effects (Trafimow, 2004). The key assumptions of Behavioural theory reflect the viewpoint that attitudes are learned as a result of previous experience with the environment, because a person relies on environmental circumstances to inform him or her how to feel internally and externally. Behaviour is defined by both what individuals say and what they do. The research of activities and behaviour, which can be seen and quantified is the primary focus of the behaviourist theoretical framework. Behaviourists hold the view that all explanations need to contain visible procedures such as behaviours as part of their foundation. Because internal states such as motivations or states of mind cannot be examined realistically, only behaviour that is explicit should be researched and documented according to their perspective (Hamblo, Haambokoma, Ng'andu, and Milingo, 2013). Using the theoretical approach in this study, the researcher aimed to collect data on the nature/behaviour of consumers in evaluating if proper food waste management is practiced. As Food Lovers Market represents the chosen brand in the retail industry, the researcher has investigated their contribution in the overall management of food waste within the retail industry, and the impact thereof on consumers.

3.2. Food Waste Management

As the global population grows with every passing moment, the issue of food waste is mounting alongside it. Food waste across all industries has become a major issue globally and proper management thereof is vital going forward (Oelofse and Ostergen, 2019). Food waste is any edible or inedible element of food that is removed from the food system to be recycled, ploughed and not harvested, anaerobic digestion, bio-energy production, cogeneration, incinerated, or disposed of in a sewer, landfill, or tossed into the sea. There are two types of food loss:

- Food loss that occurs early in the supply chain and refers to a drop in quantity or quality of food.

- Food waste that occurs later in the supply network and is almost always linked to human activity.

Since food waste management avoids food from rotting and producing greenhouse gas emissions in landfills, it also saves both space and resources needed in the process, as well as reducing water use, forest destruction and financial capital that would otherwise be lost in food waste. It is possible to increase soil quality and nutrient content by composting food waste (Martinez, 2010).

According to Rivett-Carnac and von Bormann (WWF Business Case ZA, 2018) in contrast to "true waste," surplus food is food that has not yet been consumed and though completely safe and suitable for human consumption, it usually is discarded due to it not meeting aesthetic standards or if its "sell by" or "best before" dates have passed. This issue then calls for the excess food that cannot be sold through established means must be separated and redeployed before it degrades. This shifts the conversation away from a focus on food waste as an energy source, animal feed or compost to a focus on the possibility of this food as a source for alleviating food insecurity. The main reasons for surplus food relate to:

- Labelling that inadvertently shortens the lifespan of the product; visual specifications and standards; oversupply, overordering, and overstocking; and damages to the product or its packaging.
- There can be a huge quantity of some fresh produce on farms during certain seasons, whilst none at other times. Additionally, surplus food includes both perishable and non-perishable foods and comes in all shapes and sizes, as well as a wide variety of ingredients.

When food is not utilised to feed people, it is proven that resources are used inadequately, resulting in severe social, ecological, and economic effects; in this respect, food waste is one of the sustainability concerns that must be solved. Around the globe, 800 million people suffer from starvation or food shortages whilst over 14 million South Africans go hungry every day, which would make food waste a morally questionable act. Wasting food demonstrates a disregard for those who would have appreciated it, as well as for the value of food, whilst people are dying of hunger all over the globe, and the fact that non-profits struggle to obtain and hand out food to those in need. For retail and processors, it reduces the cost of disposing of waste. The social benefit of rescuing food and redistributing it to people in need is significantly greater when it is used to eradicate food insecurity in societies (Ahmad, Azmi, and Razak, 2018). Kennard (2019) states that a significant number of food waste initiatives and organisations centre their efforts on collecting the food waste that grocery stores or individual customers appear to constantly generate, and this is then redistributed or donated to other communities who need the food, such as homeless people, townships, and rural areas.

The encouragement of suboptimal food intake is a critical strategy that might be used to minimise food waste and waste in general. Variation, improper processing, physical or chemical reactions hastened by wrong handling, and other factors may all contribute to suboptimal food product quality (Stangheriln, Rebeiro, and Barcellos, 2019). Suboptimal food may be divided into categories based on the features of the meal. The first category comprises variations in food appearance standards, food weight, shape, or size, and whether or not the meal is visually pleasing. Also included in this category are items such as damaged cans or ripped wrappers, which are considered aesthetic defects on food products. Focusing on food as a very valuable asset can change mindsets if utilized in a very strategic manner through use of spreading the word via social media platforms which span the globe at this moment.

Regulation 146 of the Foodstuffs, Cosmetics, and Disinfectants Act (Act 54 of 1972) (Rivett-Carnac and von Bormann. 2018) stipulates the application of a date of durability to food products and are defined as follows:

- In order for a product to be fully sellable and retain particular characteristics, it must be kept in a specific storage environment for an arbitrary amount of time. 'Perfectly acceptable' food may still be available after this date.
- Consumers can no longer purchase this product after the "sell by" or "best before" date. It's still possible to store things in the house after this date.
- Storage conditions must be maintained for the predefined timeframe for the product to be considered safe to eat or drink. When the quality of the product is likely to deteriorate beyond this point it should be considered unmarketable.

3.3. Consumer Behaviour

The quantity of garbage generated at the household level varies enormously among nations, with the majority of variations resulting from differences in wealth, industrialization, and developmental levels in communities. Customers' attitudes about food waste are influenced by the extent to which they are familiar with the information provided on the product labels, particularly when it comes to the optimum durability period and expiration date of the packaged food.

Educational programs against food waste should be focused on appropriately chosen content and delivered via mass media outlets that assist the fight against food waste, according to the necessity for such campaigns. This may not only help to overcome certain unfavourable emotions, but it can also encourage ethical thinking in the home when it comes to food waste (Radzyminska, Jakubowska,

and Staniewska, 2016). Despite the fact that there are several reasons why food is wasted, an awareness of these factors is necessary for developing waste reduction strategies that target particular behavioural components.

Jenkins (2020) believes that customers are lured to purchase in excess of their immediate necessities as a consequence of effective marketing initiatives, and that they are also motivated to spend spontaneously as a consequence of these promotions. Consumers' willingness to modify their behaviour may be influenced to varied levels of effectiveness. Despite the fact that customers may have an interest in more environmentally friendly activities, this may not always have an impact on their behaviour. It takes a mix of actions that are tailored to each individual culture in order to change customers' purchasing habits (Cronje, Van der Merwe, and Muller, 2018).

In the food and beverage sector, there is a phenomenon known as brand preference. Many people do not just purchase whatever is available or economical; rather, if a product offers exceptional value for money, it will encourage consumers to stick with the brand. The retail industry needs to look at how they market to consumers in an eco-friendlier mindset, not just purchasing for the best price, but also purchasing in moderation as per consumption need (Ayanwale, Alimi, Ayanbimibi, 2005).

Consumer preference is up to the individual need, but can be curated in such a manner utilizing social media to create more awareness on how food waste management can be approached in a constructive manner which could be utilized by Food Lover's Market in showcasing a better way to stock up or purchase fresh produce. Food Lover's Market could communicate within advisements and address this problem in a meaningful manner that the consumer does not feel obligated to change spending habits, but may have their own ambitions to help curb food waste, environmental pollution and peace of mind.

3.4. Meaningful Brand

The influence on our individual and communal well-being as well as the practical advantages of a meaningful brand is the defining characteristics of that brand. This means that the purpose of content is to provide value to the user by providing them with useful and interesting information as well as entertainment and motivation (Brand Minds, 2017). For the logic of joint agential experiential creation of brand value to work, a shift in thinking is required, with stakeholders being encouraged to participate personally and collectively in the process of creating brand value together.

The first impression a consumer has of a company will linger with them and affect their view of the company. A well-defined brand concept and a brief, well-constructed elevator pitch is analogous to

clothing the brand in a professional manner. As a result, prospective clients are given the best possible impression from the time they first contact the company. While advertising may undoubtedly help to raise awareness of a brand, word-of-mouth marketing is one of the most successful methods of spreading the word about a product or service.

Consumers are 90 percent more inclined to trust a business that has been suggested to them by a friend, and 28 percent of people say that word of mouth is the most powerful element in establishing their affection for a certain product or service. Spreading the word about a business in an organic method, such as via social media, is not only a viable strategy, but it is also a sustainable one (Ahmad, Azmi, and Razak, 2018).

To make consumers more aware of the wicked problem of food waste, brands need to be at the forefront in educating and making consumers aware of the negative impact that food waste can have not only on the environment but on a societal level as well. In the process brands can build a meaningful image by their contribution in solving the problem of food waste even within the brand itself. Brands may change ideations towards food waste through constructing a meaningful narrative that may sway perceptions on how food waste is affecting their environment, societal needs and creating peace of mind.

Building a brand is the process of creating awareness, developing and publicising a company's identity. The goal of brand development is to raise consumer awareness of a company's products or services via various forms of advertising and marketing. The ultimate goal of constructing a brand is to give the organisation a distinct identity. A well-thought-out brand identity may help develop a powerful brand image that goes a long way in establishing and securing a brand identity. Consumers' perceptions, thoughts, and knowledge about your brand are all factors in building a strong brand (MBA Skool Team, 2020).

In the last two decades, digitalization, aided by the World Wide Web, has accelerated the use of connections as a centre of brand value and human experiences as a foundation for brand innovation and creating value. Interactive social media technologies have become an essential part of corporate services, ranging from improving the configuration and distribution of goods and services via digital mobile technologies and social content management, providing the foundation for value propositions such as electronic user generated content. Companies are also more frequently discovering brand recognition rooted around their companies in a digitally enhanced environment (Ozcan and Ramaswamy, 2016).

Industry leaders can utilize social media to inform more consumers on food waste management, having a wide spread reach as word of mouth via social media will have a farther reach than traditional methods. Food waste management needs a platform that can be provided by brands to further educate consumers on how the environment and societies could benefit from not wasting precious food resources. Key principles that brands can follow are:

- **Putting people first** – With regards to food waste management, food insecure societies would be the main focus as beneficiaries in handling surplus food and the distribution amongst them.
- **Embracing a Bigger Picture** – Brands may give meaningful insights into food waste management that most people do not think of, and giving meaning to how societies are structured in handling food, preserving food, and alleviating food insecurity.
- **Design Thinking** – Brands have the opportunity to connect with their consumers on a deeper level and could cater to consumers who have an interest in helping the community and even spark new interest from more societies in South Africa. A design approach to handling food waste may uplift food insecure communities and betterment of their dire situations in the long term.
- **Keep the message concise** – Brands need to promote their products and information in an uncomplicated manner when targeting consumers so that they have peace of mind when interacting with the brand.
- **Brand culture** – In creating a meaningful brand culture, brands can make consumers part of the experience in designing of food waste management strategies in communities, building strong connection with the brand for future loyal support from a wider consumer base that believes in the “mission” at hand as the retail industry depends heavily on returning consumers.

Taking the above into consideration, Food Lover’s Market was selected as the chosen brand to represent the retail industry and to consider their contribution to food waste management:

As one of Africa's largest and most successful food retailers, Food Lover’s Market is also one of the continent's few remaining large-scale independent food retailers. With over 130 locations, it has a dominant share of the fresh produce market, which is a major factor in influencing customers' decisions about where to shop. Buying directly from the market allows for greater pricing flexibility, as it is able to respond more quickly to supply and demand changes than its competitors. Over time, it has expanded its product line to include butchery and bakery, grocery and deli foods (Actis. 2022).

Whilst most of the products offered by Food Lover’s Market are grown in the Western Cape, some of the products are also grown elsewhere in the country by smaller farmers and every effort is made to

procure it from them. In all parts of South Africa, Food Lover's Market is the only retailer buying directly from the market floor, which also means buying from the farmer. Farmers often decide to package their products in order to reduce food waste, especially when the goods have travelled a long distance (Ramalepe, 2021). Aside from packaging their products to ensure freshness and quality, farmers who grow soft fruits and vegetables also work hard to reduce food waste, contributing to meaningful food waste management.

As part of contributing to awareness of food waste management, Food Lover's Market (Food Lover's Market, 2017) has already commenced with addressing food waste management with information available on their website assisting consumers for a greater awareness. Suggestions include the following:

- Make a menu for the week and only purchase what is needed.
- Make a shopping list based on a meal plan and stick to it.
- Buy food and eat it all.
- Keep an eye on what is in the refrigerator.
- Prepare or freeze food that can be stored.
- Cutting watermelon e.g. can help ensure that it is consumed.
- Prior to stocking the pantry with items like rice and tinned goods, prioritise keeping the fridge stocked with fresh foods.
- Finish all food on the plate.
- Only serve what is intended to be consumed.
- To fill a void, go back to leftovers or create something small.
- Don't waste a single morsel of food!
- For lunch, bring leftover dinner to work, or look for simple recipes to transform meals into new meals.
- Great leftover recipes and ideas can be found on Food Lover's Markets' website.
- Donate surplus food rather than wasting it knowing it will be eaten before it goes bad.

3.5.Social Media and the Consumer

The sharing of information and experiences via narration and stories in order to transmit lessons, emotions, thoughts, and interconnections has been characterised as storytelling. Meaningful stories with a mixed emotional connection, such as joy and despair, as well as a feeling of meaning, may also be excellent persuasive techniques. Many pieces of information are delivered and processed in the

form of storytelling. It is a vital way for individuals to connect with one another and with companies. One important way that storytelling engages with their viewers is through eliciting feelings such as happiness, which is also a fundamental human drive (Carnevale, Yucel-Aybat, and Kachersky, 2017). People would like to be happy, and whenever they are, they value others and companies more. Meaningfulness is a fundamental motivator of human activity and a great tool for connecting with consumers. Having a meaningful message creates a sense of belonging and of feeling that you are a part of a bigger narrative. By telling a narrative, you may create an experience for the customer and help them develop a good image of the brand (Iscoop, 2019). Consumer outlook on a brand is vital as the brand is a representation of what they perceive is good and wholesome.

The use of social media allows people to read or offer reviews and data about companies, watch or upload their favourite advertising for the brand, create their own commercial for the brand, Tweet about the brand, create video content for YouTube, create personal content and share it on Facebook, and blog about the brand. It is now feasible to share buyer brand content with peers, other users, or a digital platform thanks to technological advances, the Internet, and social. The fast development of the internet has provided customers with a plethora of new options. Aside from the obvious benefits of looking for information and talking with people all over the world, social media has made it possible to express one's sentiments and opinions without any restrictions. Organizations may use social media to build connections with present and prospective consumers, as well as to create communities that work together to identify issues and find solutions for them. The conventional roles of both seller and client in trade relationships are altered as a result of these encounters (Tsimonis and Dimitriadis, 2013). Showcasing the results give consumers a proud outlook on how to become involved to create a better solution to issues like food waste management, creating a meaningful experience rather than just focus on feelings on the issue.

According to the Meaningful Brands Report 2017, 500 million tweets are sent every day, a powerful tool in creating awareness on a global level, 4.3 billion messages are sent on Facebook, a more intimate way of changing mindsets with close friends and family, and 500 million hours are spent watching YouTube, a great platform for posting educational content with an audio and visual aspect. (Brand Minds, 2017). The picture of the brand that people have in their thoughts has an impact on their trust, commitment, and engagement with the brand. As a result, if Brand involvement is necessary, it is critical to create a good impression.

The quality of communication is very essential, which is why social media has a good impact on society. It could facilitate brand interaction by serving as a route for visual, conversational, and audio-video communications to take place. Consumers have a need to use all their senses to engage fully with a

brand, giving a very real experience that gives a very human approach to any product or service. The brand promise is essential for building trust, credibility, and brand engagement in the eyes of the public. This promise has a direct impact on how consumers view a company's products or services. Consumers want to believe that the brand is looking out for their needs and wants, creating a very unique relationship between the brand message and the consumer input (Gary Fox, 2022).

The researcher established during the findings for the study that websites are largely been utilised by companies for distribution of information regarding their product and in some instances addressing the issue of food waste management whilst little or no information on this issue is addressed by means of social media or the radio.

4. Research Methodology

4.1. Paradigms

Interpretivism refers to methods that emphasise the meaningful aspect of people's personalities and their engagement in contemporary culture, as opposed to other methods. Its origins may be traced back to the intellectual traditions of hermeneutics and phenomenology. Those who practise interpretivism seek for explanations and intentions behind individual choices, such as their behaviour and relationships with others in the context of a society or cultural tradition. The study of people's ideas, thinking, and the meanings that are significant to them may help us understand their cultures better (Chowdhury, 2014). As human beings are driven by emotion and compulsion, an interpretivism approach seems to be a viable means to study human interaction within a societal framework, versus a controlled laboratory study on objects that do not have cognitive thought or purpose. Social media is not a tool for cultural divide, but also to bring together a collective communal mindset in order to change and develop society as a whole. An in-depth look into how social media can change human opinions regarding food waste management can be utilized by the retail industry in minimizing food loss and societal food insecurity. The Interpretivism paradigms have laid the foundation of the study in a theoretical approach towards gaining needed knowledge on food waste management. Looking into the reality of the situation, this study tried to uncover, and looking at the problem with a qualitative approach on how external factors can affect the overall outcome of the research data gained. An exploratory approach has been taken to identify key aspects of the paradigms.

4.1.1. Epistemology in Interpretivism

When it comes to knowledge, epistemology is the study of addressing questions such as: what is knowledge? And how do we know something? A grasp of epistemology is essential for researchers not only in order to critically analyse the trustworthiness of information created in the subject, but as well as to comprehend whether knowledge plays a social role (Couper, 2020). Asking the right questions can evoke a sense of empathy and interest. With food waste management in mind, the right questions can stir up a sense of urgency to be a part of a greater solution to a wicked problem. Gaining knowledge about how food waste affects social and environmental situations in a negative light, the data has given us a clear understanding of how to approach food waste management and was directed to a more positive solution/outcome. Looking into social media as a tool to convey a strong message

on food waste management is one of many factors that assisted conveying the data gained from the study that created social proof for the community at large.

4.1.2. Ontology in Interpretivism

Ontology is described as "the science or study of being" in a research process and it is interested in the nature of existence in its broadest sense. Ontology is a system of beliefs that represents an individual's judgement of what defines a reality in a given situation and is the study of what we understand to be the nature of existence (Business Research Methodology, 2022). Understanding the world around us can create a sense of community regarding the reality of food waste management across the globe and by taking an ontological approach can help us define the problem better by asking the right questions with the aim to create solutions for the greater good. In this study the ontological approach has given deeper insight into why food waste is occurring in our food insecure societies and has pinpointed a strategy that can be undertaken to normalize a food waste management plan going forward. Looking into how Food Lover's Market is currently addressing the situation from an ontological perspective has given us key insights in how to improve food waste management across South Africa's food insecure societies.

4.1.3. Methodology in Interpretivism

The framework of how a certain piece of research will be carried out is known as a research methodology. It describes the approaches or processes that are used in order to find and analyse information pertaining to a certain research subject. The research methodology refers to the process by which a researcher plans their study in such a manner that they may achieve accurate and reliable findings while also meeting their research goals (Kivunja and Kuyini, 2017). Within a methodology process one can utilize either a qualitative or quantitative approach. Qualitative research is study that is performed via the use of words and textual information. This style of study is often used in exploratory research, in which a research issue that has not yet been fully defined is being researched and investigated further. It's important for when one is attempting to figure out what someone is thinking or feeling by looking at their body language, opinions, or even visual data. A qualitative approach to food waste management has seen varied results as the methodology needs to align with how the questions are structured (Voxco, 2022). Results can be far and wide as people would give data on their personal feelings, versus a quantitative approach that would rely mostly on numerical data. A qualitative approach was used in this study.

4.2. Methodological approach

Exploratory research that has the overarching goal of exploration is often concerned with the investigation of a previously unexplored territory. It is the study that is conducted with the purpose of determining the nature of an issue (Business Research Methodology, 2022), in this instance we are observing food waste management. Personal interviews, focus group interviews, questionnaires, and case analysis (the first method utilized for this study), are some of the qualitative approaches that are often utilised in exploratory studies (du Plooy-Cilliers, Davis, Bezuidenhout. 2022). The goal of qualitative research is to get a deeper knowledge of social processes by using a naturalistic approach. Focusing on the "why" instead of the "what" of social events, it draws on the daily lives of individuals as the primary source of significance (University of Texas Arlington UTA Libraries, 2022). This study was an exploratory and qualitative research study, where non-probability sampling approaches that is employed to collect data. In gathering precise information about food waste management rather than making statistical judgments, the researcher employed the qualitative research method. The aim for successful purposeful sampling was to have well defined inclusion and exclusion criteria, as well as an explanation for their inclusion (McCombes, 2019). Another objective of this study was to get comprehensive knowledge of how Food Lover's Market handles food waste both internally and externally, looking into more cost-effective ways to manage food waste, not adversely affecting the environment, society, and increase of overall health in food insecure communities.

4.3. Population and Sampling

4.3.1. Population

A population is a distinct group of persons, regardless of whether the members in that group make up a country or a collection of people who have a feature in common. In the field of statistics, a population refers to the overall group of people from whom a statistical sample is taken for the purpose of an investigation. We may define a population as any collection of persons that can be categorised under the umbrella of a shared characteristic (Momoh, 2021). The nature of the population that had been used in this study was selected from previously disadvantaged communities in township areas that now have moved into formal urban areas. The target population was consumers in these areas, aged 25 – 45 that has access to cellular devices. The accessible population has been mainly consumers in this age group residing in the Pretoria metro. Being now in an urban setting gives the consumers better exposure to Food Lover's Market, as previously it was difficult to access these stores due to social economic challenges.

4.3.2. Sampling

Sample selection is a method for making statistical conclusions and estimating the characteristics of the whole population by focusing on a sector of the population. Researchers in market research utilise a variety of sample methodologies so that they don't have to survey the complete community in order to get key information (QuestionPro, 2022). As qualitative study focuses on a fewer number of participants as opposed to quantitative study, the sampling method for this study has been based on Convenience Sampling comprised of having 3 participants.

Brands and organisations use convenience sampling to gauge how their image is perceived in the market. For the purpose of better understanding certain issues or managing customers' perceptions of a newly launched product, data is gathered from prospective customers which occasionally are the only choice one has. Random sampling may not always accurately represent a target population, increasing the risk of bias in the results. The attraction of Convenience Sampling is inter alia the following:

- In situations where time is an issue, researchers often use this method to collect data quickly.
- Convenience sampling is more cost-effective than other sampling methods because it doesn't require a large investment of time or money.
- The researchers are able to collect members for the sample because the elements are readily available.
- Data collection is simple and accessible because the sample is readily available, and the why it is the most common method of sampling.
- There are fewer regulations as it is not necessary to go through a checklist in order to filter the public.

4.3.3. Data Collection Method

The term "field research" refers to a qualitative approach of data gathering that tries to watch, engage with, and comprehend people while they are in their natural environments. The goal of this kind of study is to better understand human behaviour. When performing field research, social scientists may watch individuals from a distance or conduct interviews with them in order to get a better understanding of how people behave in social settings and how they respond to the circumstances that surround them. Even while the final goal of a field study is to observe and evaluate the unique behaviour of a subject in a particular location, field research often starts in that setting in order to gather data for the study. The existence of a wide variety of factors in a natural setting makes it

challenging to determine the reasons for a particular action and the results of that behaviour. The vast majority of data gathering is predicated not wholly on cause and effect, but rather, mostly, on correlation (QuestionPro, 2022). Field research is conducted by means of 5 distinctive methods including Direct Observation, Participant Observation, Ethnography, Case Study, and In-depth Interviews. For the purpose of this study In-depth Interviews has been used to collect primary data on food waste management at ground level.

In in-depth interviews, the individuals are directly questioned using closed-ended questions which are part of the study. The in-depth interviews may be free-flowing and conversational, semi-structured, standardised, and open-ended, or any combination of the three. The approach of doing research in the field may include doing a combination of one-on-one interviews, focus groups, and textual analysis (QuestionPro, 2022). The researcher's approach for this study was based on One-on-One interviews.

The following are some considerations that the researcher has included in the in-depth interviews:

- The researcher has started questioning the participant in respect of a wider range of topics and then migrated to a narrower emphasis. During the interview the respondents were given the opportunity to answer any open-ended question in a more specific and defined way.
- The researcher concentrated in compiling questions to the participants that are straight forward and easy to comprehend.
- A non-biased approach to the interview was followed by the researcher in asking no leading questions or attempting to persuade the respondent to provide a certain response. Respondents were free to answer as they pleased.

The questions were guided by Food Lovers Market's approach to food waste management and conveying this concept to the food insecure consumers for implementation thereof.

Collection Method:	Participant name:	Date:	Start time:	End time:	Place:
In-depth interview/ Survey	Participant 1	27 June 2022	18:00	18:30	Participant's residence in Murrayfield
In-depth interview/ Survey	Participant 2	5 July 2022	18:00	18:30	Participant's residence in Wilgers
In-depth interview/ Survey	Participant 3	June 2022	19:00	19:30	Participant's residence in

Survey					Silver Lakes
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4.3.4. Data Analysis method

A descriptive presentation of qualitative data is referred to as thematic content analysis (TCA). The interview transcripts that were acquired from the people who participated in the research is an example of the kind of qualitative data that was be collected. A successful TCA provides a representation of the thematic content of interview transcripts (or other texts) by locating recurring themes in the texts that are submitted for analysis. The TCA technique is the most fundamental of all qualitative analytic processes, and it is the source of inspiration for all qualitative research practices (Anderson, 2007). In making use of the TCA instrument the following steps in analyzing the data has been followed:

Step 1: In preparation of the data, multiple copies of the interview transcript were made and all descriptions were highlighted relevant to the topic following which data has been captured on the data table.

Step 2: Similar units of data that was obtained were collated and highlighted for analysis by capturing the obtained data and honing in on what was relevant to the research questions and objectives.

Step 3: After collating of data labelling of similar units into initial categories were done. (Appendix 8).

Step 4: From the categorised data an interview transcript and grouping of similar and dissimilar units were done, and after reviewing it was labelled into categories.

Step 5: After rereading the original interview transcript and categorised data of each unit and a sample text was prepared to condense the overall information gathered in the research.

Step 6: Conclusions on interpretation of data have been drawn and formalized in preliminary findings.

Step 7: The final data development and recommendations have been compiled in a report with findings.

5. Analysis of data and findings

In the analysis of data and findings it was investigated how Food Lover's Market can manage their food waste footprint and to assess how meaningful they are as a brand in context of food waste; In what manner can Food Lover's Market utilize social media to contribute to minimizing food waste and

asses if social media can assist Food Lover's Market in food waste management; how can consumers be educated by Food Lover's Market through social media to alleviate food insecurity and to assess if this means of education can help in the future.

5.1. Theme 1 – Food Waste Management

The issue with leftover food, where most food waste takes place in communities, people in South Africa going hungry due to a lack of food waste management, if food waste management becomes a problem in their community and what is the best possible way to handle food waste were addressed with the participants in the interview.

The answers given by majority of respondents indicate refrigeration left over food for later consumption is showcasing a food waste management mindset due to cost of food in South Africa. Apart from saving money excess organic garbage is also eliminated, showcasing awareness of environmental conservation, mindful spending, and moderation in avoiding wasting of food. Donation of food to the less fortunate was also an option showcasing that wasting food is not an option and sustaining another person speaks of community building, reduction of bio waste in landfills, and an awareness of food waste management.

Regarding occurrence of food waste in communities a view was expressed that events taking place in townships e.g., ceremonies and funerals where great amounts of food is prepared not knowing how many people will be at these events, and often goes to waste ending up in landfills if not managed well with some townships not having electricity for refrigeration. Another view was that food needs to be donated to the less fortunate which is not directly linked to the question whilst another respondent seemed to have misunderstood the question indicating alcohol consumption is a problem that may lead to food waste.

Hunger in South Africa, generally, was highlighted as a big problem and needs to be addressed urgently, and aligns with information in the literature review that over 14 million people go hungry every day due to poor food waste management. The general opinion was also that excess food needs to be shared with the less fortunate in reducing overall hunger issues and the strain on the current food shortages whilst there is also need for focusing on educating the youth in managing and preserving food going forward.

Respondents generally indicated that food waste management in communities is a problem and educating the community through workshops in bringing a greater awareness of changing behaviour towards food waste as well as preserving food for later consumption, particularly to communities in rural areas not having access to technological devices for awareness by means of social media is to be

addressed. Recycling, reusing and planting fresh produce were also raised as a solution to assist these communities in a positive way and in the process educating these communities to be self-sufficient, and also by recycling their excess fresh produce by composting that will provide sufficient means to grow healthy fresh produce and that this cycle can be repeated for future generations.

Regarding addressing food waste management generally, respondent 1 indicated that communities should be encouraged to buy in moderation and focus on what is needed, which would lead to change financial situations for many people as food has a short shelf life leading to discarding of excess food, which could rather have been donated to poorer communities. Furthermore, raising awareness of food waste management would help as communities might not have the means to understand proper food waste management.

Measuring the responses against the literature review it correlates where people buy in excess due to good marketing, not to buy in moderation but to get the best deal which leads to unnecessary food being wasted. It was indicated that a social benefit of rescuing or redistribution of excess food to people in need can help in eradicating food insecurity in societies that wasting food shows a disregard for others that might need the resource as well as a disregard towards food and that education would be viable as majority of people who waste food might not understand the gravity of discarding excess food that could help relieve hunger in most parts of South Africa, where the poor working class may not have the financial means to buy something as basic as bread. Respondents in general agreed with the foregoing statements which indicate it as true and needs to be addressed.

The fact that food waste management avoids food from rotting and creates air pollution by excess gasses being released into the air as well as save on water, eradicates forest destruction, and financial repercussions could be elevated, whilst recycling fresh produce for composting will increase the soil quality and can improve viability of crops being grown are also been addressed by participants indicating that communities at large need to be educated regarding food waste management.

Whilst the participants are aware that retailers need to be profitable, and if it is at the cost of people going hungry due to excess food being bought and thrown away, a new strategy should be developed to not only represent them as being at the forefront of food waste management but also as a meaningful brand.

5.2. Theme 2 – Consumer Behaviour

Under this theme the issues addressed included if shops should manage food that reaches its sell by date, when buying surplus food that is on special how would they preserve it from going to waste, whether Food Lover's Market should teach their societies on how to handle their food waste, where

in their community do they think people need to be taught proper food waste management and suggestions what could be done to prevent communities from wasting food.

Generally, respondents indicated donation of perishable goods reaching its sell by date to old age homes, children's homes, and people living on the street to be important in utilizing this resource effectively rather than it being added to landfills or being destroyed.

Regarding buying of excess food there is general consensus that buying in moderation is preferable for the household but when specials are available and bought it can be shared with family, neighbours and in the community, showing a social approach. Another possibility is also to refrigerate the food for future consumption.

Regarding Food Lovers Market's responsibility in educating communities, it was suggested consumers that are better off could buy extra food for Food Lover's Market to donate to food insecure communities whilst it was also suggested that Food Lover's Market can educate communities how to preserve and plant their own food which will make them self-sustainable in terms of having food through organized programs.

Respondents indicated that informal settlements with a very poor population needs to be educated on preserving and managing food rather than it being thrown away, with emphasis dealing with households without electricity and refrigeration and can be done through social media and radio which correlates with the literature review indicating that mass media outlets whether it be TV, Radio or social media should focus on appropriately chosen educational campaigns to further assist with proper food waste management and looking into how to preserve food without modern technology. It was also suggested that everyone needs to have the knowledge of how not to waste food, which is true as it does not pertain to just the poor, but all need to invest into a strategy to help each other change the wasteful mindsets. In the literature review it was highlighted that awareness of wasteful factors needs to be addressed with developing waste reduction strategies to target the behaviour of food waste.

Suggestions how communities can prevent food waste included education programs involving the community, schools and social clubs on being taught how to preserve and manage food where electricity is not available, teaching school kids how to respect and manage food going forward in their lives, and empowering communities to understand not only food is being wasted but other resources like water and landfills filling up and creating more pollution. The literature review indicated that spending habits do not need to change, but an understanding needs to be established on how to curb

food waste, environmental pollution and peace of mind corresponding with the respondents view on this theme.

5.3. Theme 3 – Meaningful brand

Food Lover's Market's involvement in food waste management, solving food waste concerning perishable goods, dealing with food nearing its sell by date, whether purchasing of discounted perishable goods is an option and how the community can be involved in a Food Lover's Market campaign on food waste management were addressed.

Generally, respondents agreed that Food Lover's Market should be part of food waste management particularly as they are selling perishable goods. However no specific views were expressed on how Food Lover's Market should deal with food waste management including that of perishable goods. Respondents did responds actively regarding discounted produce due to nearing sell by date and suggested that food must be put in a discount basket or be sold at 3 for 2 prices. Brands can still turn a profit this way instead of it being transported and destroyed which can be more expensive in the long run. Regulation 146 of the Foodstuffs, Cosmetics, and Disinfectants Act (Act 54 of 1972) states that for a product to be sellable it needs to be kept in a specific storage environment and can be deemed acceptable even after the sell by date, so we can assume that this could work for Food Lover's Market. Some respondents stated that if it was not discounted, they would not buy it, however, if it is discounted and nothing is wrong with the food then they will buy it and could even share it with the less fortunate. However, one respondent advised that they would not buy it as they do not know if the item was opened and or if pesticides entered the packaging.

Food Lover's Market has the support of a wide variety of South Africans and published information on their website to better understand how to prepare food minimising waste, etc. the idea that as some communities cannot purchase from them due to poverty, not having means towards social media that education should be brought to the communities with organized campaigns so as to educate them on how to preserve what food, growing their own produce, etc. it can have great benefits for the poorer communities as well as showcase Food Lover's Market as a meaningful brand.

When measuring the answers against the literature review its indicates that food waste management needs a platform to educate consumers on how to preserve and manage food waste with Food Lover's Market already having some information available online, yet some of the communities do not have access to smartphones or computers with only having access to radio.

As per the literature review two situations regarding nearing sell by date products have been raised i.e., 1. To be deemed safe for consumption, the product must be kept under the specified conditions

for the duration of the storage period, so it can be discounted for safe consumption 2. The quality of the product should be judged unmarketable if it is expected to degrade further, but only if it has been properly monitored to maintain health of the consumer not being at risk. In this regard we found the respondents amenable to the idea with some caution also expressed.

5.4. Theme 4 - Social Media and the Consumer

Respondents were interviewed on where Food Lover's Market should focus on their social media campaigns regarding food waste management., whether social media would be successful in getting the message across, which social media platform they would prefer to receive information on food waste management, whether social media would not work in their community and the community can benefit from social media educational campaigns to manage food waste.

It was stated that as most of the black community is using Facebook as it is very public focused and easy to share information and also as most people have cellphones and iPads that can make sending information via social media easy. Food Lover's Market should target particularly the youth on preserving food as they are quite blasé about the value of food.

The feeling is also that although social media can work in more urban areas and that roadshows should be arranged for going to the rural areas that do not have electricity or technology to bring the message across. It is also mentioned that radio would be the best way to connect with people in more rural areas that are without a smartphone or computer. Campaigns should also be tailored for specific communities for the message to be in their language in that area, and that research needs to be done on the community before attempting to educate them on food waste management.

As per the literature review people who use social media can read or give reviews and information about companies, watch or upload their favourite ads for the brand, make personal content and share it on Facebook, and blog about the brand, how it handles food waste management, and how it keeps people informed about it. Based on the above this method would be successful in more urban areas whilst the radio medium and roadshows will be more appropriate for the rural area.

Social media's positive influence on society however is due to the importance of communication and would promote brand contact by allowing visual, spoken, and audio-video conversations. Consumers must utilise all their senses to truly interact with a brand, bringing a human approach to any product or service. Catering to rural areas may be more meaningful for the company and customers than social media efforts.

After analyzing and interpreting the collected data it was established that there is a void to be addressed in communities regarding proper food waste management with emphasis on education on

food preservation for later consumption, Food Lover's Market to develop a feasible plan regarding nearby selling date produce for offering to consumers as well as donations to under privileged communities. The use of social media for education and communication is supported with radio communication to rural communities a prerequisite.

6. Ethical Considerations

Ethical standards tend to be more all-encompassing and less formal than legal regulations, which are used to regulate conduct in most instances. Although ethical and legal norms contain many of the same ideas, law and ethics are not the same. Institutions and professions have each its own set of behavioural expectations that are tailored to its own purposes and objectives. These guidelines not only assist people of the discipline in coordinating their behaviors and actions, but they also assist in gaining the public's faith in the discipline as a whole. There are some points that need to be considered going forward with the research:

- Informed consent implies that the researcher informs the participants of the project's objective, who is sponsoring it, how the findings will be utilised, any potential harmful effects of their involvement, and who will see the findings. Informed permission allows the subject to decide whether to engage in the research. If a participant feels distressed, further information should be supplied.
- Voluntary participation denotes uncoerced involvement. Participants can resign at any moment without affecting future services, the present program, or ties with researchers or research organisations. Participants have the right to exit a research meeting at any moment therefore no pressure should be imposed on them. Harm can be physical or psychological, causing stress, discomfort, worry, low self-esteem, or privacy violation. Evaluations must not injure subjects.
- Confidentiality implies only the researcher can access identifiable information. Confidentiality also excludes identifiable information from reports and publications. Considering the tiny numbers in participant programme research, it's crucial to evaluate how reports are framed to guarantee no one can be recognised even without names. Anonymity is a tighter level of privacy than confidentiality since the participant's identity is hidden (MY-PEER toolkit, 2010).

6.1. Participants

The researcher has adhered to ethical standards as research was conducted by obtaining informed permission forms, POPIA act forms, minimising the possibility of harm to participants, protecting their privacy and confidentiality with written consent, avoiding misleading methods, and giving participants the option of withdrawing from your study at any time (Laerd, 2022). It was made clear to the participants as to what to expect in the research study and how the information given will be handled. For the purpose of this study the researcher has ensured that the ethical confederations were adhered

to. No harm has been done to the participants mentally or physically. Only necessary data has been obtained for the purpose of answering the research questions and objectives on food waste management as well as the input from Food Lover's Market.

6.2. Researcher

As a qualitative researcher could encounter a variety of ethical issues as a result of the closeness and trust that is developed between the researcher and the participants, careful consideration has therefore been implemented in this study for avoiding possible pitfalls in data collection. These included maintaining confidentiality, fostering open and honest communication, and guarding against falsification. The researcher ensured that participants were informed of all elements of the study in a way that was easy to understand which included the study's purpose, how it will be published and utilised, and who will fund it, as well as any possible role participants may have in the study (Sanjari, Bahramnezhad, Fomani, Shoghi, and Cheraghi, 2014). The researcher has taken the research questions and objectives into consideration regarding the participants and their contribution in the study by giving informed data on the subject matter of food waste management with special emphasis on the relationship with Food Lover's Market as a brand dealing with the situation at hand.

6.3. Organization

The Independent Institute of Education (IIE) was the organization through which this study has been curated and has been upheld in an ethical manner concerning all parties involved during the finalization of this study.

7. Limitations and Delimitations

In considering the restriction of this study, cognisance was taken of the limitations on the ability to generalise from the results, in describing further applications to practice, or to utilize the findings which are the result of the ways initially chosen to construct the study, or the result of unanticipated challenges that arose during the research (Price, James, and Murnan, 2004). The limitations of this study were to reach the food insecure population in a meaningful manner to establish how proper food waste management could impact their lives as well as the society as a whole. It was realized that should proper data not be obtained from the research; the reliability of the study could lead to a misguided approach of food waste management not being dealt with properly with relation to the purpose of this study. The researcher therefore changed the approach in using participants from previously disadvantaged communities which are now residing urban areas. Similarly, in a previous version of the questionnaire more locations were chosen to be visited, unfortunately the current petrol price did not make financial sense to travel far and wide as there is no budget allocated for this study.

7.1. Trustworthiness

A researcher's capacity to establish the validity of the results has a bearing on the overall impact of scientific study. Accordingly, regardless of the subject matter or the techniques employed to gather and analyse data, the reliability and validity of scientific discoveries are critical in all domains of scientific investigation (LeCompte, and Goetz, 1982). When the study draft was complete, the researcher pretested the survey to pinpoint problem areas, in reduction of measurement error, and respondent burden as well as having determined that interpretation of the questions by respondent's answers were not influenced by the order of the questions, but individual understanding of some questions by respondents were misunderstood at times. The research instrument yielded good understanding overall of questions asked and will be a valid and reliable research tool in future research.

In contrast to quantitative studies, qualitative research doesn't quite pursue comparability, which is also a property of qualitative research that has the potential to conflict with commonly held conclusions. The reason for this is because the majority of qualitative researchers believe that reality is manufactured. The quantitative definition of validity is not a target of qualitative research since its purpose is different. Instead, qualitative study seeks for the less obvious objective of trustworthiness, which implies that when the written work is interpreted there will be a feeling of confidence in what the researcher has recorded as qualitative research which is more in-depth than quantitative research. Certain research techniques (Stahl, and King, 2020) that researchers use in order to generate credibility in their research activity and in their reports are as follows:

- Credibility which is a measure of the truth value. It is dependent, to some extent, not only on the study methodologies of the researchers, but also on the credibility of the researchers themselves.
- Transferability is the extent to which the findings of qualitative research may be used successfully in various settings or situations with a different group of respondents. Through detailed explanation, the researcher makes it easier for a possible user to evaluate the transferability of the information.
- Reliability refers to the consistency of replies among many interpreters of different data sets. Utilizing recording devices and manually transcribing digital files can both help to improve the quality of the field notes that are taken.
- Confirmability is the extent to which the results of the research study might be validated by the findings of other studies conducted by other researchers.

7.1.1. Credibility

In qualitative research, creating credibility is all about the researcher's level of confidence in the study's results, or their reliability. Methodology may be used by researchers to demonstrate the reliability of their results (Pallipedia, 2021). The practise of persistent observation is a method that, in addition to the breadth of perspective that is fostered by continuous involvement, guarantees depth of experience and comprehension. To be persistent, the researcher has to investigate the specifics of the phenomenon that is being studied to such a degree that he or she can differentiate between what is significant and what is unimportant, and then concentrate on the features that are most essential (Qualitative Inquiry in Daily Life, 2011). For this study persistent observation method was implemented to test the reliability, checking for similar answers and responses given. The respondents were questioned using the in-depth interview method and the data analysed using the thematic content analysis method in gaining proper insights into the matter of food waste management.

7.1.2. Transferability

The degree to which the findings of a study may be applied to or transferred to areas that are not directly related to the project is known as transferability in qualitative research. The term "transferability" refers to the extent to which the findings of a research study may be applied to other instances or persons with comparable circumstances. The information that was gained in one setting will be applicable in another, and researchers who conduct their work in a different setting will be able to make use of specific notions that were first established and it is analogous to the concept of

generalizability (Universal Teacher, 2022). The technique used of establishing cultural context and significance for acts, words, things, etc. by the use of thick description. Thick explanations offer sufficient background for a person outside the culture to comprehend the conduct (Ray, 2011). The strategy used in this study made use of thick description, in which patterns of cultural and social ties were made clear and was placed in the appropriate setting.

7.1.3. Confirmability

Confirmability is the measure to which the research study's conclusions are objectively consistent with each other. The researcher insured that no possible biases or personal motives were in play to influence the results. It was also a prerequisite that participants of the study were not interpreted in accordance with a pre-determined narrative by researcher. The researcher created an audit trail in proving the veracity of the findings by outlining each stage of the data analysis process and explaining why certain conclusions were reached. This demonstrates that the study's conclusions correctly reflect the answers of the participants (Complete Dissertation, 2022).

7.1.4. Dependability

The measure to which a study and its conclusions can be replicated by other researchers is defined as dependability. In reproducing a study, the information in the research report should be used to produce the same results as the original study has produced. The researcher employed inquiry audits to guarantee that the results are dependable, which needed an independent individual to analyse and examine the research method and data analysis to confirm that the findings are consistent and can be replicated (Complete Dissertation, 2022).

After assessing the Trustworthiness of the study taking the above techniques into account the researcher established an understanding of how food waste management within the retail industry contributed in reducing food waste and uplifting food insecure communities.

8. Feasibility of Study

Feasibility refers to the degree or condition of being effortlessly, efficiently, or realistically done. In order for anything to be considered 'feasible', it must be possible for it to be done. To determine whether or not the planned project should continue, we conduct a feasibility analysis to ascertain if the research is geared at figuring out the solution to the issue (Market Business News, 2022).

In considering the feasibility of this research, access to food insecure population in informal areas proves to be challenging due to the lack of formal physical addresses, security concerns, and time scheduling. Participants were interviewed in their personal environment rather than to be interviewed in a formal public space which would have impacted their concentrated focus in answering the questionnaire and in turn distort the results of the data obtained. Financial implications of the latter would include transportation and disbursement expenses for the participants in which event possible sponsorship from Food Lover's Market need to be sought.

9. Contributions of Study

Resulting from this study and after analysis of the contributions by the participants the findings of this study indicated the effects on the following matters measured against the anticipated contributions of the study:

- In creating greater awareness of food waste management within the retail industry having Food Lovers Market at the forefront in utilizing inter alia social media.
- In addressing the wicked problem of food scarcity within the food insecure communities with assistance of the retail industry having a meaningful impact with a food waste management plan in place.
- In easing the burden of landfill management due to the high volume of fresh produce food waste which in turn affects the environment with excess gas emissions that contributes to global warming.

Taking the above objectives into consideration it was found that most respondents indicated refrigerating leftover food for later use shows an awareness of FWM attitude owing to South Africa's high food costs. Donating food to the less fortunate also indicate that wasting food is not an option, and maintaining another person speaks to community development and bio waste reduction by recycling, reusing, and growing fresh fruit & vegetables to teach them to be self-sufficient. By composting their extra fresh produce, they may grow healthy fresh produce for future generations. Participants are aware that Food Lover's Market needs to be profitable as a business in promoting discounted food specials, but when people that are going hungry due to excess food being bought and thrown away, an educational program needs to be established in promoting preservation of food excess to depict them as leaders in food waste management and as a relevant brand. It was also indicated that informal settlements with a very poor population need to be educated on preserving and managing food, where there is a lack of electricity and refrigeration. This can be done through social media, radio, and roadshows that may reach rural communities. The medium of social media for educational programs amongst mostly poor communities would be radio as opposed to the use of Facebook which would be simpler to exchange information, but would only benefit individuals having cellphones.

10. Conclusion

All throughout the food supply chain, from farm to fork, we see the complicated reasons why about a third of all food produced for human use is thrown out as waste. Food loss and waste are still a problem in today's world, despite numerous practical solutions. Launching food waste awareness programmes through the use of social media and radio programming should become a priority in educating communities on a larger scale regarding food waste management. These solutions, however, do not address the root causes of the problem. In order to eliminate food waste and loss, the retail industry and consumers should take hands in combating this wicked problem as it is only by working together to reconfigure and re-build our food systems that we can assure the right of all people to a healthy and well-nourished diet in a way that is sustainable and resilient that we can genuinely put an end to food waste. A major challenge in modern civilization has to do with the waste of resources and energy that could have been better used in food insecure communities. According to a literature review, communities with higher incomes waste more food than people with lower incomes. It has also been shown that more food is wasted during the preparation process than after eating, as well as in the production and sale stages. That is why we need to do everything we can to educate people on the issues at hand, both privately and publicly. It is also important to take into account South African societal elements, such as purchasing patterns, social demographics, and economic requirements. Customers and the retail industry should be encouraged and informed about organisations that collect acceptable leftover food and produce for redistribution to food insecure communities. Package producers should standardise their packages and aim to optimise food amounts in order to reduce food waste across the supply chain. Finally, it may be said that reducing food waste necessitates the participation of all parties involved, both public and private parties, as well as increased awareness from the public consumers.

11. Reference List

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APPENDIX 1: INTERVIEW INSTRUMENT



This interview is part of a study through Vega School for the purpose of educational study.

INTERVIEW QUESTIONS

SCREENING QUESTIONS

Participant to remain anonymous: Y____ N____

Male: _____ Female: _____

Age: _____

Participant Number: 1 _____ 2 _____ 3 _____

Do you purchase fresh produce? _____

Section 1: Food waste management

Food waste is a big problem in South Africa. 12 to 14 million people go hungry due to a lack of food. With proper food waste management, we can attempt to solve this problem.

1.) What do you do with your left-over food?

2.) Do you think it is better to throw food in the dustbin or on a compost heap? Please explain your answer.

3.) How do you feel about people not having enough food in your community?

4.) What do you suggest can be given to the hungry from food that would normally end up in the dustbin?

5.) What must shops do with their over ripe fruit and vegetables?

Section 2: Consumer Behaviour

A consumer interacts and buys from brands/shops. The actions taken by the consumer can be defined by their behaviour towards the experience.

1.) What must shops do with food that is nearing its sell by date?

2.) When buying groceries, how do you choose what to buy and how much you need to buy?

3.) What would you suggest to be taught in a program teaching your society how to handle food waste?

4.) Do you buy a specific brand of food or do you buy what is on special? And why?

5.) What can be done to prevent your community from wasting food?

Section 3: Meaningful Brand

Shops or products can be brands that add value to our lives. The products that you buy add meaning to your daily life. Brands such as Food Lovers Market sell vegetables and fruit and they are known for this.

1.) Which shop do you prefer buying your fresh produce from? And why?

2.) What can shops do to help solve the food waste problem?

3.) What do you know about Food Lovers Market?

4.) What do you know about what Food Lovers Market is doing to prevent food waste?

5.) How can the community be involved with a possible Food Lovers Market's campaign on food waste management?

Section 4: Social Media and the Consumer

Social media has a powerful way of changing how we think and communicate. Brands use social media to communicate with consumers who interact with the brand.

1.) How do you feel about shops advertising on social media about their products?

2.) What form of social media do you use on a regular basis? And why?

3.) How can Food Lovers Market use social media in educating communities on food waste?

4.) What can Food Lovers Market change in their advertisements to be more user friendly in your community?

5.) Would you prefer information to be presented in video form or a written announcement?

Consent form for participants

I, _____, agree to participate in the research conducted by Jan-Louis Coetzee in exploring food waste management within the retail industry (Food Lovers Market) affecting the food insecure population of South Africa.

This study has been broken down for me, and I am aware of what my involvement in it will entail in terms of its requirements. I understand that:

1. I consent to being interviewed for the purpose of this study.
2. My privacy will not be compromised in any way. My name and any other identifying information you provide will be kept confidential.
3. My involvement in this study is entirely optional, and I reserve the right to opt out of further involvement in the study at any time. Should I decide to opt out of participating in the study, my decision will not have any impact on the outcome.
4. During the course of the research interview, it's possible that I won't answer any of the questions that are posed to me.
5. When the findings of the study are published, it is possible that I may be explicitly cited; however, my name will be concealed.

Signature

Date

APPENDIX 3: POPIA ACT CONSENT FORM

CONSENT TO PROCESS PERSONAL INFORMATION IN TERMS OF THE PROTECTION OF PERSONAL INFORMATION ACT, NO. 4 OF 2013 (POPIA)

The purpose of the POPIA is to protect personal information of individuals and businesses and to give effect to their right of privacy as provided for in the Constitution. By signing this form, you consent to your personal information to be processed by Vega and consent is effective immediately and will remain effective until such consent is withdrawn.

1. I a natural person “herein referred to as the Data Subject” with ID No..... hereby give my consent to Vega “herein referred to as the Responsible Party” to collect, process and distribute my personal information where Vega is legally required to do so.
2. I understand my right to privacy and the right to have my personal information processed in accordance with the conditions for the lawful processing of personal information.
3. I understand the purposes for which my personal information is required and for which it will be used and consent to third parties accessing my personal information and to Vega sharing my personal information strictly for reporting/educational purposes.
4. I understand that, should I refuse to provide Vega with the required consent and/ or information, Vega will be unable to assist me.
5. I declare that all my personal information supplied to Vega is accurate, up to date, not misleading and that it is complete in all respects and will be held and/ or stored securely for the purpose for which it was collected and that I will immediately advise Vega of any changes to my Personal Information should any of these details change.
6. I also understand that I have the right to request that my personal information be corrected or deleted, if it is inaccurate, irrelevant, excessive, out of date, incomplete, misleading, or obtained unlawfully or that the personal information or record be destroyed or deleted if the responsible party is no longer authorised to retain it.

Signed at this day of20.....

.....
Signature of data subject/ designated person

.....
Name/Surname/Dept of Responsible Party

.....
Signature

.....
Date

APPENDIX 4: POPIA ACT CONSENT FORM AND CONSENT FORMS SIGNED

APPENDIX 3: POPIA ACT CONSENT FORM

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Signed at Pretoria this 27th day of June 2022

Signature of data subject/ designated person

SCREENING QUESTIONS

Participant to remain anonymous: Y ☒ N ☐

Male: ☐ Female: ☒

Age: 48

Participant Number: 1 ☒ 2 ☐ 3 ☐

Do you purchase fresh produce? Yes

Signature

Date

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Signature: PRETORIA this 05 day of July 2022

Signature of data subject/ designated person

Name/Surname/Dept of Responsible Party

Signature

Date

05/07/22

SCREENING QUESTIONS

Participant to remain anonymous: Y X N ____

Male: X Female: ____

Age: 45

Participant Number: 1 ____ 2 X 3 ____

Do you purchase fresh produce? Yes

APPENDIX 2: PARTICIPANT CONSENT FORM

Consent form for participants

I, , agree to participate in the research conducted by Jan-Louis Coetzee in exploring food waste management within the retail industry (Food Lovers Market) affecting the food insecure population of South Africa.

This study has been broken down for me, and I am aware of what my involvement in it will entail in terms of its requirements. I understand that:

1. I consent to being interviewed and recorded for the purpose of this study.
2. My privacy will not be compromised in any way. My name and any other identifying information you provide will be kept confidential.
3. My involvement in this study is entirely optional, and I reserve the right to opt out of further involvement in the study at any time. Should I decide to opt out of participating in the study, my decision will not have any impact on the outcome.
4. During the course of the research interview, it's possible that I won't answer any of the questions that are posed to me.
5. When the findings of the study are published, it is possible that I may be explicitly cited; however, my name will be concealed.



05/07/22
Date

APPENDIX 3: POPIA ACT CONSENT FORM

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2. I understand my right to privacy and the right to have my personal information processed in accordance with the conditions for the lawful processing of personal information.
3. I understand the purposes for which my personal information is required and for which it will be used and consent to third parties accessing my personal information and to Vega sharing my personal information strictly for reporting/educational purposes.
4. I understand that, should I refuse to provide Vega with the required consent and/ or information, Vega will be unable to assist me.
5. I declare that all my personal information supplied to Vega is accurate, up to date, not misleading and that it is complete in all respects and will be held and/ or stored securely for the purpose for which it was collected and that I will immediately advise Vega of any changes to my Personal Information should any of these details change.
6. I also understand that I have the right to request that my personal information be corrected or deleted, if it is inaccurate, irrelevant, excessive, out of date, incomplete, misleading, or obtained unlawfully or that the personal information or record be destroyed or deleted if the responsible party is no longer authorised to retain it.

Signed [REDACTED] this 05 day of July 2022.

Signature of data subject/ designated person

Name/Surname/Dept of Responsible Party

05/07/22

Signature Date

SCREENING QUESTIONS

Participant to remain anonymous: Y N

Male: Female: Y

Age: 63

Participant Number: 1 2 3 Y

Do you purchase fresh produce? Yes

APPENDIX 2: PARTICIPANT CONSENT FORM

Consent form for participants

I, [REDACTED], agree to participate in the research conducted by Jan-Louis Coetzee in exploring food waste management within the retail industry (Food Lovers Market) affecting the food insecure population of South Africa.

This study has been broken down for me, and I am aware of what my involvement in it will entail in terms of its requirements. I understand that:

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05/07/2022

Date

APPENDIX 5: PARTICIPANT 1 – ANSWERS TO QUESTIONS

Interviewer 0:00

All right, so we handling section one food waste management. First question, what do you do with your leftover food?

Participant_1 0:09

Um, I keep it in the fridge. If it's cooked for um, like, maybe up to three days, because I also don't want to eat the same food I ate yesterday. So I'll keep it in the fridge and cook something else the following day and go back to it the other day.

Interviewer 0:30

Perfect. Thank you very much. Do you think the most food waste? Where do you think the most food waste takes place in your community?

Participant_1 0:44

In the township I think it takes place when we have events, no, those functions, ceremonies, we buy a lot of food. And then we cook and we don't even know the numbers of people will be coming. We'll be cooking like big pots of food. And most people sometimes they don't eat because they are drinking. You know, when you drink and there's a lot of food, do they want to focus on food, people focus on drinking, and you find that that food is wasted?

Interviewer 1:22

Perfect. Thank you very much. How do you feel about millions of people in South Africa going hungry when food goes to waste due to food, poor food waste management,

Participant_1 1:34

It's actually not good at all. It's actually not good, because I try in my household to teach my children not to waste and even when we cook to cook just enough for us to not have too many left overs. Because we know that most people living in our communities go hungry. Every day, they go to bed without food, but one way or the other, we keep wasting food, those as things that can afford, it's not a good thing at all.

Interviewer 2:05

Thank you very much, then when food waste management seems to become a problem in your community, how would you become involved in preventing it?

Participant_1 2:17

I think it's, I'll become involved by educating my community in terms of how to prepare food. And also in terms of buying, because sometimes, you know, we buy a lot of food. When you know when you have money at that time, you feel like tomorrow won't have enough money. You just want to buy everything, especially the perishable things. And now they even go to waste even if they're not on fridge, the fridge, they they spoil you know the vegetable, but we tend to buy more than we need. We tend to buy more than we need, because we always worried about tomorrow. And then it gets rotten in and then there's nothing you can do about it. But it's something that we just don't want to manage.

Interviewer 3:11

Perfect. Thank you very much. Then the last question for this section. What do you think you would be would be the best possible way to deal with food waste? Explain your answer

Participant_1 3:27

Um, first is not to buy too much. Like I said, just buy enough. If of course I was affording out buy my groceries especially the perishable weekly. Of which I don't do I try to buy at the end of the month to cover the whole month when others would get spoiled but I still do it because I'm always worried about tomorrow. What if I don't have money, but if I can afford our want to buy on a weekly basis and replenish it because if I do that it won't get spoiled and we eat fresh produce every day. And also even cooking our try to ensure that I don't cook too much. Because sometimes you want to cook too much because then oh I'm gonna be lazy to cook tomorrow and then you end up not eating that food and it gets bought because you've cooked more than enough. Yeah.

Interviewer 4:26

Okay, that was fantastic. Thank you very much. Moving on to section two consumer behavior. How do you think shops should manage food that reaches its sell by date that might otherwise just be thrown away?

Participant_1 4:41

Okay. And that when, eish, he's giving an example because there was a time when I will eat food that is reached an expiry date when I was growing up because I will trust it. But as I as I grow older, (Laughing) I learned from experience that it's actually not spoilt I do it now food that is why but I also look at the date if it's like three days I still eat and I check it and I really don't, I don't understand what shop at doing on that because sometimes you get the food that is already expired although it's not a date but you can see this food is not in good condition but maybe it's not written but they still sell it but to get out prefer the shop, on the shop owner if I'm checking the expiry date I will give it away I will go to the communities where I know that most people are um going to bed without food like in the townships where we live our distributed the food or I will also give it to my employees because you know they always need more they've got families at home I would give it to them but it's just that I don't know what they do with it but if I was them I would ensure that I've got communities that I supply with the food even before the expires if I know it's gonna expire I would give it to them before the expiry date not after it has expired and also I will give it to my employees too and are also distribute it in the homes you know old age homes, children homes and maybe give it to the people on the street now we've got a lot of street people who go without food so our ensure that I kind of look where I need to be of help.

Interviewer 6:46

Thank you very much when buying surplus food that is on special How would you prevent the food from going to waste

Participant_1 6:57

When I buy surplus food?

Interviewer 6:59

So, a lot of food at one time ya.

Participant_1 7:00

Okay so how do I prevent I would refrigerate it because that's what we use to and end to try and cook cannot be lazy of course in cook because sometimes you buy surplus food and then go for a week without cooking because we feel we are lazy to cook but first I will try and, ehm, refrigerate it and yeah and try and cook it and also give it away yeah and also give it away to my neighbours and to the families that I know maybe they, they are not working they cannot afford if I pay surplus for

one reason or the other. Let's say that I went to a shop and I found that they are selling this at a very low price. I'll buy it and just give it away to my friends and to my neighbors and to the people in the community that I know that they're not affording

Interviewer 7:54

What would you suggest to be taught in a program by food lovers market teaching your society how to handle food waste?

Participant_1 8:09

Okay. How to handle food waste for for food lovers, it's more of perishable. They sell everything now and focusing on vegetables, um, I would say that they just must buy just enough, just enough not buying bulks and then it ended up going to waste uh because it's it's not that most people are affording to give away food really but we do it because we know we have to do is part of the responsibility of living in a community but I would suggest that they buy just enough for for them unless that they have intention to give it away. And also to try and keep it fresh at home by refrigerating for those who can afford to buy fridges. Yeah.

Interviewer 9:03

Okay perfect. When your community do you think most people need to be taught proper food waste management?

Participant_1 9:11

Can you come again?

Interviewer 9:12

Sorry about that. So where in your community do you think people need to be taught proper food waste management

Participant_1 9:21

I'll think in the, um, no um, I'm just trying to think my community, in the informal settlements, I think people need to be taught you know, we always think that people that are living in informal settlements are the poorest of the poor, but sometimes they, you wonder the way they so wasteful. They very wasteful, but you can see that the people are poor, they don't afford, but when it comes to food, they don't know how to manage food, I think they need more education. They would buy in

bulk and they will just cook anyhow, in cook everything at once, and do you understand, they don't have that sense of trying to preserve something, they just want to cook and finish and cook everything doesn't matter what tomorrow there is it tomorrow will sit itself. So, I think that that's where they need more education in terms of preserving and managing food because they just leave for here. And now. They don't think about tomorrow sometimes.

Interviewer 10:41

Perfect. And the last question for this section. What would you suggest can be done to prevent your community from wasting food? In your opinion?

Participant_1 10:50

Okay. It's more of education. But then them to be taught the importance of of of waste management, how can they do that food management, how can they manage their food, and also teaching them the right kind of food to buy sometimes their circumstances because other people don't have fridge. And like in the informal settlements, they don't have fridge, and actually educating them the kind of food that is still healthy, that they can buy that can last longer. Because they still need to to to eat go to bed today, I think they must not buy like, for example, meat lots of money to know that they're not going to be able to store it, you understand. And they must be taught what kind of food to focus on in their circumstances, not because you're trying to deprive them because of the circumstances that they are living in because you don't want them to waste their money and buy lots of food and then the food gets rotten and so they need to be educated and we are staying here you do not have this kind of amenities, electricity and everything. It's better for you to focus on this kind of food, it's still healthy and know that you can buy that one if you're going to use it the same day.

Interviewer 12:16

Perfect. Thank you very much. We are coming to section three meaningful brand. Why should Food Lovers Market be involved in food waste management in your opinion?

Participant_1 12:28

Because they're specialized in food. It's supposed to be they're special they're selling food. So they also need to ensure that they in they they are part of food waste management especially they are selling perishable food also. And yeah, I think that's it.

Interviewer 12:57

What can Food Lovers Market do to help solve the food waste problem concerning perishable goods?

Participant_1 13:04

How can can you come again?

Interviewer 13:06

So what can Food Lovers Market do to help solve the food waste problem concerning perishable goods?

Participant_1 13:13

Oh my God, that's a tough one. Okay, yeah, because they I think they're their primary focus is perishable food. How can they be part of the solution in food waste management no by educating us, the consumers on the kind of food that they sell. Because sometimes even myself, when I buy and as much as I like food and my food, but our own know in some things about vegetables, which one gets rotten quickly and whatever, whatever I just see and I like and I buy, if I can have more information, but if if you if you buy this kind of a vegetable, it lasts longer. In this one who must put it in the fridge. I sometimes I don't know which one to put it in the fridge I'll say to my husband, when we were when we were but it wasn't in the fridge. So if it was in the fridge, I assume that I must put it in the fridge. Must I put tomato in the fridge? And then I will try and say okay, let's put it in the fridge these three and not put these three in the fridge and see which one lasts longer. That's how I learned for myself because there's no one to tell me. I use Google to say okay, this one do we refrigerate it or not? And then I said Okay, put one in the fridge. Don't put that one in the fridge. We'll see which one after three days and then I learned by that so if they can be able to ensure that they also give us information in education about the kind of vegetables they way to keep heat and to preserve it because sometimes we'll put something in the fridge it gets rotten but out of the fridge it lasts longer. So, I think they can just try and educate as public imprints of the vegetables and what to do with them when we bring them home

Interviewer 15:16

Perfect. What do you think Food Lovers Market can do with food that is nearing its sell by date like canned foods?

Participant_1 15:25

They give it away to us? Let them give it that way they must put in the basket and put a discount on it and put a sign by it's not expired because we know what to buy when it's expired. I said it's about to expire and put the expiry date so that we can see by all these expiring next week and then we will pay and put a discount on them, yeah.

Interviewer 15:48

Perfect. When food is discount discounted due to damage to the packaging so if the can was damaged in transport. Would you buy it and why?

Participant_1 16:03

If it's on the normal price, I don't pay I get the one that is perfect because I'm still paying the normal price. If it's only a discounted price. I buy it especially if it's not expired because I know that it's a discounted because of that then.

Interviewer 16:21

Perfect. How can the community be involved with a possible food lovers market campaign on food waste management?

Participant_1 16:31

Oh, K can you I don't understand.

Interviewer 16:37

Let me show you. So how can the community, your community, be involved in a possible Food Lovers campaign? So they are going to come to the townships or to the communities and they they, how can the community be involved with Food Lovers Market against food waste management?

Participant_1 16:55

Okay, I think I think the honest on here are on food lovers because the community maybe won't come to food lovers. Maybe the Food Lovers would have a relationship with communities and go there and educate about food in food waste management and everything like what we've been discussing today. How you preserve your vegetables how you preserve this, and how you keep your food if you do not have fridges, you know, because I think they know better than us in the community. And they know that some communities, there's no electricity, there's no refrigeration.

So if they can go there and say no, if you buy this kind of food even if you do not have fridge, it can last for five days and all that and educate them more in going to the community to educate them.

Interviewer 17:49

Thank you very much. Now we are nearing our last section. So, this is social media and the consumer. Okay. Okay, so social media can contribute to anything like WhatsApp, LinkedIn, YouTube, anything you do on your phone to socialize. So, let's start by saying Where do you suggest food lovers market should focus on a social media campaign regarding food waste, videos or pictures or blogs.

Participant_1 18:19

I think vlogs and blogs and Facebook I think most people especially in the communities in the black communities, we are not into Instagram, Instagram is like too sophisticated for for us some of us. Facebook, everyone is on Facebook. If you even if you are rich or poor with if you are in the black community, the social media Facebook is very popular and the WhatsApp Of course. Group WhatsApp I think if they can focus on Facebook because now you get your reels on your blogs and Facebook videos and you can also can post anything and it reached a lot of people in one go and we also share on Facebook if I see something like there is a special on at Food Lovers or anywhere actually. I forward it. I say guys, have you seen there is a special at the Food Lovers in Lynnwood on this this fish special? We share a lot on Facebook so that thank you. I'm going there tomorrow. So that's what we do. So, Facebook for me is the way to go. If you want to market on the communities that stay

Interviewer 19:37

Perfect. When Food Lovers Market releases information on food waste management to the communities, do you think social media would be successful would be successful in bringing the message to your community and why do you think that is?

Participant_1 19:51

I think Facebook group because like I said most of us are on Facebook and then when I wake up, I check Facebook. I don't have to For example, don't have DSTV are only have, is too expensive for me, I've got Netflix just for my kids. And then most of them news I would do it online and Facebook, even if even before I go online, I check on Facebook, what's happening? What was happening and when I was sleeping, then I would go online to read more about it. But I know someone would have

posted it already. So I think Facebook is good to share information because most people are on Facebook, and they laugh and we trust Facebook for one or the other, I don't know.

Interviewer 20:38

Perfect. What social media platform would you prefer information Food Waste Management to be made available?

Participant_1 20:47

Still Facebook, because it's general WhatsApp is a personnel thing sometimes. Although when you click it, it's fine. But I think Facebook because it's more public, it's more general. And even if you post something on Facebook, it's like it's not me, but I've already posted it, but it's like, you don't know only like, don't feel. But for if I post something on WhatsApp, if in if I post my pictures, I'm kind of I'm not comfortable. It's like, it's so personal. It's a personal thing. But Facebook, when I advertise something on Facebook, I just advertise that I don't like it's too personal because it's a public platform.

Interviewer 21:28

Perfect. Why would a social media campaign possibly not be successful in your community?

Participant_1 21:37

Ah I think that it won't be successful, because most people aren't on on social media. Unless maybe the way that you present it, it's not good. But if you present it in a right way, and you know that community well, you know, in terms of the level of education and whatever, it must not be too sophisticated or too, you must be able maybe to do a bit of research about the community itself. And I know it will fly in within can fly as long as it's, it's, it addresses what the people need there and it's in their language is in the manner that they understand.

Interviewer 22:31

Perfect. And here's the last question. How do you think your community may benefit from the use of social media education campaigns, on how to properly manage food waste?

Participant_1 22:44

They can benefit a lot because like I said, we really don't know even the ones that are educated they will, they will think that they know but they don't know. Really. It's like a trial and error in a way like I

gave an example but even myself I will put in the fridge and the other I don't put and say it they understand what I'm who would benefit with this. So if they can explain that even if it's not maybe a campaign they do campaign and explain what we're talking about on Facebook but okay, how to preserve a banana for example, how to preserve a tomato we understand that input will always look into that. And the food like I say I did do a course on a chef cooking culinary course then in Hatfield. And the reason I did that was also to learn about these things how to preserve food, how which foods to refrigerate and all that and even the chef that I'm following are more about what they are saying about banana, what can I do to make my banana not rot there will always interested in learning. So if they can just go out there and educate people because food is what we consume every day. It's what we want. It's what we need. We would want to know more about food because it saves us

Interviewer 24:12

Thank you so very much for your time.

APPENDIX 6: PARTICIPANT 2 – ANSWERS TO QUESTIONS

Interviewer 0:01

All right, this is section one, food waste management food waste is a big problem in South Africa. 12 to 14 million people go hungry due to a lack of food. With proper food waste management, we can attempt to solve this problem. First question, what do you do with your leftover food?

Participant_2 0:23

If we don't consume them in the house, then we normally pack them up and then share with the street kids. People are hanging out next to the traffic lights. And the guys who assist us with gardening, cleaning, and any other chores.

Interviewer 0:44

Awesome, thank you. Where do you think the most food waste takes place in your community?

Participant_2 0:55

I think in schools, where in the kids, the children mostly at school will end up throwing whatever but I normally advise my kids to bring back what they're not eaten, so that can make can make a difference to another person if they share. Just throwing away.

Interviewer 1:14

Thank you. How do you feel about millions of people in South Africa going hungry when food goes to waste due to poor food waste management?

Participant_2 1:23

As I said, especially when there are people who go hungry when others are just wasting when others can't even afford it's a serious thing. I mean, with the high rate of unemployment in the country, it's just big issue.

Interviewer 1:40

When food waste management seems to become a problem in your community, how would you become involved in preventing it?

Participant_2 1:49

Raising awareness talking about it, eh. Trying to make people aware, because I think once people are aware, and they understand they will probably change their behaviour somehow and start being considerate, thinking about the next person.

Interviewer 2:05

Perfect. What do you think would be the best possible way to deal with food waste? Please explain your answer?

Participant_2 2:12

The best possible way? I've already said that, eh. For me, I think, eh, awareness is the main main main thing. And, eh, once you are aware, obviously, you definitely change how you do things.

Interviewer 2:33

No stress, okay, we're gonna go over to section two consumer behavior, a consumer interact and buys from brands and shops, the action taken by the consumer can be defined by their behavior towards the experience. Question one, how do you think shops should manage food that reaches its sell by date that might otherwise be thrown away?

Participant_2 2:55

Eh, when I've noticed, I think they do share with children's home, old age homes, which is a good thing, I mean. Especially because most of the people in those, eh eh, places, eh eh, might not have the means you know, to be able to survive or support themselves adequately. So what I've seen

most of the shops they do that especially at the end of the day, they check those dates and they pack the things and then they share with schools or old age home children's homes and those.

Interviewer 3:27

Perfect. When buying surplus food that is on special, how do you prevent the food from going to waste?

Participant_2 3:36

Again, sharing I mean, if I that's what I normally do, I mean and then if I buy more than what I would consume, there's nothing wrong with sharing with your neighbours and then I suppose they'll also do the same thing at some point when they do have enough to share.

Interviewer 3:56

Perfect. What would you suggest to be taught in a program by Food Lovers Market teaching your society how to handle food waste?

Participant_2 4:05

Can you repeat again?

Interviewer 4:06

Sure. What would you suggest to be taught in a program by Food Lovers Market teaching your society how to handle food waste?

Participant_2 4:15

I think being neighbourly for me that is the main thing and don't be selfish once you are aware of the fact that there are other people who might need the same thing that you especially the food and the

daily so we should the same as people do when they're hungry people on the street and other people who cook soup, whether it's bread I mean it's it's a drop in the ocean but it helps.

Interviewer 4:43

Perfect. When your community do you think the most that I think most people need to be taught proper food waste management?

Participant_2 4:46

Come again.

Interviewer 4:48

When your community do you think most people need to be taught proper food waste management?

Participant_2 5:00

In the urban areas, especially, uh, the middle class, because most of them are the people who can sustain themselves, but probably they might not think about the next person. I used to be at university I know what other people do throw apples, oranges all over the show. Meanwhile, if you go to the locations, where is your Uhlanga, Guguletho to Kayalicha people are starving there, instead of taking them there.

Interviewer 5:33

Perfect. What would you suggest can be done to prevent your community from wasting food?

Participant_2 5:43

I think again, I'll go back to the same thing, raising awareness about this thing talking about it sharing information and experience as to how best we can assist instead of just throwing everything away,

ehm. Especially in schools as well. I mean, nowadays, people are doing life skills, maybe if it's added into that can make a difference.

Interviewer 6:09

Perfect. Thank you very much. I'll be going over to section three, which is meaningful brand. shops or products can be brands that add value to our lives. The products that you buy, add meaning to your daily life. brands such as food lovers market sell vegetables and fruit and they are known for this. Why would Food Lovers Market be involved in a food waste management scheme?

Participant_2 6:36

Because of the support that they get from the community, I mean, we buy from them. We support them so it's a way of, reciprocating as well back to the community say we should also say with the community as and when the need arises because they also depend on us as consumers of different products.

Interviewer 7:01

What can food lovers market do to help solve the food waste problem concerning perishable goods?

Participant_2 7:09

Probably coming up with a way of advising or giving guidance to the consumers as to how best to preserve for example, as and when we buy too many fruits or vegetables, especially vegetables we normally chop chop them and then freeze put them in the freezer and we know we can at some point use it instead of just leave it lying around. And then of course get in not 10 or 11.

Interviewer 7:37

What do you think Food Lovers Market can do with food that is nearing its sell by date?

Participant_2 7:43

Again, sharing with those who are disadvantaged in our communities, your children's home your old age homes. I think that will make a difference as instead of throwing them away.

Interviewer 7:59

When food is discounted due to damage to the packaging, would you buy it and why?

Participant_2 8:05

I would buy it and probably give it to those who can't afford instead of letting it go away because probably it might be taken away to be destroyed. If you can still use it the damage only being on the probably the packaging or the container then for me it shouldn't be a problem.

Interviewer 8:30

How can the community be involved with a possible food lovers market campaign on food waste management?

Participant_2 8:39

Uhm, trading hands with the with the the Food Lovers Market by spreading the gospel talking about it and sharing and being considered a be neighbourly. I think raising those issues might in a way assist in bringing this issue to the attention of those who can sustain themselves to be able to change their behaviours.

Interviewer 9:16

Perfect. Now we'll move on to the last section social media and the consumer. Social media has a powerful way of changing how we think and communicate brands use social media to communicate with consumers who interact with the brand. Where do you suggest Food Lovers Market should focus on their social media campaigns regarding food waste?

Participant_2 9:39

In the urban areas, uh, especially with the technology I mean with people nowadays they've got cell phones, uh, iPads. I think if they do more on that level of social media in terms of Talking about these issues and making people aware might be one way of spreading the gospel and making sure that people are up on point in terms of playing their part as well.

Interviewer 10:15

When food lovers market releases information on food waste management, do you think social media would be successful in bringing the message across to your community and why?

Participant_2 10:26

It will in the urban areas in the rural areas? I don't think so. Some people asked him without the requisite communication devices when South Africa is highly deeply rural areas in the I mean your Eastern Cape, your Limpopo, parts of Freestate so maybe they might need a different way of doing it if they don't only focus on social media, but it is a very, very powerful tool, of course, in terms of spreading the information.

Interviewer 11:03

What social media platform would you prefer information on food waste management to be made available?

Participant_2 11:09

The the radio, especially for those in the rural areas that is accessible to most of them, they can share, they can hear, various news programs, they can just keep on, you know, spreading across, depending on the programs.

Interviewer 11:29

Why would social media campaign a social media campaign possibly not be successful in your community?

Participant_2 11:38

Mainly because of the living conditions, eh, economic circumstances and the way of life. But I think with radio which is accessible to most of the rural areas, that can make a difference.

Interviewer 11:58

How do you think your community may benefit from so the use of social media educational campaigns on how to properly manage food waste?

Participant_2 12:10

Hugely benefit as a way of, eh eh, changing your behaviour, basically, and being able to think about the next person. Instead of only thinking about yourself. I think that might make a difference.

Interviewer 12:28

Perfect. Thank you very much for your time. Interesting.

APPENDIX 7: PARTICIPANT 3 – ANSWERS TO QUESTIONS

Interviewer 0:01

Okay, so the first section will be food waste management. Food waste is a big problem in South Africa. 12 to 14 million people go hungry due to a lack of food. With proper food waste management, we can attempt to solve this. First question. What do you do with your leftover food?

Participant_3 0:20

Refrigerate, and we become creative the next day, so that it doesn't become boring for everyone. So basically, we do not we avoid over cooking food. We know for example, if it has to be like, prepare for two nights like today and tomorrow. Yeah, so that we don't overcook and avoid wasting food. It's expensive.

Interviewer 0:44

Perfect. Where do you think the most food waste takes place in your community?

Participant_3 0:54

In the community? I can say alcohol, taking too much of alcohol. Ya.

Interviewer 1:10

Okay. Then how do you feel about millions of people in South Africa going hungry when food goes to waste due to poor food waste management?

Participant_3 1:19

Sho, that's very bad. Seriously, it's seriously affecting our for a lack of a better word, um, if it was possible, we're going to share with everyone whatever number that you have we put on the table. So, I hear I know it's very bad.

Interviewer 1:37

Um. When food waste management seems to become a problem in your community, how would you be involved in preventing it?

Participant_3 1:50

Um, let's coming together trying to produce recycling like you know getting recycle, reuse, and reuse, reuse and produce food by planting by, you know, manufacturing things that will benefit us more have to wait to put more money into things that you can get from the shop. So can we come with more sustainable ways of saving food?

Interviewer 2:18

What do you think would be the best possible way to deal with food wastes? Please explain your answer.

Participant_3 2:24

Best possible way is to avoid buying things that you don't need. And over cooking food that you know that you wouldn't eat the next day ended up going into the trash. And, uh, ya I think so.

Interviewer 2:46

Okay, that was section one, we will now move to section two consumer behaviour. A consumer interacts and buys with brands and shops, the actions taken by the consumer can be defined by the behaviour towards the experience. How do you think shops should manage food that reaches its sell by date that might otherwise be thrown away?

Participant_3 3:11

Uh, before that, they come to me with waste in the sense that the food is being reserved. Maybe they put the lower prices days before that. Or it takes not that it's off. But it might change a bit of

taste or something. Yeah, and then they go they give those foods instead of throwing them away. Give it to a less fortunate one for disadvantaged people.

Interviewer 3:38

When buying surplus food, that is on special, how do you prevent the food from going to waste?

Participant_3 3:48

Okay. Yeah, I share with my families I share with you know what mina, what I normally do hey, if I see I go into a shop and I get something on special I normally buy and then I know that I will show whoever that I'm very close to. And I wouldn't overspend unnecessarily but I normally go for those that are on special and I can see that the date can take as long because sometimes that when the ones that goes on special, they are nearing their end of date. So, to avoid that if it's possible. I buy enough, and then I share with whoever, yeah.

Interviewer 4:28

What would you suggest to be taught in a program, by Food Lovers Market, teaching your society how to handle food waste?

Participant_3 4:39

Ways of, um, the best possible ways of cause is not everybody can plant something and then the next day comes out like so the best possible ways of teaching communities how to preserve things how to plant how to grow things, in order in in order to sustain us because you don't want to do something and then you reap the benefits, and that's it, so in that way, we need to know how to waste, how to use water. How to preserve the food that we plant. And yeah, how to grow them.

Interviewer 5:13

Perfect. When your community do you think most people need to be taught proper food waste management?

Participant_3 5:21

Where in the community? Anyway, yeah, I think everyone has to have the knowledge to be able to, ya.

Interviewer 5:41

Where in your community. Sorry. What would you suggest can be done to prevent your community from wasting food?

Participant_3 5:52

Eh, by empowering them and handling them in terms of the the importance of preserving food. Why is that so? Because we are looking every day, it dep..if we don't have food, it affects your health. It affects I mean, it comes with health issues, and resources as well. To grow those food, it also requires water. So, if you always think that food, you're wasting water as well. And again, in order for you too, for us to preserve the food, it is important, because it wouldn't create unnecessary death in the landfills because in repeating the landfills, it will also affect us in terms of producing cases that are not good for him and..

Interviewer 6:45

Perfect. Now we're going to move on to section three, which is meaningful brand. shops or products can be brands that add value to our lives, the products that you buy, add meaning to your daily life. brands such as Food Lovers Market sell vegetables and fruit and they are known for this. Why should Food Lovers Market be involved in food waste management?

Participant_3 7:14

Food Lovers Market are the biggest producers in a way or yeah, they're more of the biggest purchasers and they can be able to buy in bulk. So in that way to educate the communities to be able to, to to grow their own things. And remember that those who are not in a position to be able to go and buy from Food Lovers Market, so you shouldn't leave others outside. So we should all

benefit into that. So if we are all being given the knowledge and the opportunity to learn in terms of preserving food, it will be good for all of us.

Interviewer 7:52

What can Food Lovers Market do to help solve the food waste problem concerning perishable goods?

Participant_3 8:09

Ehm, help in solving the problem? By conducting roadshows a again, it will go back to the issue of why is it important to do that or how better to benefit the people. But all in all, it's about the land, it's about your health. And also to to be able to know to pass on the knowledge to the other generations we shouldn't be looking into one section that Food Lovers is producing Food Lovers also has to get something from the government. We should also come up with ways of us producing our own food so if we get that knowledge it will assist in terms of food waste management.

Interviewer 8:57

What do you think Food Lovers Market can do with food that is nearing its sell by date?

Participant_3 9:05

Give it for free? No, no, no. But then to avoid waste in terms of the do specials you know, three for two, yeah, some of that sort of Yeah. Donate it.

Interviewer 9:22

Okay. When the when food is discounted due to damage to packaging, would you buy it and why

Participant_3 9:32

Not me I wouldn't (Sorry?), I wouldn't buy the damaged ones, ha uh. I don't know whether it was open, whether it has pesticides and certain things so I don't know how good or how harmful it will be for my body I wouldn't. Human consumption is very important on on to what you put into your body. So

Interviewer 9:52

How can the community be involved with a possible Food Lovers Market campaign on food waste management?

Participant_3 10:07

Eh, growing food, producing food.

Interviewer 10:11

Okay, let's go over to the last section social media and the consumer. Social media has a powerful way of changing how we think and communicate. brands use social media to communicate with consumers who interact with the brand. Where do you suggest Food Lovers Market should focus on their social media campaigns regarding food waste management?

Participant_3 10:38

Eh, most important is to start with the youth. Youth must understand because they think that everything get it for free in a way. So if you can you educate the young ones, it will be the best thing ever, to say to say that we that they learned that food is not you shouldn't waste wasted unnecessarily. We'll learn ways to preserve that food, then we still appreciate what you have.

Interviewer 11:08

When Food Lovers Market releases information on food waste management, do you think social media with suc.. would be successful in bringing the message across to your community? And why?

Participant_3 11:24

Eh, yes, it will be the best thing. It is very important. Why? Because if it's done both ways, through social media, or if it's done roadshows, other people do not have access to, to the social media. So if it's done both ways, at least all the information coverage will be it will reach most people or almost everyone will know what is happening and like being used on one sided. Yeah, only like social media. I mean, I can imagine an old woman who doesn't have a phone, or having a phone not having access to the internet and all that, you know..

Interviewer 12:04

Perfect. What social media, what social media platform would you prefer information on food waste management to be made available?

Participant_3 12:05

Radio, (radio?)

Interviewer 12:06

Why would a social media campaign possibly not be successful in your community?

Participant_3 12:25

Why would it not be successful? Me now my argument is more on the youth wages because I've, I'm thinking from experience I've seen where I come from I've seen I've noticed, young kids do not I don't know whether I should say do not understand but they take tend to take things for granted for granted. So if that's the formula, it will be the best thing ever. They grow to learn or know, this is not how we think things has to happen. And they will appreciate more in terms of preserving, knowing that tomorrow is still another to into their future. And there will I mean, mina I always say that you don't look into what you have in terms of your career. You can also use this other things as a hobby. So if we do that wouldn't be will be reducing hunger in so many ways. And in terms of doing that, we cannot start with older ones. Yes, they will know, they will know but then we start with the younger so that they grow to appreciate this, how we do things. If we look in the olden

days, okay. Our parents used to share they wouldn't go they wouldn't buy anything from the shops, whatever they were getting it was from fresh produce, from their own hard work. But with the younger ones, no, whatever that they get, like crap. I can eat. I don't want it, you know? Yeah. So if you start with the young ones, its...

Interviewer 13:51

perfect. How do you think your community may benefit from the use of social media educational campaigns on how to properly manage food waste?

Participant_3 14:02

How can they benefit neh? You know, how can they benefit? By, I don't know how to put this one. By then if you've been in terms of benefiting, you wouldn't go into hunger. You wouldn't find people standing by the robots asking for food. And they will also they'll also have this thing that sharing is caring, but not because I have to produce you have to benefit from that. Because maybe in terms of barter system, you produce some pretty something in exchange.

Interviewer 14:47

Perfect. Thank you so much for your time.

APPENDIX 8: PARTICIPANT ANSWERS HIGHLIGHTED FOR DATA ANALYSIS

BLUE – Answers have a relation

YELLOW – Different view points

GREY – Question misunderstood

Question Section 1: Food Waste Management	Respondent 1	Respondent 2	Respondent 3
6.) What do you do with your left-over food?	Refrigerate	Donate to less fortunate	Refrigerate
7.) Where do you think the most food waste takes place in within your community?	Townships Events: Ceremonies and Functions	Donate to less fortunate	Alcohol consumption
8.) How do you feel about millions of people in South Africa going hungry when food goes to waste due to poor food waste management?	Not good. Teach the youth to not waste food.	Big issue. People are going hungry and cannot afford food	Very bad. Share with less fortunate
9.) When food waste management seems to become a problem in your community, how would you become involved in preventing it?	By educating the community in terms of how to preserve food.	Raising awareness on food waste. Change behaviour.	Recycle, reuse and plant fresh produce.
10.) What do you think would be the best possible way to deal with food waste? Please explain your answer.	Do not buy too much food	Awareness is the main issue.	Avoid buying things you do not need

Question Section 2: Consumer Behaviour	Respondent 1	Respondent 2	Respondent 3
6.) How do you think shops should manage food that reaches its sell by date that might be otherwise thrown away?	I used to eat expired food. Going to bed without food made it clear to rather distribute the food in townships, children's homes, old age homes, and people on the street	Share surplus food with old age homes and children's homes.	Give to the less fortunate and disadvantaged people.
7.) When buying surplus food that is on special, how do you prevent the food from going to waste?	Refrigerate or give to friends, family and the community that cannot afford food.	Share with neighbors that may not afford food.	Buy enough and share with family.
8.) What would you suggest to be taught in a program by Food Lovers Market teaching your society how to handle food waste?	Buy in moderation unless buying to share.	Consider those that are less fortunate even if it is bread or soup.	Teach the communities to preserve and plant their own food.
9.) Where in your community do you think most people need to be taught proper food waste management?	In the informal settlements where most of the poor reside. Educate them on preserving and managing food rather than throwing it away	Urban middle class areas, who have the means to buy food and may not consider people in the Townships who do not have the means to buy food.	Everyone should have the knowledge to not waste.
10.) What would you suggest can be done to prevent your community from wasting food?	Communities need to be educated on how to preserve food and what food to buy for long term preservation. What food meets their circumstances i.e. Without electricity or a fridge.	Raising awareness on how to manage food, especially in schools where life skills are taught.	Educating communities in handling food waste and empowering them. Landfills are filling up and other resources like water is being wasted as well.

Question Section 3: Meaningful Brand	Respondent 1	Respondent 2	Respondent 3
6.) Why should Food Lover's Market be involved in food waste management?	They specialize in food. They are part of food waste management as they sell perishable goods.	They receive support from communities and they depend on their client base as well.	FLM can buy in bulk and sell. Educating communities to preserve food. Some cannot go and buy from FLM and must not be left out.
7.) What can Food Lovers Market do to help solve the food waste problem concerning perishable goods?	Educate communities on what food preserves better out and in the fridge, which food types go rotten faster.	Give guidance on how to preserve fruits and vegetables. Use of fridge to preserve most perishables.	Conduct roadshows to educate rural communities. Government should help FLM on how to produce own food and how to properly manage food waste.
8.) What do you think Food Lover's Market can do with food that is nearing its sell by date?	Put food into a discount basket that states it is nearing its expiry date and sell at a discounted price.	Sharing food with old age homes and children's homes to make a difference.	Sell at a special of 3 for two. Or donate it.
9.) When food is discounted due to damage to the packaging, would you buy it? And why?	If its at the normal price I will not buy. If it is discounted and there is nothing wrong with the contents then I will buy it.	I would buy it and give to those that can't afford it otherwise it will be destroyed. If it is only the package that is damaged then it is fine.	No, I wouldn't, as I do not know if the package was opened and if there might be pesticides in it. I don't know if it will harm my body
10.) How can the community be involved with a possible Food Lovers Market's campaign on food waste management?	FLM should go to the communities and teach them how food waste management works and how to preserve food. We do not have fridges and electricity and FLM can educate us.	Change behaviors, FLM can spread the information on how to handle food waste.	Growing food and producing food

Question Section 4: Social Media and the Consumer	Respondent 1	Respondent 2	Respondent 3
6.) Where do you suggest Food Lover's Market should focus on their social media campaigns regarding food waste management?	WhatsApp and Facebook are popular, though Facebook is more public and WhatsApp is more personal, Instagram is to sophisticated. Vlogs and Blogs on Facebook can help as most of the black community is on Facebook. Forwarding info/specials is easy on Facebook.	People nowadays have cellphones and iPads, if they use social media to talk about these issues and spreading information that it will help.	Start with the youth and make them understand food waste management as they think everything comes for free. Educate them on preserving food.
7.) When Food Lovers Market releases information on food waste management, do you think social media would successful in bringing the message across to your community? And why?	I would check the news/information on Facebook, I do not have DSTV, so share it on Facebook because people are there.	Maybe in the urban areas, but not in the deep rural areas like Eastern Cape, Limpopo and parts of the Freestate, people do not have communication devices. They might need to look at another option, but social media is a powerful tool.	Social media or a roadshow would work. Roadshow can access people who live in very rural areas. An old woman might not even have a phone or internet connection..
8.) What social media platform would you prefer information on food waste management to be made available?	Facebook as it is public platform and easy to advertise. WhatsApp is very personal.	Radio as some rural areas have more access to them, especially if it is various news programs.	Radio
9.) Why would a social media campaign possibly not be successful in your community?	I don't think it will work. It depends if it is presented in the right way: not to sophisticated, in the community's language. Research the community.	Living conditions and economic circumstances may affect this. Radio will still be the bet option to reach rural areas.	The young ones take food for granted. We cannot start with the older ones. The young ones need to understand how to preserve food and appreciate it.

10.) How do you think your community may benefit from the use of social media educational campaigns on how to properly manage food waste?	They can benefit a lot, but also that FLM should go out and talk to the people on how to preserve and manage food. Facebook would assist with this.	Hugely, as your changing behaviour and to think about the next person and not yourself. I might make a difference.	It will benefit, you won't find people at the robots begging for food. There could also be a bartering system.
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