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I hereby declare that the Research Report submitted for the Postgraduate Diploma in Brand Building degree to The Independent Institute of Education is my own work and has not previously been submitted to another University or Higher Education Institution for degree purposes.

Signed

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Abstract/Executive Summary

The aim of this exploratory qualitative study was to determine if the food waste practices of Pick n Pay contributed to Pick n Pay being considered as a meaningful brand and healthy brand. Despite a number of academic literature articles focusing on food waste management and the prevention food waste in restaurants, retailers, along the supply chain and the food waste of consumers, there was no literature available focusing on food waste strategies as a contributor to meaningful and healthy brand. Food waste has become a global issue that necessitates extensive research, particularly from the standpoint of consumers' perceptions of Pick n Pay's food waste strategies, as well as an understanding of whether these practices are known by consumers and can help them minimise their own food waste. Finally, it is critical to determine whether consumers consider Pick n Pay to be meaningful in the context of their food waste strategies. Eight Pick n Pay customers were used in qualitative interviews. The main findings indicate that consumers are aware of some of the food waste strategies Pick n Pay has in place such as their reduced to clear strategy and the vacuum sealing of fresh meat. Consumers also believe that items purchased from Pick n Pay have a longer shelf life and Pick n Pay contributes significantly to the community. These findings indicate that consumers believe that Pick n Pay is doing enough to decrease food waste as well as assist their consumers. Based on these findings it is recommended that the Pick n Pay create awareness amongst consumers on how much more they are doing as a brand to decrease food waste as well as educate the public on how they can reduce food waste at home.

Introduction

The world's population is always growing (Worldometer, 2021). The global population was estimated to be 7.9 billion people in June 2021 (Worldometer, 2021). According to projections, the global population will reach around 9 billion people in 2037 (Worldometer, 2021). Global food demand will only increase as the world's population grows. It is estimated that 690 million people are hungry, with 3 billion unable to afford a nutritious diet (Food and Agriculture Organization of the United Nations, 2020a). It is now more important than ever to reduce global food waste in order to assure future food supply for everybody. Food waste is a worldwide concern with far-reaching implications (Depta, 2018). Food waste is

defined as food that has gone through the entire food supply chain and is of good quality and fit for consumption but is wasted before being consumed, whether it has spoiled or expired. The retail and consumption stages of the food supply chain are where food waste occurs most frequently (United Nations Environment Programme, 2021). In a year, one-third of the food produced globally, or nearly 1.3 billion tons of food, is wasted, or lost (Zuckerman, 2020). There is a difference between food waste in developed and developing countries (Zuckerman, 2020). Food waste in developing countries costs \$310 billion per year, compared to \$680 billion in developed countries. Food waste costs \$4 billion per year in Sub-Saharan Africa (Zuckerman, 2020). South Africa has the largest amount of food waste in Africa, with 12 million people (24.5 percent of the population) going to bed hungry every night (Oelofse, Muswena & Ramukhwato, 2018). South Africa wastes 10 million tons of food every year (World Wide Fund for Nature, 2017). That's a third of South Africa's 31 million tons of annual output (WWF, 2017). One of the negative effects of food waste is the waste of water and energy spent in the preparation, handling, and distribution of food that is not consumed by humans. The waste and emissions (including greenhouse gas emissions) produced during the cultivation, harvesting, processing, distribution, and disposal of consumed food have environmental effects (Oelofse *et al.*, 2018). Methane (a greenhouse gas) is produced as a result, trapping more heat than carbon dioxide (Depta, 2018). Food waste has an ethically negative impact on society. Many individuals around the world have little or no access to food while others throw food away. Food waste has direct financial consequences. Food waste costs the economy roughly \$750 million each year (Food and Agriculture Organization of the United Nations, 2020b). Food waste reduction helps landfills emit less methane and has a reduced carbon footprint, save energy and resources by avoiding pollution throughout the cultivation, manufacture, transportation, and distribution of food and saving money by purchasing less food (Washington State Recycling Association, 2021). Consumers are only responsible for 5% of all wasted food (Reddy, 2020). The supply chain, agricultural and manufacturing phases, processing and packaging, distribution and retail are all responsible for the remaining 95% of food waste (Reddy, 2020). Retailers are concerned about food waste (Burns, 2019). Food waste management practices are being used by retailer brands in order to limit the negative effects of food waste (Global Food Security, 2013). In addition to the ethical concern of wasting food when others go hungry,

consumers are becoming more aware of how food waste contributes to climate change (Burns, 2019). Consumers are making decisions based on more than simply product selection or pricing, thus brands are being scrutinized like never before in order to gain a competitive advantage. Consumers are now judging brands based on what they say, do, and stand for (Barton, Ishikawa, Quiring & Theofilou, 2018). According to Accenture Strategy's worldwide strategy survey of approximately 30000 consumers, 62% of customers expect businesses to take a stand on current and linked issues like sustainability, climate change, and accountability (Barton *et al.*, 2018).

Rationale

Rationale is the same as justification. It explains why the researcher is doing the research and why it's worthwhile to spend time researching and trying to solve the issue they have identified (Davis, 2014). This study, like most others, is being conducted to fill a gap in the literature concerning food waste and food waste management. There have been previous studies on food waste, but according to the literature examined by the researcher, most of the research has been conducted in developed countries, with just a few in developing countries like South Africa. Furthermore, only a few studies on food waste management have looked at whether food waste practices contributes to a brand being seen as meaningful and healthy.

Problem Statement

Food is a significant problem in every country (Depta, 2018). Even though many people go hungry daily, South Africans waste one-third of the country's food, totaling to 10 million tons (WWF, 2017). Vegetables and fruits make up 44% of food waste, grains 26%, meat 15%, and oil seeds, tubers, and roots 13%. (Averda, 2019). The production and retail levels account for a large amount of this food waste (Averda, 2019). Food waste in retail outlets like Pick n Pay is caused by overstocked shelf displays, the assumption of cosmetic perfection in fruits, vegetables, and other products, oversized containers, expired sell by dates, defective products, and overproduction of unpopular foods (FoodPrint, 2021). Approximately 90% of waste in South Africa is disposed of in landfills,

where food waste components produce methane gas and carbon dioxide (WWF, 2017). It is estimated that the amount of energy wasted each year in South Africa for processing food that is not consumed is enough to power Johannesburg for 16 weeks (WWF, 2017). Large food retailers like Pick n Pay are in a unique position to make the necessary changes to eliminate some of the 10 million tons of food waste (Reddy, 2020). Pick n Pay, for example, has established practices to mitigate food waste and to assist consumers in reducing food waste at home (Pick n Pay, 2019). Retailers like Pick n Pay have the chance to leverage the power of having a purpose to be perceived as meaningful and healthy, but they must adapt and reinvent their business models and how they interact with consumers to do so. Consumers want to buy from brands that are meaningful and healthy, thus they want brands they buy from to be leaders in areas like ethics and sustainability (Barton *et al.*, 2018). Food waste has been studied in South Africa, but few, if any, research studies have looked at retailers and their food waste management practices in relation to consumers' perceptions of those retailer brands as meaningful and healthy. It is therefore important to explore if the food waste management practices of Pick n Pay contribute to Pick n Pay being perceived as a meaningful and healthy brand as consumers will be able to give insight through lived experiences and in-depth responses if these practices assist them in minimizing food waste at home and if Pick n Pay is living up to its promise and purpose.

Research Goal and Questions

A research question is a particular question to which the research aims to respond to (Davis, 2014). The primary research objective is to gain a thorough understanding of the extent to which Pick 'n Pay can be described as a meaningful and healthy brand in the context of the brands food waste management practices.

The secondary questions that this research aims to answer :

- What are the food waste management strategies of Pick n Pay?

- What are consumers perspectives of Pick n Pay's food waste strategies as they relate to consumers food wastage?
- What makes a brand meaningful, specifically in relation to Pick n Pay's food waste strategies?

Literature Review

Food waste is a worldwide issue (Zuckerman, 2021). Great food waste management practices can help solve the problem of world hunger, but too much food is wasted in the supply chain (Depta, 2018). Food waste is more prevalent among consumers in developed countries, with high rates in North America, Australia/New Zealand, Europe/Russia, and East Asia (Zuckerman, 2020). The majority of the food produced in developing countries is wasted due to poor agricultural management, lack of adequate facilities, and overall logistics. Pests and inefficient farming techniques account for most of the food waste, with about 500 million tons of food wasted each year. Food waste from supermarkets, shops, and households accounts for 35% of all edible food waste (Zuckerman, 2020).

The food waste hierarchy was established to help people figure out what to do with surplus food (Saladplate, 2020). This is the theory that will be used in this research to better understand the problem of food waste. When the hierarchy was formed, it was intended to aid in the development of a collection of critical variables in the optimal use of resources (NSW Environment Protection Authority, 2017). Prevention, re-use, recycle, recovery, and disposal are the five items in the hierarchy from top to bottom. To guarantee the greatest socioeconomic benefits, the items at the top are prioritized, while those at the bottom are not (NSW EPA, 2017). The steps conducted before a substance becomes waste are referred to as prevention. Avoidance (purchasing fewer items) and reduction (keeping products for longer periods of time) are two examples (Waste and Resource Action Programme, 2011). Re-use is the practice of preparing food that would otherwise be considered waste to be used elsewhere without the requirement for pre-processing (WRAP, 2011). The act of turning waste materials into new substances for original or other applications is known as recycling (Department of Environment Food and Rural Affairs, 2011). Incineration and anaerobic digestion are two methods of recovery. Both procedures are beneficial

because they require burning, but the energy is reused for use as fuel (Saladplate, 2020). Finally, there is disposal, which should be avoided at all costs because food ends up in landfills with no energy recovery (DEFRA, 2011).

Retailer brands are employing food waste management practices in order to mitigate the negative effects of food waste (Global Food Security, 2013). Pick n Pay is one of the few retailers to have implemented food waste management practices (Reddy, 2020). Pick n Pay is a fast-moving consumer goods (FMCG) retailer that aims to provide consumers with a personalised variety of high-quality food, groceries, and general products at relatively low prices (Pick n Pay, 2021). As stated in their sustainable living report, Pick n Pay had made a specific commitment to generate significant waste reductions by diverting 20% of their food waste from landfills and lowering carbon dioxide emissions by 25% per square meter by 2020. (Pick n Pay, 2015). Pick n Pay has teamed up with several partners to launch a large-scale food waste composting operation that will process up to 4 tons of food waste from its stores every day. Since 2010, BioGreen Diesel has partnered with Pick n Pay, resulting in the transformation of 2.3 million gallons of wasted cooking oil into biodiesel. Over the course of a year, 5000 tons of waste is recycled (Pick n Pay, 2017).

Twenty years ago, brands did not serve a larger purpose (Brand Master Academy, 2021). Consumers and brands had one way of communicating with each other and consumers had little say since brands set terms, however, consumers began to voice their opinions throughout time, forcing brands to adapt and listen. Consumers were looking for brands that had a higher purpose and added value to their lives (Brand Master Academy, 2021). Cook, Enslin, Erwin, and Carmody (2010) define a healthy and meaningful brand as one that addresses identity, value, sustainability, and communication authenticity, as well as a desire to move away from being just profit-driven and business-oriented. In a climate where the "modern" customer attitude rules, brands begin to recognise the need of comprehending concerns relating to sustainability and accountability. Brands must adapt to the continuing environmental change as society continues to impact the planet's ability to provide for us. Food waste is harmful to the environment, and it is critical that brands and consumers work together to reduce food waste so that future generations are not affected.

Food waste has established itself as an incredibly important and perplexing study topic over the years (Cuglin, Petljak & Naletina, 2017). Existing researchers point out that massive amounts of food are wasted, that solutions must be devised, and that individuals must be warned about the implications of food waste.

Hermsdorf, Rombach, and Bitsch (2017) conducted study in Germany on food waste reduction practices in the retail industry. Retailers were unwilling to sell visually impaired goods owing to consumer reactions, so they preferred to dispose of it instead, according to 12 in-depth interviews. Because of logistical difficulties in redistributing food, all the retailers interviewed elected to redistribute it by giving it to food banks, farmers, and employees. However, delivering it to these parties was a challenge due to logistical legalities in redistributing food.

In a study conducted by Warshawsky (2015) in the United States of America, to study the US grocery company Kroger and their food waste reduction efforts were investigated. Administrators, food bank managers, government officials, and others were interviewed in depth. According to the findings, this particular store was converting food waste into alternative energy and had well-functioning food donation programs.

Filimonau and Gherbin (2016) performed research in the United Kingdom to learn about grocery shop managers' approaches to food waste management. Food donation was found to be in operation in most of the interviews conducted, although it was not taken seriously. Consumer awareness of food waste management was low, and grocery shops discovered that food waste management was hampered by too many regulations and procedures.

The research conducted by Adam (2015) in Berlin aimed at determining if consumers are the primary cause of food waste. The research debunked the concept that consumers are the primary cause of food waste and discovered that improving consumer awareness and education is an effective strategy to reduce food waste.

Cuglin, Petljak, and Naletina (2017) conducted research in Croatia to investigate restaurant food waste. The study discovered that while less food is wasted during consumer consumption, most of it is wasted during the preparation stage. It was also discovered that restaurants do not have good recycling processes, resulting in food waste not being sorted into the appropriate categories.

Oelofse, Muswema, and Ramukhwato (2018) conducted research in the Johannesburg and Ekurhuleni municipalities to assess household food waste disposal. According to this study, food waste in Johannesburg was 4% higher than in Ekurhuleni. It was therefore inferred that, in comparison to Sub-Saharan Africa and Southeast Asia, food waste in South Africa is rather high (eight to twelve kg per year) as compared to the other regions (6-11kg).

The researcher discovers the following parallels based on the findings of previous research. According to Hermsdorf *et al.*, (2017) research, government regulations and policies surrounding food waste management make it logistically difficult to redistribute food to people who need it. This is also evident in a research by Filimonau and Gherbin (2016), they discovered that government regulations and procedures impacted their efforts to minimize food waste. According to Adam (2015), consumers are not the main drivers of food waste, contrary to popular opinion, and this was also highlighted by Cuglin *et al.*, (2017), who discovered that less food is wasted during the consumer consumption stage compared to the restaurant preparation stage. As according Warshawsky (2015), the Kroger grocery store chain has well-functioning donation programs, which is also evident in Hermsdorf *et al.*, (2017), who redistributes their surplus food to local banks as well as its employees even though they do face some hiccups in donating their food surplus. Consumer awareness regarding food waste management was poor, according to Filimonau and Gherbin (2016), and it's worth noting that Adam (2015) found that consumer awareness and education are beneficial in reducing food waste. It's worth noting that Oelofse *et al.*, (2018) found that South African household food waste is higher than that of other nations in Sub-Saharan Africa and even Southeast Asia. Given the number of individuals that go hungry in South Africa, as indicated in the introduction, this is cause for concern.

Only one of the papers collected and examined dealt with the issue of food waste in South Africa, demonstrating the need for more study in the country, particularly in the food retail sector. When it came to brands being viewed as meaningful brands, none of the papers looked at food waste management practices. This then necessitates a study on the food waste management practices of retailers in South Africa.

Research Paradigm

A paradigm is a term that refers to a set of beliefs and agreements that researchers hold in order to better understand and solve problems. The paradigm influences the approach the researcher applies, how the researcher formulates the problem, how the researcher gathers data, and how the researcher analyses and processes information (Ryan, 2018). A research paradigm reflects the researcher's worldview, as well as the researcher's actions and interpretation of the reality in which they live (Kivunja & Kuyini, 2017). The interpretivist paradigm has been chosen by the researcher for this study. This paradigm's primary notion is that people are essentially distinct from objects. As a result, we cannot study human beings in the same manner that we study objects in the natural sciences since, unlike objects, human beings change all the time and are continually influenced by the world in which they find themselves (Du Plooy-Cilliers, 2014). As a result, the purpose of interpretivist research is to understand and interpret human behavior rather than generalize causal relationships (Edirisingha, 2012). Hermeneutics and phenomenology are two notable interpretivism variations. The former is concerned with interpretation and comprehension, whereas the latter is a philosophy that seeks to directly experience things in order to have a greater understanding of them. This will be discussed more in the study's research design (Business Research Methodology, 2021). This approach's ontology holds that there are various realities, and that these realities emerge as a result of people's diverse experiences, perspectives, and interpretations (Cantrell, 2001). Subjective interpretations are its epistemological position. It recognises the fluidity of facts, as well as the notion that facts are influenced by context and the individuals involved, as well as how they perceive the information (Du Plooy-Cilliers, 2014). The methodology and methods used are primarily qualitative and subjective. Information is gathered

through interviews, case studies, and reflective sessions (Cantrell, 2001). Due to the complexities and layers that these notions inhabit, the researcher realises that closed ended questions and numbers are not the ideal way to interpret issues like food waste, food waste management practices, and the concept of meaningful and healthy brands. As a result, only Interpretivism provides for a large deal of detail in the research. This paradigm will aid the researcher in understanding whether consumers are aware of Pick n Pay's food waste management practices, which are designed to help consumers reduce food waste at home. It will also assist in understanding whether the selected consumers are aware of their own food waste management practices. The researcher will be able to comprehend the logic behind each consumer's food waste management practices (or lack thereof) using this paradigm, as the researcher recognises that not all consumers are conscious of their food waste management practices or why they have them. Is it because of their upbringing, schooling, or the brands they buy from, such as Pick n Pay? What makes a brand healthy and meaningful varies depending on the individual. This paradigm will help the researcher understand what consumers look for when choosing a brand and whether they consider Pick n Pay to be a healthy and meaningful brand after reflecting on how its practices help them at home. This paradigm will best explain how each consumer's logic differs.

Research Method

The research design is the overarching method a researcher adopts to combine the various components of the study in a logical and cohesive manner, ensuring that they will effectively address the research problem; it is the blueprint for data collecting, measurement, and analysis (USCLibraries, 2021). The researcher chose a phenomenological research design for the purposes of this research. Phenomenology is concerned with the study of experience from the individual's perspective, commonly held beliefs and perceptual patterns (Lester, 1999). The phenomenological research design seeks to illuminate the specific by identifying phenomena as they are viewed by the participants in a situation. In the human realm, this usually entails acquiring 'deep' knowledge and perspectives using inductive, qualitative approaches including interviews, conversations, and participant observation. Phenomenological approaches are epistemologically built

on a paradigm of personal knowledge and subjectivity, emphasizing the importance of personal perspective and interpretation (Lester, 1999). This design was chosen by the researcher because it is a powerful design for understanding each consumer's subjective experience of Pick n Pay's food waste management practices and whether it aids in reducing food waste at home. This design will aid the researcher in understanding the consumer's motives and actions when dealing with food waste at home. This research design allows consumers to bring their own experiences and perspectives of food waste management and the Pick n Pay brand, rather than assuming that they are familiar with the topic being researched, which is food waste. This enables for more in-depth consumer insights into the issues being researched.

The process of gathering, analyzing, and interpreting non-numerical data, such as language, is known as qualitative research. Qualitative research can be used to learn how a person subjectively perceives and interprets their social environment. The aim of qualitative research is to get a sense of an individual's, group's, or culture's social reality as closely as possible to how the participants experience or live it. People and organizations are thus researched in their natural environment. A qualitative method to research is exploratory, attempting to understand "how" and "why" a given phenomenon, or behavior, acts as it does in a certain context. (McLeod, 2019). The qualitative research approach was chosen by the researcher because it allows individuals to openly express their experiences, opinions, and feelings. The researcher ensured to create such an environment. The researcher was able to grasp the why behind the participants' actions and views around food waste management using this approach. A qualitative approach provided flexibility by allowing the researcher to respond to data as it emerges during the interview, by asking prompt questions.

A population can be defined as a large group of people, institutions, objects, and other entities that share common features and are of interest to a researcher (Rafeedali, 2021). The participants in this study were men and women over the age of 18 who live in the Johannesburg area and shop at Pick n Pay at least once a month. As a result, the main characteristics that participants had to have in order to be used in the study are that they must be over the age of 18,

Johannesburg residents, and Pick n Pay consumers, who shop at the store at least once a month.

Sampling is the process of selecting or drawing an accurate representative of a unit, group, or sample from a population of interest. Depending on the nature of the sample and the subject matter of the study, sampling can be done using a variety of ways (Rafeedali, 2021). For the purposes of this research, the researcher chose purposive non-probability sampling. Purposive sampling is a non-probability sampling method in which elements picked for the sample are chosen based on the researcher's judgment. Researchers frequently feel that by applying sound judgment, they can acquire a representative sample and save time and money" (Business Research Methodology, 2021). This sampling method was chosen because it is less expensive, more convenient, and allows the researcher to contact only those people who can provide relevant information for the study. In research, a convenience sample is made up of people who are easily accessible. A convenience sample is made up of individuals that happen to cross the researcher's path and match the study's eligibility requirements (Rafeedali, 2021). The researcher used people closest to the researcher who met the research's criteria and characteristics. This included consenting family members, friends, and neighbors that shop at Pick n Pay. The researcher chose them based on the fact that Pick n Pay is the grocery store most closest to these participants and the researcher knew that these participants preferred Pick n Pay over other brands. Due to the paradigm chosen and time constraints, a sample size of up to 8 people was used.

Data collection is the process of acquiring and evaluating information on variables of interest in a systematic manner that allows researchers to answer research questions, test hypotheses, and assess outcomes (Kabir, 2016). Structured interviews were used to capture data relevant to the research's objectives and research questions. The researcher asked open ended questions as well as prompt questions, if necessary, around the topics of food waste management practices and healthy and meaningful brands. The one prompt question that came up was asked to all participants. Structured interviews were utilized since they are simple to reproduce and contain open-ended questions. When undertaking data analysis, this made comparability easier, saving the researcher time. Participants were able

to give open ended responses to open ended questions, which provided more perspectives and lived experiences of the participants, as well as data diversity that would have not been possible with closed ended questions. Some face-to-face interviews were conducted with those closest to the researcher. Those a bit further interviews were done on Zoom and recorded. It was quite a seamless process interviewing the participants as all were willing to help. Interviews were either done face to face where the researcher went to visit the participants and also on Zoom, where the researcher scheduled time with the participants at a time suitable to them. All showed up and were available at the scheduled times. The interviews were recorded on a cellphone for those done face to face and those done on Zoom there were recorded on the app.

The process of collecting, modeling, and analyzing data in order to derive insights that aid decision-making is known as data analysis. Depending on the goal of the analysis, there are a variety of approaches and procedures to use (Calzon, 2021). This research used thematic analysis. Thematic analysis is a method for studying qualitative data that comprises examining a data set for repeating patterns, understanding them, and reporting them. It is a way for describing data, but it also involves interpretation in the selection of codes and the creation of themes (Kiger and Varpio, 2020). Thematic analysis was chosen since it is simple to learn and use and does not require any previous knowledge. It gave the researcher the capacity to sift the enormous amount of data gathered from the interviews into themes. Since an inductive approach was utilized to allow the data to establish the themes, thematic analysis allowed for freedom in interpreting the data. Listening to the interviews, transcribing the data and reviewing the transcripts provided the first source of data. The information was then coded per question by highlighting key words or sentences and assigning codes to them. The themes were created using these codes. One theme can be made up of several codes. The researcher kept going over the themes to see if any more emerge or if some need to be grouped together. . This demonstrates how iterative thematic analysis is. The researcher also received assistance from the supervisor on how to come up with themes and codes and also when to stop.

Researchers want to be able to trust the conclusions of other researchers' findings. It is important to know that if a new researcher conducts the study again, the

results will be similar. Because qualitative researchers do not utilize statistics as proof, they must rely on other criteria to assess the trustworthiness, or credibility, of their findings (Koonin, 2014). In qualitative research, the overarching phrase for validity and reliability is 'trustworthiness,' which is further separated into credibility, transferability, dependability, and confirmability. By establishing transparency in the research methodology and clearly detailing how the study was conducted, the researcher wanted to ensure that the research is dependable, credible, and confirmable. The questions were ethically sound and unambiguous, as well as aligned with the research objectives. To ensure that, the researcher was assisted by the lecturer who double-checked that everything is done correctly and ethically. The lecturer also served as an objective "expert" to identify any accidental biases that the researcher may have overlooked. This aided in the neutralization of the final report.

Analysis of Data and Findings

In order to achieve the objective of the extent to which Pick 'n Pay can be described as a meaningful and healthy brand in the context of the brands food waste management practices as well as the secondary questions laid out above, the data collected was analysed using thematic analysis. Firstly the researcher has summarised the results per question and then separated the results into themes based on the secondary questions.

How often do purchase from Pick n Pay?

Most participants shared that they purchase in bulk at Pick n Pay once a month. They however purchase items like fruit and veggies weekly as they need these items to be fresh and are used more instantly.

What food waste strategies are you aware of that Pick n Pay practices?

All the participants are aware of the reduced to clear strategy that the brand uses to get rid of items like fruits and vegetables when they are about to reach their

sell by date. Most of the participants believe that Pick n Pay donates to charities and food banks.

How does purchasing from Pick n Pay minimize your food waste at home?

Most of the participants are not sure how it helps them minimize food waste at home but did mention they feel that food from Pick n Pay lasts longer.

In what way do you think Pick n Pay contributes to the community?

Though they might not know what Pick n Pay does specifically but most of the participants are sure they give back to the community because they are a big brand.

Why do you choose Pick n Pay and what value do you get from purchasing from Pick n Pay?

Something that was common amongst participants was that they are loyal to the brand because they grew up using Pick n Pay so it gives them that nostalgic feeling. The discount program known as smart shopper is very popular as it has great value for money. The staff is always friendly and there is a consistent shopping experience whichever Pick n Pay you visit. All the participants agree that they quality is great and there is a variety of items at a reasonable price as compared to other brands. They have tried other brands and Pick n Pay wins for them.

Interpretation

Themes

Food Waste Strategies

Most of my participants mentioned the reduced to clear strategy that Pick n Pay uses to get rid of food that is almost at its sell by date. One of the participants mentioned that " *I have seen is with a few Pick n Pays is the fruit or produce being offered to kids that are under the age of 12 for free. So, if you come to Pick*

n Pay there is a whole basket that is there, you can grab for your kid and kids under 12 can just grab a free you know fruit for the day." The researcher found this interesting as it has not been implemented everywhere but believe it is a great strategy for reducing fruit food waste by Pick n Pay. Two of the participants mentioned the vacuum sealing that the brand does with their meat. One participants mentioned that *"I will say in comparison to other shops like example oxtail would be in like a takeaway material (polystyrene) and would be wrapped in clean wrap now they vacuum seal it. Same thing with liver they vacuum seal it. This helps the meat stay fresher for longer."* This means that participants are aware of some of the food waste strategies Pick n Pay implements.

Consumers Perspectives of Pick n Pay's food waste strategies in relation to consumers food wastage.

Most of the participants did mention that they have really thought about if purchasing from Pick n Pay helps them reduce waste at home. But most did mention that they feel Pick n Pay sells them quality products so most of their products tend to last longer. One of the participants shared that *"So uhm that way the Pick n Pay does is that generally uhm their food items have slightly longer shelf life. I'm not sure that this down to the tactics at Pick n Pay to sell fresh from the suppliers as soon as possible but what I have found is that their best before dates are generally a bit longer than their competitors would be. So, this in turn, if we are being logical about things gives me a longer consumption time with their products and thus mitigating food wastage in my household as I have a longer time to consume the food that I buy."* This means that participants are not really educated about food waste management at home and more needs to be done in educating them about food waste.

Meaningful and Healthy Brand

All the participants agreed that Pick n Pay is a meaningful and healthy brand as they all shared how it brings value to their lives. All the participants love their smart shopper program. They feel the discounts really help them save money. One of the participants mentioned *"The number 1 thing I would say uhm as a consumer of Pick n Pay is their rewards program or smart shopper is definitely*

added value for me. Uhm specifically when I am doing bulk shopping my monthly groceries and I have found that with their competition I have found their rewards are not as meaningful as Pick n Pay essentially has. Uhm that is one way and second way which is also linked to their smart shopper program as a motorist when I go to fill up petrol as well there are some filling stations that offer some rewards and points back that are linked back to the smart shopper so this is also boosts the amount of points and cash back that I have in my rewards program and this also goes a long way when it comes to my monthly grocery shopping."

All the participants all agreed that the quality of products is really good, and a participant mentioned that *"Quality is good, and I have never been let down by something I bought from Pick n Pay."* Most participants believe that because they are such a big brand, Pick n Pay must be doing a lot for the community and environment. One of the participants shared that *"I'm sure they donate to charities and local schools. They sponsor events and other things that do good in the community as they are such a big brand."* This means that participants consider a meaningful and healthy brand in many ways but non considered it a healthy brand as pertaining to their food waste strategies.

Despite the fact that studies on food waste in South Africa have been done, as highlighted in the study by Oelofse et al.,(2018), none of the studies discuss food waste in relation to brands being considered meaningful and healthy brands, regardless of the fact that there is literature on what constitutes a meaningful and healthy brand. Consumer awareness and education are effective in reducing food waste, according to study conducted by Filimonau and Gherbin (2016) and Adam (2015). It's worth noting that the participants in this study are unaware of any food waste management strategies at home and need to be properly educated so that they can do better at home.

The Kroger grocery store chain, according to Warshawsky (2015), has well-functioning donation programs, which are also shown in a study by Hermsdorf et al., (2017), who highlights that chain grocery stores redistribute their surplus food to local banks as well as their employees, despite some glitches in giving their food surplus. The Kroger grocery store company is a major retailer in the United States, and most of the participants stated that because Pick n Pay is so large, they must donate to food banks and charity.

Contrary to popular belief, customers are not the primary drivers of food waste, as revealed by Cuglin et al. (2017), who discovered that less food is wasted during the consumer consumption stage than during the restaurant preparation stage. Most people believe that retailers are major contributors to food waste, although retailers such as Pick n Pay are taking numerous steps to reduce food waste in order to achieve zero waste by 2030, as stated in their annual sustainability reports.

Ethical Considerations and Limitations

In retrospect, conducting this research was both interesting and challenging at times. The majority of the participants were unfamiliar with the concept of food waste and had never considered how they waste food in their homes, according to the study. The researcher had to clarify the concepts and questions a little bit more during the interviews, which was easy to accomplish because these were individuals the researcher knew, so there was a level of comfort. This ease allowed the participants to speak their minds and not be afraid to express their feelings about the brand. Even when participants gave short replies, the researcher was able to explore them further to elicit a longer response that could be more useful in the analysis. Some of the interview participants even requested to see the questions before the interview was recorded so that they could prepare for it, which the researcher did not allow. However, in order to be fair, the researcher decided to explain some of the concepts of food waste and meaningful brands that would be discussed during the interview instead of asking them questions. Although some interviews were conducted face to face and some via Zoom, the participants gave it their all, and the researcher was able to comprehend their lived experience across both mediums of interviewing. There was no evidence that participants were conducting research while the interviews were taking place, as this is something that may be done when conducting a virtual interview.

The results would have been different if the participants had been persons the researcher had never met before and had been chosen at random. The participants would have been afraid to offer honest replies since the level of comfort would not have been there. According to what some of the researchers' peers encountered

while recruiting strangers as participants, they were afraid that the information would be misused and were afraid to speak openly and honestly. However, because some people like to speak to strangers, the outcomes could have been different because they would have been honest rather than politically acceptable. In analysing the research findings, the researcher believes that if someone else read the transcriptions, the themes and interpretations would be similar, as the common themes are obvious and easy to deduce.

The importance of ethical considerations in research is growing (Arifin, 2018). As a result, it is vital that researchers comprehend the fundamentals of ethical research and how they affect their study. This is especially significant if the research involves interaction with members of the general public who serve as participants (respondents) and is applicable for the purposes of this research study (Arifin, 2018). Therefore, these are the ethical issues the researcher considered when conducting this research. Since most institutions have their own Codes of Ethical Practice. The researcher recognised the need of following the IIE Vega Schools Codes of Ethical Practice. This was accomplished by acquiring the school's consent to conduct the research. This was accomplished by receiving a research request form, reviewing, and correctly filling it out, and signing it to bind the researcher to all the codes. An informed consent form was supplied to each participant to complete. This form was printed on the Vega School letterhead to let participants know that this is a school activity. The form was given to participants ahead of time so that they may decide whether to participate. The purpose of the research and the anticipated outcomes of the research was explained clearly to the participants in the informed consent form. The significance of maintaining confidentiality was crucial. Since face-to-face interviews and Zoom, interviews were used to conduct the research, the researcher was familiar with the participants; nevertheless, the individuals' identities were not revealed in the results report. Participants were assigned numbers, and the results were be presented based on those numbers. This was stated in the participant consent form to assure participants that their information will be kept confidential. For this study, participation was entirely voluntary. Prior to participation, all participants were invited to participate and consent forms outlining the entire process will be handed to them. This allowed individuals to choose whether to participate or not. If a participant wished to withdraw their participation, they were able to do so at

any time. Audio recordings of the interviews were made to ensure that no verbal information is lost or forgotten. This was communicated to all participants via a separate consent form so that they are informed of the situation ahead of time. This form specified their identity's confidentiality as well as who will have access to all recordings. To verify that the data analysis is free of bias, which could skew the results, and to assist the researcher in attaining data saturation. The researcher sought the lecturer's help in proofreading and examining any biases.

Conclusion

To conclude this research, the secondary questions as well as the main objective will be addressed.

- What are the food waste management strategies of Pick n Pay?

Pick n Pay has made a specific promise to achieve considerable waste reductions by diverting 20% of their food waste from landfills and cutting carbon dioxide emissions by 25% per square meter by 2020, according to their sustainable living report. Pick n Pay (Pick n Pay, 2015). Pick n Pay has partnered with a number of companies to develop a large-scale food waste composting plant that will process up to 4 tons of food waste per day from its locations. Pick n Pay has partnered with BioGreen Diesel since 2010, resulting in the conversion of 2.3 million gallons of discarded cooking oil into biodiesel. A total of 5000 tons of waste is recycled each year (Pick n Pay, 2017).

- What are consumers perspectives of Pick n Pay's food waste strategies as they relate to consumers food wastage?

Pick n Pay's food waste efforts, such as their reduce to waste strategy, vacuum sealing of specific meats, and donation to food banks, are known to some extent by consumers. However, when asked how these strategies benefit them at home, the majority of participants were unsure, however they did indicate that Pick n Pay products have a longer shelf life.

- What makes a brand meaningful, specifically in relation to Pick n Pay's food waste strategies?

All participants mentioned their discount smart shopper program, product quality, and friendly and consistent shopping experience when asked what makes them a meaningful and healthy brand. When it pertains to food waste, as previously stated, most of the participants stated that the food at Pick n Pay is fresher and lasts longer.

The primary research objective is to gain a thorough understanding of the extent to which Pick 'n Pay can be described as a meaningful and healthy brand in the context of the brands food waste management practices. Based on the findings, the researcher believes Pick n Pay is a meaningful brand because they have committed to food waste reduction methods, which are highlighted in their annual sustainable living report. Some of these strategies are familiar to the participants, which is why they continue to return to the brand because it provides them with high-quality products with a longer shelf life at home.

Recommendations

Pick n Pay should do a better job of publicising everything they're doing to minimize waste and protect the environment. Consumers are interested in such information, and it would be in their best interests if it were made public. Pick n Pay could also create ways to educate consumers in-store or on social media on how to prevent food waste at home, making them aware they are always thinking of them.

When it comes to research, the sample picked could include persons the researcher has never met before in order to eliminate any potential biases. This might be accomplished by selecting shoppers at random as they exit the Pick n Pay store or acquiring their contact information from the brand's database. The researcher also recommends that the university call some of these brands and explain the research being done and what it will be used for to the management. If it were simpler to interview people like managers and staff from the brands

being studied, there would be a wealth of information available for a study like this.

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Annexures A

Interview Questions

- 1.** How often do you purchase from Pick n Pay?
- 2.** What sort of products do you purchase from Pick n Pay?
- 3.** What food waste strategies are you aware of that Pick n Pay practices?
- 4.** In terms of labeling and packaging, does Pick n Pay do a good job?
- 5.** How does purchasing from Pick n Pay minimize your food waste at home?
- 6.** In what way do you think Pick n Pay contributes to the community?
- 7.** Why do you purchase from Pick n Pay over other brands?
- 8.** What value do you get from purchasing from Pick n Pay?

Annexure B.

<u>Findings per question.</u>	<u>Common theme/phrases.</u>	
<u>Question 3</u> <u>3. What food waste strategies are you aware of that Pick n Pay practices?</u> - Reduced to clear strategy/ cut prices of food items that about to reach sell by date or go off. - They offer fruit to under 12s in certain stores. - Reduced to clear. - Donate to charities - Ready-made food items after 6 are discounted. - Give to charities and food banks. - Vacuum sealing of things like meat makes it last longer. - Pricing is done right so things don't stay	- Reduced to clear strategies - Donation of food to charities and food banks - Vacuum sealing and filler in their meat. - Smart shopper- great discount/loyalty program - Convenient - Brand loyalty- grew up on pick n pay - Friendly staff - Quality food with longer shelf life.	

on the shelves for too long. - Donations to charities. - Filler in the meat to make it last longer. - Reduced to clear of ready-made foods and produce.		
<u>Question 5.</u> 5. <u>How does purchasing from Pick n Pay minimize your food waste at home?</u> - Food items generally last longer and best before dates are longer. - Reduced to clear items and shelf life/expiration dates are very transparent. - Portions are enough and we find ourselves not wasting.		

- Vacuum sealing helps food last longer i.e., meat. - Ready-made meals help me stop buying perishables. - Filler at the bottom of the meat helps it last longer. <u>Question 6.</u> 6. <u>In what way do you think Pick n Pay contributes to the community?</u> - Bursaries and scholarships - Giveaways to the less fortunate - Donations to the vulnerable - Discount on food items - Donations to charities - Composting of food that is spoilt. - Selling food at a lower cost. - Give to charity - Discount for staff. - School drive		
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- Giving food to charities - Reducing carbon footprint and wastage. - Charity donations - Giveaways. - Donations to charities - Sponsor events		
<u>Question 7.</u> 7. <u>Why do you purchase from Pick n Pay over other brands?</u> - Brand loyalty grew using it. - Longer shelf life. - Convenient for me. - Convenience. - Quality food. - Loyalty program . - Brand loyalty. - Discount program - Convenient - Staff friendly and helpful.		

- Experience is consistent everywhere. - Listening to consumers. - Convenient - Prices are reasonable - Quality - Food lasts longer - Friendly - Easy to earn points - Variety of products. - Convenient - Variety of products - Friendly staff - Quality food. <u>Question 8.</u> 8. <u>What value do you get from purchasing from Pick n Pay?</u> - Smart shopper discounts - Good and high-quality food. - Cheaper but good quality. - Smart shopper deals - Rewards program - Friendly staff - Everything you need.		
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- Shopper experience - Strategically placed. - Staff and top tier customer service. - Quality products - Convenient - Customer service is great - Smart shopper program is great. -		
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