An exploratory investigation into Tshwane Postmodern consumers' consciousness and practices that relate to sustainable food procurement

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An exploratory investigation into Tshwane Postmodern consumers' consciousness and practices that relate to sustainable food procurement

By

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This study is dedicated to all those who have believed in me in times when I couldn't do the same. I also extend thanksgiving to my Saviour. Thank You for blessing me beyond what words can describe. All the glory be to you Lord.

DECLARATION

I, Dominique Ferreira, hereby declare that the dissertation for the Masters in Consumer Science: Food Retail Management at the University of Pretoria, hereby submitted by me, is my own work and has not previously been submitted for a degree at this or any other university or tertiary institution and that all reference material contained herein has been acknowledged.

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DOMINIQUE FERREIRA

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The author would like to acknowledge both study leaders for the invaluable time, effort and guidance they have dedicated to this study. Their extensive knowledge and passion is evident in the high quality of this report and assisted the author in delivering a piece of research that has significant meaning and contributes to industry as well as academia. Ms Marx-Pienaar and Ms Sonnenberg are custodians of sound research practices and work ethos. Their broad expanse of sustainable practices and consumer behaviour knowledge served the author well in completing this research and she is forever indebted to them.

Thank you for your role in the success of this research.

In the postmodern society we live in whereby citizens create their unique identities and sense of belonging not by whom they associate with but rather with what they consume (Arrow & Dasgupta, 2009; Berner & Van Tonder, 2003; Kacen, 2000). Addressing the fast-paced lifestyles postmodern consumers are leading and the impact thereof on the natural environment is in many political, economic, academic and social circles high on the agenda (Benton & Ferry, 2010). Studies relating more specifically, to the true impact of consumer behaviour on the environment and the ultimate sustainability thereof for future generations is becoming of great importance. In order to assure future generations the same quality of life and access to natural resources it becomes paramount that investigation sets forth the behaviour of consumers today. This study investigated postmodern consumers' consciousness of climate change and subsequent food procurement practices. The research identified certain sustainable consumption practices and uncovered very clear deficits with regards to consumers' knowledge of climate change. Overall results revealed that most consumers either portray or aspire towards lifestyles that reflect luxury and convenience. It was found those who were willing to live more sustainably struggled to do so due to societal pressures, poor support and a knowledge deficit in terms of mitigating skills. This research further discovered that the current lifestyles postmodern consumers' aspire to encourage very definite changes in terms of gender roles (i.e. more women competing on par with men), which have detrimental effects on their ability to lessen unsustainable behaviour. Recent literature states that women should be viewed as positive agents of change due to their prominent role in socialising their household members (Buckley, Cowan, McCarthy, & O'Sullivan, 2005) and therefore a portion of the research focused on the specific contribution or lack thereof females have toward sustainable consumption practices within a postmodern society. However, this research identified that with a proper knowledge of sustainable consumption practises and mitigating skills the postmodern consumer is able to have a profound impact on curbing the detrimental effects of unsustainable practices and therefore rightfully deserves more attention.

Key words: *climate change, postmodern consumers, consumer knowledge, unsustainable consumption practices.*

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Chapter 1

THE STUDY IN PERSPECTIVE

1.1 The Context of the Research

In the postmodern society we live in whereby citizens create their own unique identities and sense of belonging not by whom they associate with but rather with what they consume (Sigala, 2006, Kacen, 2000; Berner & Van Tonder, 2003). In a market-place shrouded by memories of a *modern society*[1] , which was characterised by mass produced goods, services, communication and means of engaging with consumers, we now face a contest of rapidly evolving consumers who are said to display fragmented and unstable purchasing identities (Berner & Van Tonder, 2003). The fundamental difference between the two eras (i.e. , the modern society, dating from the 5th to the late-20[th]century and the postmodern society, dating from the late 20th century to the present time), among others is the role of the individual citizen; further referred to as the postmodern consumer in this study (Buckley, Cowan & McCarthy, 2007). The consumer identity and consumers' active role in society differs so strikingly between the two time periods that the impact that this had on the trading arena demanded a drastic revolution in the manner in which consumers and the marketplace co-existed (Buckley et al, 2007). This change of consumer involvement in the design, manufacturing and distribution of goods and services and overall influence on the trade industry is collectively known as postmodernism (Featherstone, 2007; Baker, 2005; Sigala, 2006). Postmodernism also includes very refined customised marketing messages and strategies streamlined to appear to be speaking almost directly to specific individuals, even though in reality it also addresses the masses and is thus known as "customised mass communications" (Sigala, 2006)

The present consumer, more specifically the postmodern consumer, is often described as having chameleon-like characteristics, whose purchasing behaviour has not only changed beyond recognition when viewed against that of predecessors but also adapts to the surrounding environment without consistency (Moorad, 2012, Buckley, Cowan & Mc Carthy, 2007). In an attempt to address the needs of postmodern consumers, one must realise that this cohort is highly individualistic and continually seeks self-expression through the interactions they have in the trading arena (Burgess & Steenkamp, 2006, Young & Gautier, 2001). Possibly the most noteworthy reasons for these fluctuations and adaptations in consumer behaviour can be attributed to technological and societal changes that took place during the past century (Brunner, Van der Horst, & Siegrist, 2010;

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[1] A modern society is defined as being a post traditional or medieval period characterised by intellectual advancements and dates back to the 5th century. Modernity is believed to have ended in the mid- or late 20th century. It is also a period marked by mass production and no consumer involvement in the design and development of goods and services. The successor of the Modern society is subsequently dubbed Postmodernity (Baker 2005)

Howell, 2011; Peattie & Peattie, 2009; Buckley, Cowan, McCarthy, 2007; Grier & Deshpande, 2001). With technological advances such as the television and the internet, consumers are exposed to a wealth of information that not only awakened new lifestyle aspirations but made them more savvy and armoured against misleading advertising and clever sales ploys (Sigala, 2006; Peattie & Peattie, 2009; Bush, 2008; Ungar, 2000). Subsequent to the shift from an industrial society (driven by mass production and generalised communication) to one of an information society (whereby consumers have access to abundant written intelligence), the consumer has become central to the design and production process, transforming them into prosumers[2] (Sigala, 2006). A typical characteristic of "prosumers" includes these consumers' reliance on their intuition and inner feelings much more than previous consumer generations who were inclined to base their decisions on rational thought processes (Berner & Van Tonder, 2003; Kacen, 2000; Buckley, Cowan & Mc Carthy, 2007). The postmodern consumer therefore not only plays a meaningful role in the production cycle and distribution of goods and services but also relies on different cognitive processes to assist him or her in evaluating the product or service before making a purchase (Simmons, 2008).

Since the postmodern consumer uses psychological cues (i.e. emotional and subjective) to make decisions as opposed to utilitarian cues (i.e. rational or functional), understanding postmodern consumers and their respective purchasing behaviour is complex (Simmons, 2008; Sigala, 2006; Berner & Van Tonder, 2003). Experience-orientated behaviour explains that consumers evaluate their product or service consumption on the experience elicited by the respective purchase therefore making the criterion different to that which is evaluated only on a functional level (Backstrom & Johansson 2006; Buckley, Cowan, McCarthy, & O'Sullivan, 2005). It is noted that although the postmodern consumer is typically in control of the end-to-end decision making process, there are still external factors that influence the outcome of any consumption practice (Simmons, 2008, Shipman, 2004, Sigala, 2006).Coupled to the strong need for immediacy and instant gratification associated with the postmodern consumer's behaviour, is the markets' ability to respond to and meet or exceed these demands (Pujari, 2006; D'Souza, Taghian, & Khosla, 2007; Buckley, Cowan & McCarthy, 2007; Young & Gautier, 2001). Many have argued that the main external contributor to the postmodern consumer's behaviour is marketing messages and targeted communications (Shipman, 2004, Berner & Van Tonder, 2003). The influence of such agents have been observed over time to have a remarkable impact on consumers' consumption practices and motivations for purchases (Simmons, 2008).

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[2] Prosumers are individuals becoming more prominent in the postmodern society and they are classified as consumers who become involved with designing or customising products for their own needs. The word stems from the amalgamation of the two words professional/ producer + consumer = prosumer (Sigala, 2006)

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Although consumers purchasing intentions are receiving great attention of late, it is not a new concept in the world of psychology and behavioural studies (Shipman, 2004; Majumdar & Chaudhuri, 2006). In the 1800's Karl Marx – German born philosopher, economist and sociologist among others, formulated doctrines on how marketing messages were targeted at conditioning consumers to desire goods and services not for their functional purpose but rather for the social contributions that are derived from owning luxury items (Shipman, 2004). This behaviour was later termed by economist and sociologist Thorstein Veblen (Arrow & Dasgupta, 2009; Majumdar & Chaudhuri, 2006; Veblen, 1899) as conspicuous consumption, and is described as consumers indulging in purchasing behaviours as a means to publicly display their wealth (Shipman, 2004; Arrow & Dasgupta, 2009; Majumdar & Chaudhuri, 2006). This phenomena continues to be a very prominent theme in current times and forms an elementary attribute of the postmodern consumer's profile. Since the main drivers of motivation for these consumers are status driven (Arrow & Dasgupta, 2009; Shipman, 2004), they pay little attention to the impact of such behaviours on their immediate environment as well as the long term implications thereof. Adding to this need for rapid reaction are the underlying consumer associations and personal closeness with goods and services, which in many instances refute environmental conservation efforts (Warde, Shove & Southerton, 1999; Maxwell, 2010). The very nature of the postmodern consumer and environmental conservancy is therefore in conflict and has dire impacts on natural resources (Arrow & Dasgupta, 2009; Majumdar & Chaudhuri, 2006).

With a global population estimated at over seven billion people in addition to increasing and ever-changing consumer practices, natural resources are currently consumed far quicker than the rate of regeneration (Walker, Rhubart-Berg, McKenzie, Kelling & Lawrence, 2005). The feverish speed of consumer consumption along with the high toll that is placed on customised retail experiences do not allow the environment to recover from the major demands that are placed on natural resource stores (Walker, Rhubart-Berg, McKenzie, Kelling & Lawrence, 2005). When we evaluate the reasons consumers use to justify purchases of convenience food items for example, we notice that the main pull toward these items is due to the user-friendly qualities (Buckley, Cowan, McCarthy & O'Sullivan, 2005). The level of involvement, preparation and serving effort required for convenience foods is less taxing than food items that are prepared from scratch (Brunsø, Fjord, & Grunert, 2002; Buckley, Cowan, McCarthy & O'Sullivan, 2005), making it a product category driven by the experience the consumer has with the product rather than the primary components of the product attributes (Backstrom & Johansson 2006).

Despite the attention devoted to 'green' practices in all disciplines of society over the last decade (Chen & Chai, 2010), there is still no material evidence of these efforts and how the environment is indeed being relieved of the detrimental pressures of human inhabitation, especially in emerging economies such as South Africa. Studies show that even high-income countries such as the Americas and Western Europe are failing to implement, adopt and maintain sustainable consumption behaviour, largely due to individual circumstance or lacking public norms and structures, which are collectively known as 'systems of provisions' (Hobson, 2003). Although we have the advantage of ever-increasing knowledge (Buckley, Cowan & McCarthy, 2007) on how to streamline the productivity and use of our natural resources, the fact remains that if populations continue to grow and authorities and individuals continue to take a nonchalant stance toward environmental conservation, any attempts to improve the quality of human lifestyles will be futile (Gilland, 2012; Arrow & Dasgupta, 2009; Chen & Chai, 2010).

In addition to the above, a topic which warrants particular attention in terms of the pressure imposed on natural resources is postmodern society's demand for earlier career success (Botonaki & Mattas, 2010) and the accompanying transformation of traditional gender roles (Botonaki & Mattas, 2010). These changes have resulted in a greater, often unsustainable, need for time-saving solutions and product offerings such as convenience food products[3] (De Boer, McCarthy, Cowan, & Ryan, 2004; Botonaki & Mattas, 2010; Buckley, Cowan & McCarthy, 2007). Postmodern lifestyles have led to a significant shift from the once sole female managed household and male dominated business place (Scott, 2006), to one where women are an equal part of the workforce and men are more actively involved in the running of the household (Scott, 2006). Although the roles of the two sexes are fading into a state of 'gender blurring' and one that is not easily separated as was the case in previous eras (Scott, 2006; Kacen, 2000), the multiple demands of postmodern life is said to be especially challenging for women who now occupy full-time employment in addition to their domestic and motherly responsibilities (Strebel, Crawford, Shefer, Cloete, Dwadwa-Henda, Kaufman, Simbayi, Magome & Kalichman, 2006; Cernic, 2007; Kacen, 2000; Botonaki & Mattas, 2010).This has introduced new stresses on the environment (Arrow & Dasgupta, 2009) many of which are overlooked in the fast-processed sequences of consumer decision-making (Shipman, 2004).

In the South African context many households still portray a traditional gender role profile where the female counterpart is expected to take on the responsibility of the household, child rearing, as well as the demands of full-time employment. In addition to the above, the onset of a democratic

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[3] Convenience food products or services is defined as any alteration to the item that assists the consumer in "economising time and effort devoted to meal preparation"; either being fully or partially prepared meaning the manufacturer takes on most of/all the preparation time, culinary skills and energy required (De Boer, McCarthy, Cowan, Ryan, 2003)

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government ruling in South Africa in 1994 introduced several new opportunities for women to become fundamental role players in the workforce (Alexander, 2007) so much so that in many instances households are run by female breadwinners. Affirmative action – a rectifying action of past gender and race discriminations (Alexander, 2007; Brand South Africa Country Portal, 2009; National Archives, Federal Register, 2014) has empowered women in the workforce and aided in equalling out the male-female ratio in work environments. This movement coupled with the rising unemployment figures in South Africa (Stats SA, 2011) has given the South African female great clout in the market place as well as notably altering her overall consumer consumption practices to be more characteristic of the postmodern consumer (Sigala, 2006; Botonaki & Mattas, 2010).

Based on the aforementioned arguments it becomes apparent that as a result of current lifestyle practices and work demands, postmodern women, abroad and in local context have had to adjust their purchasing practises to accommodate busy schedules (Carrigan, Szmigin, & Leek, 2006; Botonaki & Mattas, 2010). Household grocery shopping is now often done in the evenings after work, catered for by longer trading hours (Tustin & Strydom, 2006). This change in purchase behaviour transpires more prominently in food purchasing since women have been traditionally responsible for acquiring and preparing household meals (Carrigan, Szmigin, & Leek, 2006; Smit, 2002; Artazcoz, Artieda, Borrell, Cortes, Benach, & Garcia, 2004). As a result of the current time pressured lifestyle, coupled with an increasing lack of cooking skills, it is a common trend among many postmodern households to rely on convenience food products without considering the consequences it might have in terms of waste creation and ultimate climate change (De Boer, McCarthy, Cowan & Ryan, 2003; Furey, McIlveen, Strugnell & Armstrong, 2000).

In summary, it may be said that newly accepted gender equalities are evident and universal, dual income families have become the norm and being a 'stay-at-home' dad is no longer frowned upon (De Boer, McCarthy, Cowan, & Ryan, 2003). However, in many households women are still expected to assume certain 'traditional' roles/responsibilities, which when linked to a full time career often results in frustration and tension (Artazcoz, Artieda, Borrell, Cortes, Benach, & Garcia, 2004; Bechtel & Churchman, 2002; Ogunmenefun & Schatz 2009; Smit, 2002). These, often unquestioned differences in roles, have far-reaching impacts on the society and the natural environment (Bechtel & Churchman, 2002). Women in particular have been identified as prominent agents of change that should frontier the mitigation of climate change because of their nurturing nature (Wilson, 2005). However this study raises the concern and proposes that the ongoing changes regarding to the traditional role of women fuels unsustainable consumer food consumption and ultimately limits her ability to act as an agent of change. Adding to the problem is the fact that women are no longer the

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sole consumers in society but that men constitute a large consumer group as well, therefore making everyone a consumer now (Botonaki & Mattas, 2010; Kacen, 2000). The postmodern society also established a redefined position for female consumers. Because women are believed to have the innate nature to nurture but are also indicated as primary consumers, cooks and socialising agents in their households they are perceived to be important agents of change, essential towards addressing the dire situation of unsustainable consumption, which is identified as a precursor of climate change (Hobson, 2003)

Amidst the relevance of the arguments presented, it is important to be mindful of the all-inclusive importance of postmodern consumers' existing knowledge and mitigating skills to practice sustainable food consumption behaviour. Two schools of knowledge may be of particular relevance, the first being tacit knowledge which speaks to knowledge that might be in the consumer's subconscious and reveals itself in habitual or routine behaviour (Tshoukas, 2002; Jones & Leonard, 2009). Translated to the nature of the research, this might be behaviours that postmodern consumers display in their everyday food consumption practices that are indeed in line with sustainable behaviour but of which they are unaware. An example may be that postmodern consumers use the trimmings of their fruit and vegetables in other dishes as opposed to discarding them in the waste bin purely out of habit and not because they are aware of the impact this has on the natural environment. The second school of knowledge, namely explicit knowledge, refers to factual knowledge and action driven by conscious thought (Ikujiro & Ryoko, 2003). This knowledge is often acquired facts based on textbook references and structured literature. An example of explicit knowledge might be an article that the postmodern consumer reads on electricity conservation that indicates that by filling the kettle with only the amount of water needed at that time saves energy. Based on this acquired (explicit) knowledge the postmodern consumer changes his/her behaviour accordingly. The two types of knowledge shed light on reasons for certain consumer behaviours or non-behaviours and form an important basis for further empirical investigation.

Studies relating to the true impact that consumer knowledge and behaviour has on the environment and ultimate sustainability for future generations is of great importance (Arrow & Dasgupta, 2009). Following the arguments presented above, it is inferred that a need exists to investigate the current postmodern consumer behaviour and in particular the role of women in terms of sustainable food consumption. Limited empirical findings highlight the relevance of these aspects in emerging economies and the greater region of Tshwane, South Africa thus formed an appropriate platform from which this research endeavour was initiated.   . The City of Tshwane was deemed an

appropriate region for screening consumers since it houses a multitude of people from a vast array of demographics.

1.2. Research Problem

It is said that one of the most important qualities sought by postmodern citizens globally is the ideal of self-actualisation (Kacen, 2000; Berner & Van Tonder, 2003). Abraham Maslow's theory of self-actualisation is credited as playing a crucial role in shaping not only postmodern American but postmodern societies all over the world. Today the acquisition of consumer goods is perceived to be essential in reflecting personal goals and achievements, and many consumers feel entitled to select, purchase and consume only the best of what is offered (O'Cass & Mc Ewen, 2006; Eastman & Eastman, 2011). There is general consensus that postmodern consumers aspire to improve their lifestyles through the consumption of consumer products (O'Cass & Mc Ewen, 2006; Sivanathan & Pettit, 2010), and modern marketing is criticised for promoting this culture of consumption. Although many argue that marketing merely reflects consumers' needs (O'Shaughnessy & O'Shaughnessy, 2002) a simpler way of living is seldom promoted (Heath & Chatzidakis, 2011).

Although the advancement of today's way of living is in many instances a positive movement toward a better quality of life for the average consumer, especially emerging economies such as South Africa, one must question at what cost this advancement is coming. As previously mentioned the environment is not unaffected by human development and it has reached a point where we are seeing signs of irrecoverable damage (e.g. the diminishing of natural resources such as natural water sources and soil pollution as a result of climate change) (Walker, Rhubart-Berg, McKenzie, Kelling & Lawrence, 2005).

One area that all consumers' can take note of and should be able to amend for the sake of becoming more sustainable is in the consumption of food products and in particular convenience food products. Literature affirms the strain that 'convenience orientated lifestyles' are having on the natural environment (Walker, Rhubart-Berg, McKenzie, Kelling & Lawrence, 2005). The frequency of food purchases has also altered to reflect the time-poor schedules of postmodern consumers, specifically those of women. This new shift in purchasing behaviour is not only leaving its mark in suburban households but is also rippling into the supply chain and logistics of food retailers and manufacturers, who have to manage their operations in order to meet the changing behaviours of their fickle clientele, often notwithstanding the waste created (Simmons, 2008).

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Recently the concept of 'lifestyle' marketing was proved to be very successful in encouraging consumption. Enticing consumers to desire an exclusive lifestyle instead of only a specific product which resulted in increased retail sales over a broad spectrum of consumer goods (Ger & Belk, 1995; Fitchet, 2001). Consumers now not only continue to consume in order to satisfy lower order needs but also feel compelled by marketing strategies to consume more, in order to meet higher order needs (Hendon, 1972:46). Unfortunately this ideal of personal self-fulfilment promotes individualism, which not only disassociates individuals from societal goals but contributes to excessive/irresponsible consumption which is seldom conducive to sustainable consumption (Scott, 2006; Selwyn, Gorard, Furlong & Madden, 2003). South Africa also typically portrays a "collectivistic" or group-orientated culture that is especially evident in the emerging communities still prominent in the vast rural areas within the South African borders (Burgess & Steenkamp, 2006) which contradicts the values of a postmodern consumer (Robbins, 2002; Dawes & Brown, 2000 Kacen, 2000; Berner & Van Tonder, 2003). The urbanised areas of South Africa are however rich with postmodern consumer residents and reflect the behaviours previously discussed.

As a result of societal changes and the ascendance of women as independent income earners; traditional male dominated roles of 'breadwinners' have diminished resulting in woman becoming fundamental figures in the purchasing arena, more so than in pre-dual-income times (Carrigan, Szmigin, & Leek, 2006; Botonaki & Mattas, 2010). It is argued that with gender roles being shared and women featuring on par with men in the demands of a career, that the time traditionally dedicated to household chores, such as meal preparation, has diminished and that this has had a direct impact on the manner in which women procure goods and services (Botonaki & Mattas, 2010; Smit, 2006).

Concisely, the problem may be divided into two core roots, the first being that most consumers do not have sufficient knowledge (explicit[4] and/or tacit[5]) regarding the problem at hand and secondly it is evident that current societal situations limit the likelihood of consumers making concerted efforts to reduce their overall impact on the environment. This could be surmised as consumers experiencing a deficit with regard to adequate knowledge, skills and or access to possible avenues that could assist them in being more sustainable, which is often a result of poor community, municipal and retail involvement.

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[4] Explicit knowledge refers to factual information i.e. consumers' knowledge regarding environmental aspects, such as the general condition of the ecology or fresh produce wastage figures.

[5] Tacit knowledge refers to underlying know-how and skills, for example, how to mitigate unsustainable behaviour (Tshoukas, 2002; Jones & Leonard, 2009).

In South Africa, the problem in terms of unsustainable food purchases is that many retail stores unfortunately still regard marketing strategies aimed at sales and profit more important than consumer education regarding issues relating to climate change (D'Haese & Huylenbroeck, 2005; ITC-Report 2011; Marshak, 2012). In order to address and amend this problem it is therefore imperative that all systems of provision i.e. retailers, acknowledge climate change and emphasise their social responsibility when planning and implementing strategies aimed at gaining a competitive advantage. Stern & Ander, 2008) motioned that retailers that fall behind or fail to adopt "greentailing" will find it very difficult to catch up and will suffer the consequences because both consumers and competition are deemed as unforgiving.

Consumers are drawn to what organisations stand for and are willing to support and in some instances mimic the values of the retailer, brand or organisation should they feel it speaks to their lifestyle and set of values. (Michon; Chebat; & Turley, 2003). In addition to the aforementioned, is the changing role of women in a modern society and how this transforming role is influencing their food consumption practices. Time, work and societal-pressures all influence the lives of postmodern consumers; specifically that of women. This often contributes to irresponsible/illogical consumer behaviour that reflects poorly planned, rushed purchasing and consumption decisions that show very little concern for the environment. Limited empirical research exists on the nature of sustainable food practices in South Africa. The research in question aimed to gain an understanding of the current state of affairs among postmodern consumers of Tshwane and shed light on some consumer practices that could be meaningful in the development of strategies aimed at addressing the problem of low levels of concern, knowledge and engagement in sustainable food practices. Although the sample of the study consisted of both male and female consumers, a focus was placed on the role of women since they are still deemed to be the main household decision-makers and purchasers of food items in a South African market.

It is for this reason that the researcher investigated consumers' current consciousness (concern and knowledge) regarding to climate change and revealed their know-how in terms of possible mitigating skills. As a conclusion the study aimed at explaining the interdependency between these two dimensions and how this relationship could contribute towards actual sustainable food consumption practices.

1.3 Contribution of this Study

This research is justified in attempting to inform both the advancement of science (i.e. literature) and business practices in the consumer market. By investigating and gaining insight into postmodern consumer behaviour, strategies to combat environmental degradation in an attempt to make sustainable consumer behaviour a lifestyle and not a societal obligation can be identified and implemented accordingly (Berner & Van Tonder, 2003). It could be argued that much can be done to improve the consumption patterns of Tshwane consumers with further empirical evidence, which will consequently aid the future well-being of the entire community. Currently it seems that minimal efforts are being made to lead more environmentally-friendly lifestyles especially in terms of food procurement. This research attempted to trace an outline of the current consumer food procurement behaviour of residents in the Tshwane district. The research instrument attempted to evaluate the current levels of sustainable and climate change knowledge among postmodern consumers of Tshwane in an effort to identify a lack of knowledge and skills that is preventing this cohort from behaving in a sustainable way with regard to food consumption practices. Practical and theoretical suggestions that address the status quo were identified and will serve to assist in action steps and future initiatives that address the problems related to sustainable food consumption behaviour.

1.4 Theoretical Perspective

It is clear that alleviation of unsustainable consumer behaviour will not be the result of the change in attitudes made by separate individuals but rather requires the input and contribution of all core role players in the greater society (Chawla & Cushing, 2007; Stones, 2005). It is noticed that the current Westernised consumer culture of individualism is to the detriment of the natural environment because it encourages consumption that is often egotistical, unnecessary and in terms of sustainability not in the best interest of the greater society (Scott, 2006; Walker, Rhubart-Berg, McKenzie, Kelling, Lawrence 2005). As an alternative to previous socio-psychological models the Structuration Theory (Giddens, 1984), offers a practical solution that facilitates a sociological - contextual scenario in which consumer and industry take an equal stance and responsibility. The structuration theory underlines the importance of consumers as agents that interact within a bigger environment that includes systems of provisions (such as social structures e.g. changing gender roles). The structuration theory furthermore emphasises the existence of two levels of cognisance, which fosters and enables behaviour. Firstly the 'practical consciousness' allows ingrained behaviour 'everyday routines and habits', which reflects low involvement and concern. Secondly, the 'discursive consciousness' involves a higher level of involvement and refers to the ability to unfreeze

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ingrained behaviour through discursive recognition and revision of existing knowledge deficits (Spaargaren, 1997). In the context of this study practical consciousness could be explained as consumers' habitual behaviour to buy convenience food products, which is perceived as unsustainable (Walker, Rhubart-Berg, McKenzie, Kelling & Lawrence 2005). Discursive consciousness is therefore those actions set in place to explicitly revise and ultimately amend these unsustainable behaviours through exchange of knowledge and skills.

The significance of using the structuration theory is evident in its ability to not only illustrate and explain the postmodern consumer's behaviour but also to emphasise the important role that systems of provisions fulfil in enabling consumers to rectify unsustainable consumption practices. The argument put forward is that consumers might be in conflicting situations where social structures restrict their ability to behave in a more sustainable manner.

For the purpose of this study the robustness of this theory seemed particularly appropriate in postulating a holistic relationship between modern demands of daily living on consumers which filters down to women and their likelihood to participate in sustainable consumption practices. Similarly, the model also allowed for a drill-down on individual factors that influence the external environments. That is, the theory allowed the researcher to investigate the personal and unique behaviours of individuals and extrapolate these behaviours to what impact they have on the trading market as a whole (i.e. impacts on infrastructure, retailers, supply chains and marketing strategies) or vice versa (i.e. what impact the social structures e.g. retailers, changing gender roles and so forth have on the individual consumer).

1.5 Objectives of the Research

The study aimed to investigate and gain a deeper understanding of four fundamental research objectives. These included examining consumer's current food purchasing behaviour; their consciousness of climate change; their overall willingness to alter current food consumption and procurement behaviours to be more in line with sustainable principles and then lastly their thoughts on the role of women in the postmodern society. The specific objectives of the study included:

1. To investigate and describe postmodern consumers' current food procurement practices (Practical Consciousness)

2. To identify and explain postmodern consumers' consciousness of climate change in terms of the sustainability of their current food consumption practices

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2.1 To evaluate postmodern consumers' **explicit** knowledge of climate change in terms of their ability to comply to the sentiments of sustainability

2.2 To evaluate postmodern consumers' **tacit** knowledge in terms of sustainable food consumption practices

3. To describe the postmodern consumers' willingness to mitigate unsustainable food consumption practices in order to abide to the principles of sustainability (Discursive Consciousness)

3.1 To identify areas of concern that contributes to consumers' unsustainable food consumption

4. To describe how the changed role of postmodern women contributes to unsustainable food consumption

4.1 To identify the societal role changes of women

1.6 Study Area

The research was conducted within the borders of the Tshwane Metropolitan of South Africa. This is inclusive of all suburbs belonging to Pretoria and extends to Centurion. There are two reasons for choosing this geographic area in which to focus the study. Firstly, the Metropolis of Tshwane is cited as being the fastest growing community with thriving business ventures of international agendas as well as being home to all the population groups found in South Africa (Stats SA, 2011). The second reason for deciding on this location is that it was convenient and provided the researcher access to an appropriate sample size, which allowed for a fast and reliable response rate.

1.7 Research Design and Methodology

The research style for this study was exploratory-descriptive (Mouton, 1998) and focused on gaining a deeper understanding of postmodern consumers residing in the greater region of Tshwane, South Africa with a demographic profile that is inclusive of both genders, ages eighteen and older and of various ethnic backgrounds typical of the South African population. It aimed to identify the relationship between postmodern consumers and their environmentally sustainable food consumption practices. The research was explorative (i.e.to familiarise the researcher on a topic), descriptive (i.e.to describe situations and events) and quantitative (i.e. making findings measurable in numbers i.e. quantifiable) in nature (Babbie, 2010).

The primary data was focused on a specific population cohort at a given point in time (Neuman, 2000), thus making the study cross sectional in nature (i.e. observations of a sample or phenomenon of a population at a given time) and reflects the current state of sustainable consumption practices of postmodern consumers residing in the Tshwane region (Babbie, 2010; Babbie & Mouton, 2001). The research was collected in one phase using a structured questionnaire. In line with the nature of the study, the structured questionnaire was designed and facilitated in an electronic format (i.e. respondents completed the questionnaire in their own time without the assistance of a fieldworker on an electronic device of their choice). Online research is deemed to be as effective as traditional methods if conducted under strict guidelines (Babbie, 2010).

The study considered consumer's residing in the metropolitan of Tshwane, as this regional area accommodates various LSM groups, with diverse cultural, educational and lifestyle conditions (Stats SA, 2001). A sample of 302 responses was reached by approaching willing respondents complying with the criteria set out above. The data collection commenced by recruiting employees of Momentum Financial Services based in Centurion. The reason for this is two-fold: firstly, the employee profile of Momentum is diverse and includes representatives of various age groups, income levels, ethnic categories and life stages as well as being typical of the geographical scope specified for the sample selection. The second reason is for purposes of accessibility. The researcher had access to all the demographic and contact details of potential respondents. The questionnaire consisted out of six main sections:

Section A   Demographics

Section B   Living standard measurements - Lifestyle markers

Section C   Current consumption practices, general consumer consciousness and an awareness of environmentally sustainable purchasing behaviour

Section D   Perceptions pertaining to climate change

Section E   Engagement: relationship between postmodern ways of living and the prevalence of sustainable purchasing behaviour

Section F   Women in postmodern society

Once the questionnaire was completed and submitted the responses were sorted and stored in a virtual database ready for analysis. This reduced the incidence of human error when capturing the data (Babbie, 2010). Descriptive analysis techniques and reporting styles were used to analyse the results.

1.8 Data Analysis

The first area of analysis was in the pilot phase of the questionnaire design. The questionnaire was screened among a small sample of peers to test whether the fundamental concepts were clearly understood and delivered consistent responses relevant to the research objectives. The feedback from this exercise was incorporated into the final questionnaire to yield a valid and meaningful research instrument (See addendum B). The subsequent data collected from the final questionnaire was coded, checked and cleaned by the researcher before final analysis took place. The data analysis was predominantly descriptive in nature and frequencies, percentages, means, medians and most frequent responses are typical statistical formulae used throughout the report. Since non-probability sampling was used one cannot extrapolate these findings to the larger population but rather base assumptions on the notion that behaviour may be similar in the larger society (Babbie, 2010). This however can only be reported with certainty with a study that extends the scope of this research initiative.

1.9 Enhancing the Quality of the Data

1.9.1 Reliability

Reliability ensures that the findings emerge from the respondents' viewpoint and not from the researchers' pre-conceived ideas, therefore eliminating researcher bias. It is essential that all the elements of validity are considered throughout the research in order to describe the truth as accurately as possible (Mouton, 1996). This was adhered to throughout the entire research process.

1.9.2. Validity

According to Mouton (1996), the validity of research is the best approximation of the truth. The intention was to collect information that is accurate and reliable and reflects the true nature of postmodern consumers and their behaviour (Tustin, Ligthelm, Martins & Van Wyk, 2010:296) in a South African market. A thorough literature study detailing aspects of changing consumer roles in society as well as the current state of environmentally sustainable consumption practices aided the researcher in the manner in which the data was collected. The researcher hoped to uphold the validity of the research through truthful and accurate research methods as well as, encouraging respondents to express true-life experiences in real time (Tustin, Ligthelm, Martins, Van Wyk, 2010:296). All measures were undertaken to ensure valid and reliable data, to have confidence in

the findings, and to convert the data into understandable information which may apply to other contexts and used as a reference for other similar studies.

1.10 Presentation and Structure of the Dissertation

This document is presented in five chapters and a résumé of each chapter is presented as a table

TABLE 1.1: LAYOUT OF DISSERTATION

Chapter 1: THE STUDY IN PERSPECTIVE	This chapter provides the background of the study and introduces the research problem. It also briefly explains the methodology, theoretical perspective and provides the structure of the study.
Chapter 2: THE THEORETICAL PERSPECTIVE AND SUPPORTING LITERATURE	This chapter delves into the relevant theoretical perspectives that guided this study and contributes to conceptualisation. The literature review aims to cover relevant constructs in terms of their contribution and implications for the research.
Chapter 3: RESEARCH DESIGN AND METHODOLOGY	The purpose of this chapter is to provide an exposition of the research design. It includes detail pertaining to the research methodology that was collected in a single phase through an electronic questionnaire
Chapter 4: RESULTS AND DISCUSSION	This chapter introduces the demographic characteristics of the sample before presenting the findings in accordance with the objectives for the study. Findings are also interpreted and discussed in accordance with existing literature.
Chapter 5: CONCLUSION	As part of this chapter conclusions and limitations of the study are discussed, and recommendations for future studies are detailed.

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Chapter 2

THE THEORETICAL PERSPECTIVE AND SUPPORTING LITERATURE

This chapter commences with an introduction and explication relating to the theoretical perspective chosen for this study. This order was implemented because the theoretic perspective not only guided the investigation from onset but ultimately also enabled a deeper insight and discussion of literature reviewed. The theoretical perspective is followed by a comprehensive literature review, which firstly describes society in terms of their current consumer behaviour and the impact thereof on the natural environment and secondly deliberates sustainable consumption in general. This chapter concludes with a reflection of the role of women in the mitigation of climate change.

2.1 Introduction to the Theoretical Perspective

As is the case with all ecosystems the one in which consumers settle is no less complex than the conditions that other animal species' inhabit. The myriad of external influences, which consumers are exposed to on a daily basis add to the dynamics of the ever-changing consumption behaviour noticed the world-over (Arrow & Dasgupta, 2009; Andreu, Bigné, Chumpitaz & Swaen, 2006). The very nature of an ecosystem is the interconnectedness of the units within (Webster, 2014). Having said that, any participation from consumers in the marketplace will influence the workings of other role players in the trading arena (Andreu, Bigné, Chumpitaz & Swaen, 2006; Backstrom & Johansson 2006) such as that of manufacturers, distribution channels, as well as marketing and retail activities.

The nature of this research called for a theoretical perspective that could respectively investigate and introduce the complexities of the postmodern consumer as well as the complexities of the marketplace and then continue to elaborate on the interdependence and relationship between these role players in the context of sustainable consumption. The Theory of Structuration posed by Giddens (1984) supported this investigation by aptly explaining how independent bodies of action have a relationship with other independent bodies within a system and how heterogeneous workflows can operate in harmony. This theory thus not only explains the role of each independent body, which is respectively referred to as 'agent' and 'structure' but also explains the relationship between these two dimensions. The 'agent' in focus for this research is the postmodern consumer, whereas the 'structure' refers to the purchasing environment (more specifically food retailers) (Giddens, 1984). It is important to highlight the manner in which the theoretical perspective guided the path of the research since all the elements in this research topic were independent bodies but do not operate in isolation similarl to the design of the Structuration Theory (Giddens, 1984).

2.1.1 The Structuration Theory (Anthony Giddens, 1984)

It is widely acknowledged that the current consumer culture of individualism encourages consumption that is often egotistical and unnecessary. Unfortunately this type of consumption not only contributes to environmental degradation but is seldom in the best interest of the greater society and is therefore deemed as unsustainable (Scott, 2006; Arrow & Dasgupta, 2009). It is noted that the mitigation of unsustainable consumption will not result from simple attitudinal changes made by individuals but rather requires the input and contribution of all relevant role players gathered in the greater society (Arrow & Dasgupta, 2009; Stones, 2005). The Structuration Theory (ST), offers an alternative to previous socio-psychological models because it makes possible a sociological - contextual approach in which 'agent' and 'structure' is held equally responsible.

The structuration theory's main claim is that it ties together two fundamental strands of thinking. In the structuralist tradition emphasis lies with structure (constraints), whereas the phenomenological and hermeneutic traditions primarily focus on the human agent. The Structuration Theory (ST) also offers an account of social life in terms of social practices developing and changing over time and space and reveals structure and agency as a mutually dependent duality (Stones, 2005; Giddens, 1984, Rose, 1999). The core assumptions for the ST can be summarised as follows:

2.1.1.1 Agents, Agency and Structure

In contrast to earlier theories, which often overlooked the importance and influence of the agent/actor, the ST emphasise that **agents** are important role players because of their ability to act out of free will and knowledge. Giddens (1984) suggests that agents use their knowledge to "reflexively monitor" their daily 'routine' behaviour and the contexts and settings in which they are doing it (Mathieu, 2009). Giddens (1984) furthermore argues that behaviour is driven from two different levels of consciousness namely practical and discursive consciousness.

The Practical Consciousness reflects behaviour that is associated with "every day practices" (Mathieu, 2009). Essentially it can be explained in terms of behaviour that is often routinely done (i.e. habits), more often this behaviour is so ingrained that it is completed without any thought. Practical Consciousness often reflects unequal levels of explicit vs tacit knowledge because of the lower cognitive functioning that it requires during actual behaviour (i.e. consumers routinely/ habitually use convenience food products because prolonged exposure taught them that it saves time (Botonaki & Mattas, 2010; Buckley, Cowan & McCarthy, 2007; Mathieu, 2009). Note that

consumers use these products out of habit and seldom reflect on the sustainability of these products.

The Discursive Consciousness enables agents to precisely describe activities. Discursive consciousness reveals rational thought, which includes substantial levels of explicit knowledge and tacit knowledge (Mathieu, 2009). The role of rational thought is an important part of discursive consciousness and enables consumers to mechanically monitor their behaviour, hence enabling behavioural changes over time and space. In the context of this study this could be explained as consumers' ability to access information or skills that could assist them in adjusting their behaviour in a level of discursive consciousness, which is to the benefit of all role players.

Human agency, according to Giddens' (1984), refers to the aptitude to make a difference. Alternatively this is also known as the structuration process or transformation capacity (Rose & Scheepers, 2001). According to Giddens, agency is closely connected with power; making this one of the defining characteristics for the ST, 'since the loss of transformational capacity equals powerlessness' (Rose & Scheepers, 2001). 'Power' tends to comprise the exploitation of resources, which are often characterised as authoritative, which refers to the coordination of the activity of human agents, which involves the control of material products or aspects of the natural world. Due to enormous control that is exerted by **structure** over resources, Giddens (1984) argued it to be an integral part of structure, which refers to the 'rules and resources' or recurrent patterned arrangements that not only influence but also limit the prospects and ultimate choices that individuals have. Structure is therefore not merely viewed as constraining, but also as enabling human agency in other words, general behaviour.

Applied in context of this study one could assume that the postmodern consumer struggles to conform to the principles of sustainability since many resources are controlled/not provided by structure also referred to as the systems of provisions (Southerton, 2001), another example is how postmodern social structures i.e. changes in terms of gender roles limit women in their ability to act as agents of change (Scott, 2006).

2.1.1.2 Duality of Structure

The ST argues for the 'duality of structure', which implies that social structure is not only the medium but also the outcome of social action. It is important to note that agency and structure are intertwined and interdependent on one another. Dualism thus reflects on the two independent sets

of phenomena i.e. structure and agency and emphasise their interdependence in terms of progression (Rose & Scheepers, 2001).

The research in question saw the workings of dualism in the interrelated relationship shared by the postmodern consumer and the trade arena namely the food retailers. Although the postmodern consumer under investigation is able to function in isolation from the food retailer and vice versa, the two entities operate on a notion of dualism as they rely on one another to meet mutual needs (Andreu, Bigné, Chumpitaz & Swaen, 2006). In this instance investigation included identifying where the catalyst of change is in terms of mitigation towards more sustainable food consumption practices. As is the case with any trade environment (acting on a supply and demand action initiated from both the retailer and the consumer) the exchange of what the consumer demands and what the retailer can supply becomes a question of interest especially in light of the sustainable food practices argument (Arrow & Dasgupta, 2009). There is a blurred line of responsibility between the postmodern consumer and the food retailers regarding which party needs to take the initiative to start the cycle of sustainable food practices first. For any progress to set forth sustainable consumer consumption behaviour it is required that both the retailer and consumer make meaningful attempts to act more sustainably.

A second set of dualism contenders come into the picture when one considers that the community in which the consumer resides also plays a fundamental role in shaping or supporting certain behaviours (Burgess & Steenkamp, 2006). This not only refers to the physical infrastructure but also social ideals, norms and values, which either enable or constrains the consumer to partake in sustainable consumption practices (Scott, 2006). An example of this is the Mondi paper collections in selected suburbs in and around the City of Tshwane aiding residents in making it easier to recycle paper, thus municipal maturity and support also acts as a catalyst of change pertaining to community practices. Social ideals and values that effect consumers' ability to perform in a more sustainable manner include changing gender roles. Currently women are still viewed as crucial in terms of their role as socialising agents of change, however increasing responsibilities, career and time pressures might impede on their future ability to guide in a sustainable manner (Carrigan, Szmigin, & Leek, 2006; Scott, 2006).

2.1.1.3 Structuration

Structuration refers to the process where the duality of structure evolves and reproduces over time and space (Sarason, Dean & Dillard, 2005). Key to structuration is not only the interaction between

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agency and structure but also reflexive monitoring. Reflexivity reveals an agent's conscious effort or ability to change social structure (Giddens, 1984; Sarason, Dean & Dillard, 2005). Thus one can speculate that postmodern consumers who engage in pro-environmental behaviour, by demanding industry to incorporate and trade more sustainably, are in fact allowing for social reflexivity (Krystallis & Chryssohoidis, 2005; Vermeir & Verbeke, 2005).

The significance of using the Structuration Theory (ST) to model the relationship of postmodern consumers and their encompassing role in society to that of sustainable consumer practices is that one could hypothesise that a direct causation-relationship exists (Sarason, Dean & Dillard, 2005). This includes the manner in which a never-stagnant society dictates limitations on consumers and more specifically women being able to co-exist in an environmentally sustainable manner. The school of thought is that consumers might be in conflicting situations where social structures restrict their ability to behave in a fashion favourable to the environment (Arrow & Dasgupta, 2009); such structures could be increasing demands from society on woman now playing in traditionally male-dominated arenas or even raising children in a well-balanced home (Scott, 2006). The flip-side of this theory however states that social structure – systems of provisions can also create possibilities that allow alternative behaviour (Sarason, Dean & Dillard, 2005). Such behaviour could be encouraged by a greater consciousness (explicit knowledge) of the impact that human existence has on the environment or attaining skills that enable daily sustainable consumption practices.

The researcher used the robustness of this theory in investigating a holistic relationship between modern demands of daily living on consumers and the market's reaction to meet these demands. A further focus was on women and their likelihood to participate in sustainable consumption practices. Similarly, the structuration theory allowed the researcher to investigate the personal and unique behaviours of individuals (Sarason, Dean & Dillard, 2005) and extrapolate these behaviours to what impact they have on the trading market as a whole (i.e. impacts on infrastructure, retailers, supply chains and marketing strategies).

The following review of literature will not merely introduce critical concepts but will also reflect on the relevant theoretical perspective where applicable in order to provide a deeper insight and explanation of the problem at hand. The literature commences with a discussion describing the postmodern consumer and how everyday consumption activities are being performed to form the foundation of either pro-sustainable consumption behaviour or unsustainable consumption behaviour. The current affairs surrounding climate change and the ever-growing raise of concern for environmental well-being is sketched followed by the dynamics of the purchasing arena in a South

African context. A further enquiry is made into the interconnected relationship of female postmodern consumers and the impact thereof on sustainable food consumption. The works to follow will be in the above-mentioned order.

2.2 The Literature in Perspective

2.2.1 Postmodern Lifestyles and Subsequent Food Consumption Practices

Research indicates that individuals develop and mould their consumer identities around goods and services that they feel a personal connection with (Buckley, Cowan' McCarthy, 2007; Kacen, 2000). As the individual expresses his/her inner identity through their product affiliations so do the products develop a "social life" by being the modes of consumer expression (Berner & Van Tonder, 2003). The postmodern consumer is described as having very clearly defined expectations from the goods and services that they support, wanting the brands to showcase their individualism and self-expression (Scott, 2006). Adding to this distinctive profile is the notion of compensatory and hedonic consumption behaviour, which sees the postmodern consumer searching for goods and services that offer value and a 'difference' – a desire to experience new sensations (Buckley, Cowan & McCarthy, 2007; Kacen 2000; Scott, 2006). These specifications supersede the promise of utility or functionality – another facet in which the *modern* and *postmodern* consumers differ (Scott, 2006; Young & Gautier, 2001); reflecting on the modern consumer, who did not have any involvement in the design or manufacturing phase of the product life-cycle and could only select items that were prescribed to them according to what marketers believed they wanted. This meant that a one-size-fits-all approach was taken in marketing strategies and subsequently consumer purchasing behaviour was linear and monotonous (Kacen, 2000). The postmodern consumer is one described as being actively involved in the construction as well as the distribution of goods and services in the marketplace (Arrow & Dasgupta, 2009; Sammer & Wüstenhagen, 2004). This results in greater customisation of consumables, which lends itself to the notion of personal identification that the postmodern consumer so eagerly seek from their consumption behaviour. The individualisation and customisation of commodities seem to have infiltrated every aspect of our lives and this trend shows no sign of slowing down or considering the detrimental effect it is having on natural resources (Arrow & Dasgupta, 2009; Donohue-White, 1999). As it stands consumers are finding it increasingly more challenging to find a common-ground between their social beliefs and ways in which to translate these into sustainable purchases (Young, Hwang, McDonald, Oates, 2009). It is also said that leading more sustainable lifestyles requires concerted efforts and deliberation, which are elements not easily available to time-poor postmodern consumers and therefore is in many instances not implemented in daily consumption behaviours (Scott, 2006).

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In terms of food consumption this is reflected in the growing sales of convenience food products (Botonaki & Mattas, 2010; Arrow & Dasgupta, 2009). Wales (2009) explained that very few consumers have enough time or are willing to apply any effort when preparing food (Brunner, Van der Horst, & Siegrist, 2010). Convenience therefore has an immense impact on the food choices of consumers today (Arrow & Dasgupta, 2009; Andreu, Bigné, Chumpitaz & Swaen, 2006). This is a critical concern for the entire food industry as it effects not only product development but also industry's social responsibility because production of these products often leave a worrisome carbon foot print (De Boer, McCarthy, Cowan & Ryan, 2003). As an example consider the production of pre-cut pineapple pieces, a product developed and retailed to save consumers time and effort. The issue with products like these is that it not only produces vast amounts of organic waste during production but also requires extra packaging and refrigeration, which is negative offsets not applicable to the retailing of a fresh whole pineapple. Based on this it is clear how consumer demands is unsustainable and contributes to climate change.

It is known that with any purchasing decision a postmodern consumer is faced with he/she will have an impact on various constructs ranging from ethical considerations, waste management issues and then naturally resource implications too (Sarason, Dean & Dillard, 2005; Mathieu, 2009). Research also reveals that postmodern consumers are however becoming mindful of many sustainable food consumption principles but do not have the know-how to address 'wrong-doings' or instil sound sustainable consumption patterns and are therefore continuing with the only way they know how and are comfortable with (Hobson, 2003). Everyday food purchases are still largely based on convenience, habit, value for money and health considerations and often the sustainability thereof is not questioned upon purchase or consumption (Brunner, Van der Horst, & Siegrist, 2010; Vermeir, Verbeke, 2006, Young, Hwang, McDonald, Oates, 2009). Before one can change an attitude or notion toward a topic sufficient knowledge transfer needs to take place – sustainable food consumption knowledge in this instance. Consumers therefore need to make a concerted and conscious effort to amend current consumer behaviour in order for it to reflect more sustainable consumption patterns (Young, Hwang, McDonald, Oates, 2009). As previously mentioned this shift in behaviour is currently being hindered due to a knowledge deficit and/or poor support from structure like retail and or society in general. In context of the theoretical framework for this study this translates into consumers either having a gap in explicit or tacit knowledge. Thus consumers either do not have the facts or they do not have the proper skills and/or support in terms of avenues that could assist them in being more sustainable. Unresolved, this issue will mean any attempts toward mitigating behaviour is futile (Arrow & Dasgupta, 2009).

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The active participation of sustainable food consumption practices, however requires a strong sense of social responsibility among postmodern consumers, which allows the realisation of societal needs, whilst suppressing personal needs and wants (Vermeir & Verbeke, 2006). As discussed in previous sections, postmodern consumers are highly motivated to engage with activities that not only saves them time and effort but also enhance their social status whether it be in their community, among family, friends or work associates (Scott, 2006; Berner & Van Tonder 2003). Consumers' lifestyles and more specifically their 'lifestyle aspirations' is therefore critical areas of concern and should be addressed before the implementation of sustainability can be done with success.

2.2.1.1 The Postmodern Consumer's Lifestyle

A person's lifestyle can simple be described as the way in which they live. This is a collective fusion of the individual's typical habits, attitudes, tastes, morals and values as well as their financial footing. A consumer's consumption behaviour is said to be shaped the most expressively by his/her chosen lifestyle (Bin & Dowlatabadi, 2005). Many a study makes mention of the persisting issue surrounding the true lifestyle of a green consumer and that the description for this cohort is still very vague (Peattie, 2001). Along with the identity crisis of green consumers plaguing marketers minds is that of the postmodern consumer and his/her complex makeup. The paradigm of consumer lifestyles and its role in driving consumption behaviours is in many instances the key to understanding motivations toward adopting certain behaviours, such sustainable food consumption. The typical sustainable consumer is said to have above average schooling, older and of a higher socio-economic background (D'Souza, Taghian, Lamb & Peretiatko, 2007) and a conscious tendency to adopt practices that are less harmful to the environment. Observation indicates that this behaviour is however limited by financial drivers in that sustainable consumers are said to be more willing to alter their lifestyle and purchasing behaviours than pay more money for "green items" (Peattie, 2001). The sustainable consumer lifestyle is discussed in sections to follow and substantiates behaviours discovered in the research.

2.2.1.2 Sustainable Consumer Behaviour

In the agricultural and environmental sciences, food sustainability has become a critical concern due to population growth, climate change and environmental degradation that occurs as consequences of the modern society's aspirations (Krystallis & Chryssohoidis, 2005; Arrow & Dasgupta, 2009; O'Kane, 2011). During this century, the earth's environment has suffered major damaging changes namely depletion of natural resources, damage to the ozone layer, and loss of agricultural land

(Mainieri, 2010). Although it is expected of consumers to adopt more sustainable consumption practices, such as reliance on environmental friendly consumer products and or recycling of household wastes, they often struggle to conform due to poor access to both proper information pertaining to general instruction or simple infrastructure (Grunert, 2005; Mainieri, 2010). Sustainability can be described, as the development that is a multidimensional undertaking to achieve a higher quality of life for all people (Kuhlman & Fairington, 2010). Economic development, social development and environmental protection are interdependent and mutually reinforcing components of sustainable development (Gibson, 2001; Kulman & Fairington, 2010). Through such conscious choices, consumers can take steps to protect the earth's natural resources and to prevent further environmental damage (Mainieri, 2010). One type of environmentally conscious behaviour is sustainable consumption i.e. "green buying" purchasing and consuming products that are benign toward the environment (Mainieri, 2010).

Due to fast-paced lifestyles (Brunner, Van der Horst, & Siegrist, 2010; Botonaki & Mattas, 2010; Berner & Van Tonder, 2003 and lacking infrastructure to support "green-living" it is evident that consumers are restricted to practice sustainable food practices firstly due to a knowledge deficit and secondly a lack of support from government institutions. A third component is time constraints on behalf of the consumer (with specific reference to women in this research prospect) (Carrigan, Szmigin, & Leek, 2006; Scott, 2006). One of the main reasons however for postmodern consumers not being active in reducing their carbon footprint and instilling more sustainable behaviours is that once consumers have established these so called "consumer identities" it is difficult for them to break free from the personal and cultural connections they have with their preferred brands and are thus less likely to give up these purchasing behaviours even when evidence points to it being detrimental to the environment (Hobson, 2003; Berner & Van Tonder, 2003). This coupled with the lack of knowledge and subsequently disinterest in mitigating initiatives shows that the current disposition is not favourable and that postmodern consumers have a long way to go before mind sets are changed to be in line with sustainable consumption behaviour (Vermier & Verbeke, 2005).

Earlier research explains that the trend toward sustainability developed without the help of any intensive promotional or marketing tactics, but rather through learned behaviour (Lampkin 1990). Currently consumers face the hurdle of transforming their current situation of being 'data rich (explicit knowledge) but insight poor' (tacit knowledge) into one where they fully understand the problem at hand and are equipped with possible strategies and support that could be implemented to mitigate unsustainable behaviour (Tshoukas, 2002; Jones & Leonard, 2009). Fuelling the concern

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of consumer ignorance in terms of sustainable consumption is the evidence in many household practices where sustainable practices is often reflected not out of real concern for the environment but rather out of financial risk (Hobson, 2003). An example of this is seen in consumers' usage of energy saving light bulbs. The light bulb example speaks to the motive for supporting initiatives of a sustainable nature. At present the South African electricity infrastructure is taking massive strain to support all the power demands of urban dwellings and work districts. As a result of this the cost of electrical power has soared by 25% increases at a time since 2010 and is expected to have increased by 200% in the year 2014 (Ramayia, 2013). This has placed a phenomenal amount of additional pressure on consumers' budgets and subsequently seen a change in their consumption behaviour. Although there is an increase in energy-saving light bulb consumption the reason for this is not necessarily only related to the green side of it but also because the energy-saving light bulbs relieves their pockets slightly in lower electricity usage and thus lower power bills each month.

There have however been marginal increases in the total spend on sustainable food consumption across the globe, with Europe showing the highest figures but not significant enough to make a noticeable difference as yet (Vermeir & Verbeke, 2006). To aid in sustainable lifestyle practices consumers are procuring more natural food stuffs as well as foods which do not damage the environment or future generations' ability to conserve the natural environment (Padel & Foster, 2005; Gracia & De Magistris, 2007). Currently the production of these food products are very intensive and variety is limited to mainly fruit and vegetables, grains and pulses. The vegetable segments of organic and sustainable foods make up the largest percentage of the international trading market (Grunert, 2005). Research explains that true sustainable consumers' main concern regarding sustainable food stuffs is the nutritional value and associated environmental and health benefits thereof (Gracia & De Magistris, 2007; Grunert, 2005; Padel & Foster, 2005). The foremost reason for consumer interests in sustainable foods pertains to concerns about the health and safety of food, followed by environmental conservation regarding production practices (Grunert, 2002). The reasons for purchasing such products vary according to consumer types and are strongly influenced by age and income (Vermier & Verbeke, 2005).

2.2.1.3 Addressing Unsustainable Consumption in South Africa

Although sustainable consumer behaviour is a phenomenon receiving much attention in the many western countries it is yet to receive the same recognition in South Africa. South Africa is classified as being a "newly industrialized country (NICs) which means it's economy is stronger than those of developing countries but is not yet showing the full evidence of a developed economy (Bożyk 2006, Guillén 2003, Waugh, 2000). Evidence however suggests that the middle-class South African

consumer consumes on par with American and United Kingdom middle-class counterparts (Deat, 2010). This is a matter of urgency seeing that most South African consumers still aspire to better their current lifestyles. The situation is even further exacerbated due to a lag in the development of urban environments that educate and support consumers to want and ultimately conform to more sustainable lifestyle patterns. Consumers are thus restricted in their ability to engage in behaviour that supports responsible purchase practices, and exhaustive use of goods and services, collectively known as sustainable consumption (Ungar, 2010; Spaargaren & Oosteveer, 2010; Barr & Gilg, 2006; Burgess, 2003). This tug-of-war situation where South African consumers are becoming greater contenders in the consumer space i.e. procuring similarly to more advanced European and American consumers (Scott, 2006) and the struggle to implement sustainable consumption practices whilst doing so, is seeing a limited to non-existent attempt to curb consumption impacts on the environment.

It is surmised that sound educational campaigns and the implementation of efficient infrastructure will assist postmodern consumers' towards a path of changed consumption behaviour that include sustainable practices. Hobson (2003) explains, that the principle of sustainable consumption cannot simply be added onto current lifestyles. Rather, the concept of sustainable consumption and relating practices needs to be introduced to an individual (Arrow & Dasgupta, 2009) in such a manner that it allows them to question their existing knowledge and subsequent consumer behaviour (Practical consciousness). This process would require rational thought on the consumers' part, which is essentially part of a consumers' discursive consciousness' (Mathieu, 2009). In other words the ideal would be if consumers were enabled to recognise their ingrained unsustainable routine behaviour/habits and systematically adjust it to reflect an inherent nature that supports a sustainable lifestyle, and something that could easily be transferred to younger and future generations. One way of establishing a culture of sustainability and 'doing more with less' is by exposing consumers to facts about climate change and sustainable consumption with the hope to reach consumers on a subconscious level. Reaching consumers on a subconscious level have been proven to alter mind sets and ultimately consumer behaviour too (Hobson, 2003, Berner & Van Tonder, 2003).

This also emphasises the ability of authorities, environmental bodies, and retailers to co-create a futuristic consumer whom practices fully-fledged sustainable consumer behaviour (Sarason, Dean & Dillard, 2005; Krystallis & Chryssohoidis, 2005). As explained by Giddens (1984) everyday practices such as consumer behaviour are not simply ordinary acts but reflects daily habits and practices that constantly create and recreate social ordering. Consumption is therefore a social practice that is

refined and sculpted by the repetitive behaviour and interrelationships fostered between societal members, which in this scenario refers to consumers, retailers, marketing and society as a whole (Bedford, 2000 in Hobson, 2003).

2.2.2 Postmodern Consumers Consciousness Regarding Climate Change

The information era we currently belong to is presented as one allowing consumers the freedom to choose, engage with, and support many a brand via a wave of different channels, be it face-to-face, online, through social media platforms or even viral conversations (Buckley, Cowan & McCarthy, 2007; Burgess, 2003). In this postmodern; *consumer* society, consumption has become a social practice in which individuals have fashioned their personal consumer identities through habitual support of brands and services (Hobson, 2003; Kacen, 2000). This consumer identity is fuelled and maintained through daily exposure and experience with particular brands, to the extent that these favoured brands develop a *social life* of their own in the world of the consumer (Simmons, 2008; Featherstone, 2007; Hobson, 2003). Apart from the immense influence of technological development on the postmodern consumer, the radical shift in gender roles is equally dominant in the now consumption-driven society (Scott, 2006; Botonaki & Mattas, 2010).

Previous work mentions that consumption is the foundation on which individuals create their identities and it is confirmed that the postmodern consumer relies on intuition and peer recommendation far heavier than the *modern consumer* who made purchasing decisions based on rational thought processes (Kacen, 2000; Berner & Van Tonder, 2003). The rational thought process referred to in light of the modern consumer is identified as being structured and planned in nature. These types of decisions are said to be based on learned knowledge and acted upon by means of habit, an ingrained means of thinking. The postmodern consumer varies in their thinking in this regard since they are said to act on an intuition level more so than on relying on explicit knowledge (Scott, 2006; Kacen, 2000; Berner & Van Tonder, 2003). This sees a noticeable difference in cognitive functions between modern and postmodern consumers especially since postmodern consumers use their feelings a great deal more to guide their consumption decisions than the modern cohort was said to.

Although the postmodern consumer is exposed to and has access to a wealth of information their affiliation toward climate change still appears to be primitive and ignorant in many respects. Various studies indicate that the layman individual often mistakes climate change for weather irregularities (Botsrom, 1994, Read, 1994, Reynolds, 2010 in Tobler, Visschers & Siegrist, 2012). The lack of basic

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knowledge about what climate change is about, how it works and how it is impacted by the average consumer is said to be the single most important reason why there is a lack of personal engagement on the topic (Tobler, Visschers, Siegrist, 2012). Since consumers cannot make an association with what climate change entails and even feel overwhelmed by the magnitude of the information provided they often experience a detachment to climate change per se and its existence entirely and therefore feel no need to take action. It also explains why little support is shown by the general public to be part of mitigating policies and the carry-through thereof. The out-of-sight-out-of-mind play on words fittingly explain this. Ungar (2000) argues that consumers are stuck in the "knowledge-ignorance paradox" which he defines as the process by which the growth of specialized knowledge results in a simultaneous increase in ignorance.

2.2.3   Gender Roles in a Postmodern Society

Consumers today are far more difficult to define (Sigala, 2006; Buckley et al, 2007; Scott, 2006), understand and ultimately to please, having high levels of social diversity and continuously seeking an avenue to further elevate themselves through product/good-personal expression (Dommeyer, 2003). Consumers are also much more educated and aware of their needs, and know how to fulfil these needs (Simmons, 2008; Turrell & Kavanagh, 2005). Driven to fulfil higher order needs in the form of better lifestyles, they find themselves hungering for career success which leaves them pressurised into having less leisure time and a faster pace of living due to longer working hours and dual earning families (Selwyn, Gorard, Furlong & Madden, 2003).

With shifting household dynamics in present time showing greater incidents of single-parent homes (De Boer et al, 2003) and adult children still residing with their parents, the roles of the two genders have changed dramatically (Sigala, 2006; Smit, 2002). Sullivan (2001) notes that in households where attitudes toward gender equality are more liberal and open-minded, one notices a greater split of the household chores and responsibilities as opposed to the majority of household chores falling on the shoulders of the female counterpart as in traditional set-ups (Scott, 2006). However in many countries such as South Africa it is noted that the bulk of the household responsibilities still fall on the shoulders of the woman, especially in the case where there are small children involved and where everyday pressures continue to push women into old moulds (Scott, 2006; Sigala, 2006). Some reports indicating that men's involvement in the running of the household becomes even less as the size of the family grows (Artazcoz et al, 2006).

The modern lifestyle led by the postmodern women is not one that allows for much leisure time nor does it accommodate traditional ways of working too well (Carrigan et al, 2006). Time is a resource

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that is divided by demanding work schedules, looking after children, and maintaining a household amongst many others (Franck, in Bechtel & Churchman, 2002; Artazcoz et al, 2004; Ogunmenefun & Schatz 2009; Smit, 2002). Convenience in any shape or form is one of the most desired features on shopping list today (Carrigan et al, 2006; De Boer et al, 2003; Buckley et al, 2005). Time-saving methods of transport (e.g. Gautrain[6]), extended trading hours (especially in high peak seasons); and the variety of warm-up-and-eat-meals for the consumer to choose from is evidence that as the societal roles of women have changed, so too has the environment surrounding them changed (Brunner et al, 2010; De Boer et al, 2003; Frank, Engelke, & Schmid, 2003; Botonaki & Mattas, 2010). Postmodern women desire products and services that enhance her lifestyle by saving her time and energy and maximising the resources she has at her disposal (Scott, 2006; Kacen, 2000). The very nature of the postmodern woman and her consumption needs however do not lend themselves to sustainable consumer behaviour since the items in demand often have greater harming power on the environment in general as those that are known to mitigate the effects of food procurement on the environment as a whole (Arrow & Dasgupta, 2009)

2.2.3.1 Women as Agents of Change in South Africa

In the context of South Africa limited knowledge exists on consumers' willingness and/or ability to support sustainable food products. Adding to this is the notion that South Africa still portrays a traditional gender role profile whereby females are expected to take on the responsibility of the household, child rearing, the demands of full-time employment, and also holds the decision-making power and ultimately influences the push-pull factors of supply and demand (Smit, 2002; Artazcoz et al, 2004; Ogunmenefun & Schatz 2009; Smit, 2002). It has become more evident that there is a necessity among South African households to have dual-income earners to support and maintain even the most modest of lifestyles. This in turn has created a different calibre of woman, in that in addition to their motherly- spousal- and home managerial- roles, they are filling professional career positions on par with that of men (Smit, 2002).

As a result of societal changes in present time, women have become fundamental figures in the purchasing arena, more so than in pre-dual-income times (Brunner et al, 2010; Scott, 2006; Kacen, 2003). Although South African women are becoming more and more independent and detached from their traditional roles of being housewives and caregivers, there is still great evidence that the majority of the South African female population continue to hold the position of the subordinate;

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[6] Gautrain is an 80-kilometre (50 mi) mass rapid transit railway system in Gauteng Province, South Africa, which links Johannesburg, Pretoria, Ekhuruleni and OR Tambo International Airport.

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either to her husband or to the nature of her work (Ackerman & De Klerk, 2002; Strebel, Crawford et al, 2006). This situation is further aggravated by the sad state of the education system which is not addressing the serious void that is uneducated or untrained women in the workforce (Ackerman & De Klerk, 2002). Fortunately, many of the women who are properly schooled can be found in high-paid and high-status positions, and not only those traditionally demarcated "women's work for women" (Brouwer, 2002). With this change of role in society comes a change in behaviour, expectancies, and knowledge. Having more financial freedom and greater decision-making power, women are able to engage with the marketplace without the assistance or hindrance of the breadwinner of the household; since in many instances both partners are equal finical contributors (Akerman & De Klerk, 2002).

Femininity has been synonymous with domesticity, cleanliness and nurturing for decades. Many academics argue however that the traditional (*modern*) views of gender roles and identities are no longer credible in the *postmodern* era (Kacen, 2000, Černič, 2007; Hobson, 2007; Strebel ,Crawford et al, 2006), claiming that men have become as much a part of the consumer-tirade as women have always been. Recent observation however still indicates that women remain the core consumer and statements like "The ideal consumer has always been female" supports this (Hobson, 2003). Because they are often the main socializing agent in their homes, in charge of household grocery shopping and are inclined to be more altruistic (Haigh & Vallely, 2010) many arguments are made that support the notion that women will, if equipped with agency and social power, manage to reduce the effects of climate change. Changes in terms of gender roles in society are however considered as a concern because it not only fuels unsustainable consumption patterns but furthermore constraints women's' ability to act and serve as critical agents of change.

2.3 The Conceptual Framework

It is evident from the before mentioned literature that the impact of human existence and subsequent consumption behaviours is having a dire result on the natural environment (Arrow & Dasgupta, 2009; Majumdar & Chaudhuri, 2006). This tied to the development and enhancement of technology that is assisting consumers in leading more conspicuous-orientated and motivated lives along with changing gender roles is a recipe for inconsolable future (Shipman, 2004; Scott, 2006). The research in question aimed to examine current consumer food consumption behaviours; understand their level of knowledge regarding climate change, sustainability and then lastly whether the role of women in a postmodern society is supporting or discouraging the active participation of sustainable food behaviours. From literature we learnt that consumers are time-poor and information rich. They are hindered to engage in more sustainable consumption practices by a lack

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of knowledge and therefore chose to ignore the impacts of poor consumption decisions at the expense of a healthier environment. It also became evident that unless sustainable food practices are easy to implement, keep the procurement process quick and convenient as well as add to consumers' social standing, the chances of postmodern consumers adopting any of these sustainable consumption practices is meagre.

The following introduces the conceptual frame work, which guided the investigation. By applying the main assumption taken from the Structuration theory it illustrates the relationship between critical concepts and role players identified in literature.
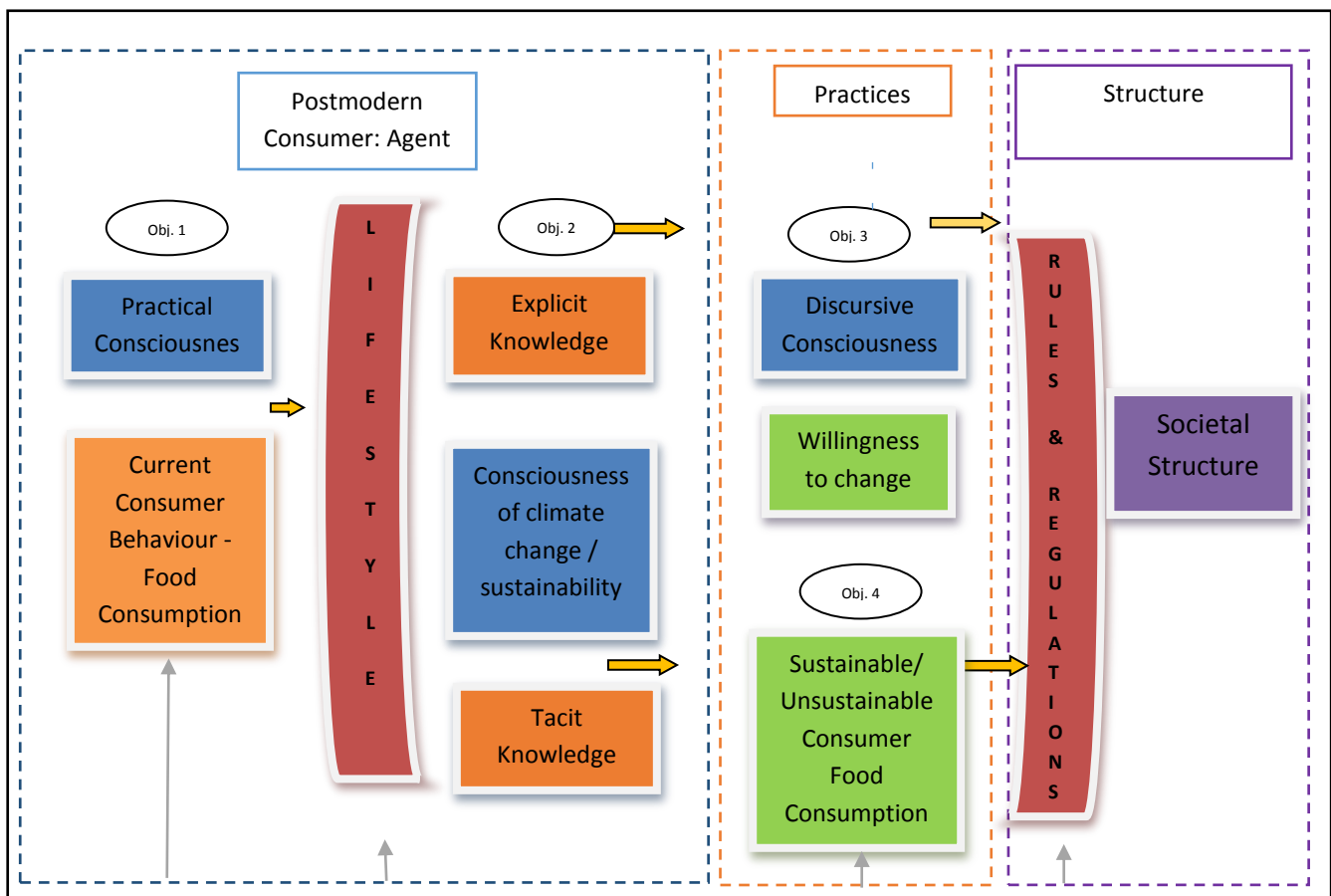
FIGURE 2.1: CONCEPTUAL FRAMEWORK – BASED ON THE ASSUMPTIONS AS STATED BY THE STRUCTURATION THEORY (GIDDENS, 1984)

Figure 2.1 aims to illustrate that consumer behaviour is a combination of not only voluntary but also a result of the influence subjected by the relevant structure/systems of provisions (Burgess, 2003). This model proposes that the agent - consumer behaviour is in fact based on two kinds of consciousness as set out by the ST. The first: "practical consciousness" which reflect ingrained habitual behaviour and the second: "discursive consciousness", which allows for rational decision making. Although this explains consumer behaviour to a certain extent, consumption practices can only be understood once it is put into perspective/relation with the structure (right hand side of Figure 2.1). Cambell (2006) states that consumers can only lower their ecological foot print if the relevant structure/systems of provisions are supportive. It is said that in many instances modes of provision are a limiting factor of sustainable consumption (Chawla & Cushing, 2007). The systems of provision include different resources, practices and institutional rules. Systems of provision often vary regarding basic structure because of the differences regarding commodities, production and consumption. Please note that this study focused on the left hand side of the model (The agent and respective practices relating to sustainable food practices). The inclusion of the structure/ systems of provisions was merely to assist in contextualizing the problem at hand.

This study therefore aimed to integrate empirical evidence of how consumers' poor knowledge in terms of factual information (explicit) and possible mitigating skills (tacit) contributed to irresponsible/ unsustainable consumption behaviour, which is recognised as a precursor of climate change.

2.3.1 Research Objectives

The following objectives were defined to cover the scope of the research aims:

1. To investigate and describe postmodern consumers' current food consumption practices (Practical Consciousness)

2. To identify and explain postmodern consumers' consciousness of climate change in terms of the sustainability of their current food consumption practices

2.1 To evaluate postmodern consumers' **explicit** knowledge of climate change in terms of their ability to comply to the sentiments of sustainability

2.2 To evaluate postmodern consumers' **tacit** knowledge in terms of sustainable food consumption practices

3. To describe the postmodern consumers' willingness to mitigate unsustainable food consumption practices in order to abide to the principles of sustainability (Discursive Consciousness)

3.1 To identify areas of concern that contributes to consumers' unsustainable food consumption

4. To describe how the changed role of postmodern women contributes to unsustainable food consumption

4.1 To identify the societal role changes of women

RESEARCH DESIGN AND METHODOLOGY

3.1 Research Design

The research design of a study is simply the framework for the activities to be carried out in the research process. Wiid and Diggines (2009:54) explain that this component of the research process explains the type of data required, the sampling plan, the method of data collection and also the method of data analysis . To ensure that the integrity of the data is sound and maintained throughout the fieldwork phase, a proper plan of action is required before the onset of physical data collection. This also makes the scope of error less and thus increases the ultimate validity of the research findings (Wiid & Diggines (2009:54). The research design is classified according to the fundamental objective of the research, making exploratory-descriptive (Wiid & Diggines, 2009:55; Mouton & Marais, 1996) the design most suited for the nature of this research. As the name implies, exploratory research attempts to explore little known areas of concern. This covered the gap on existing empirical evidence pertaining to the South African postmodern consumer with specific reference to their current sustainable consumption practices and their knowledge of such practices.

The focus was to gain a deeper understanding of postmodern consumers residing in the greater region of Tshwane (South Africa) with a demographic profile that is inclusive of both genders, ages eighteen and older and of various ethnic backgrounds representative of the South African population. Since the research design was also descriptive in nature, it was aimed at describing certain events and situations surrounding the postmodern consumer and their current sustainable food consumption practices. Descriptive research can be conducted in a longitudinal or cross-sectional manner. The former, longitudinal option involves repetitive measurement of the same sample over an extended period of time (Wiid & Diggines, 2009:57). The primary data for this research however focused on a specific population cohort at a given point in time and only measured their responses once (Neuman, 2000), thus making the study cross sectional in nature. Using a cross-sectional research method allowed the researcher a snapshot of the sample at a given time and thus reflects the current state of sustainable consumption practices of postmodern consumers residing in the Tshwane region (Babbie, 2010; Wiid & Diggines, 2009:57; Babbie & Mouton, 2001).

Cross-sectional research studies are also generally carried out by means of a sample survey (Wiid & Diggines, 2009:57). In using quantitative methods of data collection, the research findings were

measurable in numbers i.e. quantifiable (Babbie, 2010; Wiid & Diggines, 2009:56). The research was collected in a single phase using a structured questionnaire. In line with the nature of the study, the structured questionnaire was designed and facilitated in an electronic format i.e. respondents completed the questionnaire in their own time without the assistance of a fieldworker on an electronic device of their choice via an e-mail link. Online research is deemed to be as effective as traditional methods if conducted under strict guidelines (Babbie, 2010). In this instance using electronic methods of data collection spoke to the sustainability component of the research topic in that the execution of gathering insights meant sending an electronic questionnaire as opposed to printing the traditional paper-based questionnaire. Not only is this method less harmful to the environment, but it is less invasive, time-consuming and energy-saving (Granello & Wheaton, 2004).

3.1.1 Sample and Sampling

A sample describes the units of analysis from whom the researcher will gather the desired information to fulfil the objectives of the research initiative (Wiid & Diggines, 2009:181). The selection of respondents aimed to provide a realistic portraiture of a much larger population (Babbie, 2010; Wiid & Diggines, 2009:181). Since it is not feasible, practical or possible to reach the entire population (in this instance all Tshwane residents over the age of 18 years and inclusive of various other demographic variables), a sub-set of the population was drawn. An important prerequisite for participation was that they were required to be the core household decision-makers for food purchases.

Evidence suggests that the majority of household purchases in South Africa are still made by females (Smit, 2002). Although social structures are evolving into models where men take up an equal responsibility in terms of household grocery procurement, the focus of this study was aimed at exploring and describing current food consumption practices with a focus on the influence of changing gender roles. Research indicates that women, when acting in a group have several mutual topics of interest as a result of social expectations and are also likely to be more aware and conscious of environmental issues and sustainable behaviour (Bechtel et al, 2002). They are viewed as a better target population to serve as a point of departure when attempting to change inherent behaviour. With this in mind the researcher hoped to identify common strains of practices among the unit of analysis with regard to their current use or lack of sustainable food practices that could offer recommendation in terms of addressing the situation at hand. Important to note, although the objective was to pay attention to the influence or lack of influence that changing gender roles (specifically those of women) have on sustainable consumption practices, a male sample was

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included in this study as well. The reason for this rests heavily on the fact that men are equally part of the purchasing arena and are also at present either assisting or discouraging sustainable food consumption practise (Buckley et al, 2005). The responses from the two gender audiences were also surmised to show differences in their understanding of climate change and sustainable food practices.

The age demographic for participation to the study was defined as 18 years of age and older. The marital status or period of the individual's life cycle (i.e. married with children-dual income, single working mother, and so forth) was not restricted to certain criterion as the aim of the study was to explore sustainable consumption practices at various stages and lifestyle situations. It was however required that the participants be employed and that they earn an income. A higher income affords increased spending with more choice alternatives (Berner & Van Tonder, 2003). Moreover, literature states that higher income consumers may contribute to the ecological footprint in a more significant manner. Although the research instrument included all the Living Standards Measure (LSM 1 - 10) , categories seven to ten were of particular interest for the objectives of the research as members of these groups earn an average household income of R5 495 and higher (Du Plessis & Rousseau, 2003:89-90) and tend to portray more postmodern consumer qualities than those in lower income brackets. No criterion was set for ethnicity or education. It was the purpose of this research to ascertain the changing role of consumers with diverse cultural and educational backgrounds and effort was made to include various segments.

To be confident that the sample selected for the study was in accordance to the specified criteria (Wiid & Diggines, 2009:182; Teddlie & Yu, 2007), selection took place on the basis of a purposive convenient sampling technique within the parameters of the greater Tshwane region. Participants were only considered for the study if they complied with the pre-determined criteria and if they showed a keen interest to voluntarily participate in the study.

3.1.2 Sampling Method

A sample of at least 300 was set on the initial outline of the research. The final sample size was 302 responses from willing respondents complying with the criteria set out above. This research made use of multiple method (MM) sampling techniques, which as the name suggests includes the use of more than one sampling method (Teddlie & Yu, 2007). The data collection commenced by recruiting employees from Momentum Financial Services based in Centurion since the researcher had access to the contact details and demographic profile of the employee base. Apart from the issue of

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accessibility and convenience to disperse the survey in this way, the employee profile of Momentum is diverse and includes representatives of various age groups, income levels, ethnic categories and life stages as well as being representative of the geographical scope specified for the sample selection. Permission was granted to intercept these employees. It should however be noted that this merely served as the starting point for the data collection.

The sampling method made use of a purposive technique, which sees the selection of specific predefined respondents from a sub-set of the population in a non-probable, convenience based fashion (Trochim, 2006). It is unguided selection of sample units whom meet the sampling element criterion (Wiid & Diggines, 2009:189; Teddlie & Yu, 2007; Trochim, 2006). This enabled the researcher to initiate a snowballing approach to disperse the online questionnaire. Snowball sampling is a non-probability, convenience sampling method in which a participant is asked to nominate other candidates meeting the same criterion as himself/herself. This then saw the survey extend outside the parameters of the Momentum Financial Services employee base since respondents circulated the questionnaire to non-Momentum employees, residing in Tshwane as well. This technique is particularly useful when there are time and financial constraints associated with the study (Areni, 2003).

Due to the risk associated with convenience snowball sampling (such as misrepresented population and data distortion) the researcher was mindful of the respondents' demographic profile and actively recruited more in areas the sample fell short of the population audience to ensure that an even distribution of responses was reached. When using the snowballing method to collect data the incidence of obtaining a homogenous sample is likely (Trochim, 2006). This is unfavourable because the sample may become too similar in nature due to candidates referring family and friends, who have comparable demographic profiles. The researcher reduced this bias by distributing the questionnaire to a greater geographical audience in the Tshwane region. The Internet-based collection method made distribution of the questionnaire to a wider audience more attainable (Wiid & Diggines, 2009:215; Wright, 2005).

3.1.3 Data Collection

The data collection process involved a structured questionnaire that was hosted and sent via an online Internet-based research tool. The disadvantage of using an online questionnaire is that there are limited opportunities to probe for further detail in the event that responses are unclear (Wiid & Diggines, 2009:216-217; Wright, 2005). One also runs the risk of screening off respondents who

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meet the sample criterion but do not have access to the internet. Fortunately the researcher had access to a corporate list of contact details containing e-mail addresses which served as the starting point for the snowball sampling procedure. The positive aspect of this form of data collection is that it is environmentally friendly (no need for paper-based questionnaires), it is non-intrusive to the respondent and easy to complete. The time taken to collect data was controlled through means of reminder communications encouraging respondents to complete the survey. Electronic means of data collection also saves time since the responses are immediately captured and stored. The instance of human error is also reduced since there is limited interaction between the researcher and the respondents during the collection phase. (Babbie, 2010; Wiid & Diggines, 2009:215; Wright, 2005).

The time, money and effort saving from using internet-based data collection methods (Wright, 2005) do not have to mean making a sacrifice in the quality of data. Recent evidence suggests that the quality of data collected in online surveys is not significantly different to that obtained in traditional methods and can in some instances yield more accurate results – especially when sensitive topics are dealt with, respondents feel more comfortable to disclose certain information when not confronted with a fieldworker (Wright, 2005; Denscombe, 2010). This method of data collection is further supported since environmental topics often receive skewed responses as a result of social response bias, which occurs when a sample is selected on the convenience sampling method that deals with a topic of emotion (Wright, 2005; Teddlie & Yu, 2007; Wiid & Diggines, 2009). Environmental concern is a topic that often sparks emotional debate among individuals especially when dealing with how the individual in question contributes or is part of the problem at hand (Chawla & Cushing, 2007). Response bias[7] is therefore common because the respondent is reflecting on his/her behaviour and has to be mindful of the fact that the research may be placing them in the guilty party's seat when having to answer the questions truthfully. The electronic survey format reduced the incidence of response bias that may be present in face-to-face interviews (Wright, 2005).

Respondents who fit the sample criteria received an e-mail communicating insight into the nature of the research and requesting their participation (Wright, 2005; Teddlie & Yu, 2007). The e-mail further explained how respondents could proceed to complete the questionnaire. A link was supplied in the e-mail content to direct respondents to the questionnaire. The researcher sent regular reminder e-mails to encourage those respondents who had not yet completed the survey. The questionnaire was available in English only and took no longer than fifteen minutes to complete.

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[7] Response bias refers to the way survey respondents think the questioner wants them to answer rather than according to their true beliefs. This yields untruthful results and compromises the integrity of the research study.

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It is not recommended to make online questionnaires longer than ten minutes to complete because it involves the risk of respondent fatigue resulting in inaccurate responses or high drop-out rates (Wright, 2005). This particular questionnaire dealt with complex topics and thus took slightly longer than the recommended time of ten minutes.

The structured online questionnaire provided comparable data (i.e. data that can be numerically measured). Both open and closed type questions featured in the questionnaire. Closed-ended questions provided more structured responses and thus a more uniform information pool (Babbie & Mouton, 2010). Neuman (2000) also indicates that closed-ended questions are easier and quicker to answer and are preferred by respondents. The open-ended questions were however just as important especially in gaining deeper insight on certain test criterion, but was kept to a minimum. The online questionnaire measured the research objectives in six separate sections as summarized in Table 3.1

TABLE 3.1: QUESTIONNAIRE SECTIONS

SECTION	DESCRIPTION
Section A	Demographics including questions relating to sample age, gender, employment status, income and language preferences, dependants and level of education
Section B	LSM Lifestyle Markers specified according to the Living Standards Measurement set out by the South African Audience Research Foundation
Section C	Current Consumption practices & General Consumer Consciousness and Awareness of Environmentally Sustainable Purchasing Behaviour
Section D	Thoughts on Climate Change
Section E	Engagement: Relationship between Modern Ways of Living and the Incidence to Practice Sustainable Purchasing
Section F	Women in Modern Society

The operationalisation of the research is summarised in the table to follow and gives detail on the research instrument and how the research objectives were measured.

TABLE 3.2: OPERATIONALISATION

Objective Number	Objective	Question	Measuring instruments	Data analysis
Obj. 1	To investigate and describe postmodern consumers' current food procurement practices (Practical consciousness)	**Section C no. 1 & 2**	**Self-designed scale**	Responses were scored on a 4-point Likert-type scale making use of means, medians, and frequency distributions
Obj. 2	To identify and explain postmodern consumers' consciousness of climate change in terms of the sustainability of their current food procurement practices			
Obj. 2.1	To evaluate postmodern consumers' **explicit** knowledge of climate change in terms of their ability to comply to the sentiments of sustainability	**Section D**	**Stone, Barnes & Montgomery (1995) Eco Scale** **Self-designed scale** **Self-designed scale**	Scale adapted to include a simple, True or False format
Obj.2.2	To evaluate postmodern consumers' **tacit** knowledge in terms of sustainable food procurement practices	**Section C no. 3**	**Self-designed scale**	Responses were scored on a 4-point Likert-type scale making use of means, medians, and frequency distributions.
Obj. 3	To describe the postmodern consumers' willingness to mitigate unsustainable food consumption practices in order to abide to the principles of sustainability (Discursive Consciousness)	**Section E**	**Self-designed scale**	Responses were scored on a 4-point Likert-type scale making use of means, medians, and frequency distributions.
Obj. 3.1	To identify areas of concern that contributes to consumers' unsustainable food consumption	**Section E**	**Self-designed scale**	Descriptive statistics Scale adapted to include a simple, True or False format
Obj.4	To describe how the changed role of postmodern women contributes to unsustainable food consumption	**Section F**	**Self-designed scale**	Descriptive statistics Scale adapted to include a simple, True or False format
Obj. 4.1	To identify the societal role changes of women	**Section F**		

The operationalisation table detailed above outlines the sections from which the research instrument tested the various research objectives. For further detail on the research instrument

please refer to Addendum B. Although each of the concepts (objectives) were measured by means of different scales, the overall analyses contributes to an understanding of the entire consumer profile, their current purchasing behaviours and views on climate change. This combined view gave some insight into the current disposition of Tshwane residents and their engagement or disengagement with sustainable consumption behaviour.

Once the questionnaire was completed and submitted the responses were sorted and stored in a virtual database ready for analysis. This reduced the incidence of human error when capturing the data (Babbie, 2010). Internet based surveys also increases the likelihood of respondents disclosing sensitive information since there is no physical connection between the researcher and the respondent. The information provided was also anonymous thus reducing the incidence of drop-out rates and short-ended questionnaires (Denscombe, 2010). Although the researcher worked from a database of potential sample elements (in this instance employees of Momentum Financial Services) and the names of these employees are easily identified in the e-mail address, the researcher was unable to identify who answered the questionnaire once they routed to the online survey channel. The online survey tool used to collect the data does not allow for filtering on individual response based on respondent identity, unless so designed. The researcher purposefully did not include this feature in the design of the questionnaire since anonymity was assured to respondents. One risk the researcher was cognisant of is that for the online-based questionnaire to be successful all respondents must have had an active e-mail address as well as access to the internet. Since deployment of this survey was dependent on the World Wide Web and an e-mail address it was assumed that respondents with e-mail addresses would have sufficient access to the internet. The researcher received no feedback that respondents were unable to take part in the research due to internet access restrictions. . The researcher was aware that using the online data collection route screened some sample elements off from taking part in the research since not all consumers have access to the internet. Since the research was exploratory in nature, it was deemed appropriate for the purposes of the study.

3.1.3 Data Analysis

Descriptive analysis techniques were used to analyse the results. The six sections of the research instrument were summarised in frequency distributions to draw the outline of the consumer profile and their subsequent sustainable consumption behaviour. This detail was then further analysed in various cross-tabulation views to provide a more accurate portraiture of the behaviours of the given cohort. Inferential statistics were performed on the variables to test for significant differences in responses. ANOVA and Bonferroni analysis took place. The results were also verified with existing

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literature on the same subject to strengthen or counter the arguments presented. There was only one existing and pre-tested scale included in the research instrument that assisted in measuring the respondent's knowledge on climate change. The **Stone, Barnes & Montgomery (1995) Eco Scale** was included in the research instrument and was analysed using a true and false measure. Likert-type questions were included in the questionnaire to test agree/disagree statements. The scale was designed with a 4-point specifically omitting the neutral factor (mid-point) from the options to eliminate respondent opting for the indecisive option and rather forcing them to either agree or disagree with the respective statement. Often it is noticed that respondents will select the neutral (undecided or unknown) option on a scale when the topic is one that they are not particularly familiar with, sensitive or one that is complex. This is the very nature of research on the subject of sustainable consumer consumption behaviours and therefore the questionnaire was designed to minimise responses that were incomplete or inaccurate.

3.2 Ethics

The ethical considerations of the research are of utmost importance and were present at every phase of the process. The first and most important ethical consideration was that no-one should suffer any harm as a result of participation in the research (Denscombe, 2010; Wiid & Diggines, 2009:21). None were reported during the data collection phase of this research. Further ethical considerations included:

- Assuring respondents that participation was voluntary and that information was to be used solely for research purposes and only upon receiving consent from the respondents.

- The data were to remain anonymous at all times and be dealt with the strictest confidentiality. From the onset of respondent engagement the researcher ensured that the respondent was completely aware of the nature of the research, the intended outcomes thereof and what the respondent's role would be. Respondents were also informed that should they at any point of completing the questionnaire feel they wanted to abandon the study they could do so without any fear of consequence.

- The researcher acted professionally and with integrity. In any dealings with respondents, the researcher remained open and transparent and did not engage in any form of deception. No data was manipulated and the data analysis remains a truthful reflection of the results. The results of the study are also available for viewing for any interested party who wishes to review the findings.

- Approval from the University of Pretoria (UP) ethics committee entailed the research instrument being scrutinised by the committee and declared fit for distribution.

3.3 Enhancing the Quality of the Data

3.3.1 Reliability

Reliability ensures that the findings emerge from the respondents' viewpoint and not from the researcher's pre-conceived ideas, therefore eliminating researcher bias (Wiid & Diggines, 2009:7). It is essential that all the elements of validity are considered throughout the research in order to describe the truth as accurately as possible (Mouton, 2002). This was adhered to throughout the entire research process.

The following measures were envisioned to limit error and reinforce validity and reliability throughout the study:

- **Conceptualisation: Theoretical Validity**

Concepts or definitions create the foundation on which scientific knowledge is built (Babbie & Mouton, 2001). Without clear understanding of concepts and relevant terms one may misinterpret data and thus produce inaccurate findings. Understanding key concepts allowed the researcher to connect interrelated data and draw more extensive conclusions (Mouton, 2002).The theoretical validity of the study was maintained by means of an extensive literature review and background knowledge pertaining to the postmodern consumer residing in Tshwane and their engaged or disengaged sustainable consumption practices.

- **Operationalisation: Construct Validity**

Construct validity refers to the extent to which the scale index measured the relevant concepts and whether responses deviated from this (Mouton, 2002). Structured questions made use of ranking orders, hedonic questions and percentage disclosure of personal information. The South African Audience Research Foundation (SAARF) developed a questionnaire that measures individual's lifestyles by means of allocating weights for ownership of various household items. The more items of possession the greater the incidence of falling in a higher Living Standard Measure category (LSM). Very strictly stipulated in the SAARF requirements of measuring LSM is that **income** is not a factor included in this scale however SAARF has since inception been able to correlate very close assumptions of income brackets and LSM levels.

- **Sampling: Representation**

Mouton (2002) explains that a sample selected for a particular study has to conform to certain criteria as described by the population one wishes to investigate (Wiid & Diggines, 2009:181). To be confident that the sample selected for the study was in accordance with the population criteria,

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selection took place on the basis of purposive convenient sample selection within the parameters of the greater Tshwane (Teddlie & Yu, 2007; Trochim, 2006). Participants were only considered for the study if they fit the pre-determined population criteria as well as if they showed a keen interest in the study. In this way their participation was assumed to produce truthful responses.

In order to eliminate or reduce the incidence of error, the researcher took the following precautions:

- The structured questionnaire was surmised to suit the respondent with regard to the time and venue in which they completed the questionnaire since they had full control of this (Internet-based survey).

- The e-mail communication that invited respondents to take part in the research provided clear detail on the purpose and objectives of the research – see Addendum B for an example thereof.

- The respondents were assured of their anonymity and that all data was used only for the purpose of contributing to an academic stance. Important to note that complete anonymity could not be assured since the e-mail addresses often contain some or all of the respondents details. The research however was positioned in such a manner as to assure the respondents that no further use of personal details would take place outside the premise of the research at hand. Once the responses were captured on the electronic database, it was also very difficult to identify responses on a personal level.

- The length and order of questions within the questionnaires were constructed in such a manner as not to bore or frustrate the respondents and did not exceed the timeframe of fifteen minutes.

- The questionnaire was assessed in a pilot study and screened by peers to determine any pitfalls and eliminate errors before commencing with the main data collection process.

3.3.2 Validity Issues

The intention was to collect information that is accurate and reliable and reflects the true nature of consumers and their behaviour in a South African market. A thorough literature study detailing aspects of changing postmodern consumer roles within society as well as the current state of environmentally sustainable consumption practices aided the researcher in the manner in which the data was collected. The researcher hoped to uphold the validity of the research through truthful and accurate research methods as well as, encouraging respondents to express true-life experiences in real time (Wiid & Diggines, 2009:6). According to Mouton (2002), the validity of research is the best approximation of the truth. All measures were undertaken to ensure valid and reliable data, to have confidence in the findings, and to implement the data into understandable information which may apply to other contexts and used as reference to other similar studies.

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This section deals with the collective insights gained from the research instrument namely a structured questionnaire. The questionnaire was designed to explore the four main objectives of the study as well as gain finer detail by addressing the sub-objectives; all pertaining to current sustainable consumption behaviours and thoughts on climate change of Tshwane residents. Since the initial scope of the research intended to determine the role of postmodern females in aiding or discouraging the active participation in sustainable consumption behaviour the focus was originally only on the current behaviour of female cohort representatives. Further investigation during the preliminary phase of the research brought to light that although the female role has changed remarkably since after World War II, this role change has not happened without the influence of their male counterparts (Carrigan et al, 2006), and therefore the sample comprised of both males and females. Preceding sections argue that gender roles are absorbing the traditional responsibilities previously demarcated to the specific genders however, these roles still differ in terms of household responsibilities (Scott, 2006; Sigala, 2006). The reason for making this distinction between the two gender roles in this research is due to the author's postulation that women are still the main agents of change in a postmodern society especially so in South Africa (Jin & Suh, 2005; Wyma, 2011). Studies also indicate that when examining the "actively engaged, socially conscious consumer" one would have to focus on pre-middle aged women, having a high education and above norm socio-economic status (D'Souza et al, 2007). All these qualities are seen in the sample demographic of this research and will be discussed in sections to follow.

The structuration theory, which serves as the foundation on which this study is based on, indicates that "agents" (in this instance the Tshwane postmodern consumer) do not exist in isolation or in exclusion from external influences (Giddens, 1984; Rose & Scheepers, 2001). The theory further suggests that there is an interdependent relationship between the agent (postmodern consumer) and the external environment, for example the trading arena i.e. food retailers. It also clearly indicates that an individual's level of knowledge dictates certain behaviours and moulds perceptions (Ungar, 2000). The results to follow have been analysed to describe the current status of postmodern consumer's understanding of and participation in sustainable food consumption behaviour and climate change. The theoretical perspective guides the discussion to explain the relationship between the agent and the external environment and how this condition has an outcome on active or inactive sustainable food consumption behaviour.

4.1. Demographic Characteristics of the Sample

Selected demographic characteristics that were considered relevant to this investigation were included in the first section of the research tool. This section allowed for the sample profile to be sketched and included details surrounding the following demographic characteristics:

Gender   Age

Home language   Level of Education

Population group   Marital status

Number of dependants   Area of residence

Approximate monthly household income   Employment status

4.1.1 Gender Distribution of the Sample

The research design called for a non-probability sampling method meaning the researcher was unaware of the sample elements that were selected and included prior to the initiation of the fieldwork, therefore limiting the control over the sample profile (Tustin, Ligthelm, Martins & Van Wyk, 2010:344). The researcher did however attempt to make the sample as closely representative to the Tshwane population as possible. It was the intention of the researcher to have an equal distribution of male and female respondents however the majority of the respondents were female, comprising almost 70% of the audience. This is a positive outcome (although not favourable in terms of representativity) since literature indicates that women are active agents of change (Jin & Suh, 2005; Wyma, 2011). A total of 301 responses (N = 301) were collected in this research and is summarised in figure 4.1. The high incidence of female participation may be explained by the prerequisite for participation stipulating that only primary decision makers of household food procurement were considered for the survey. Results not only reflected but confirmed that the majority of grocery shopping in households is still done by females. According to gender statistics (City of Tshwane 2011), females constitute the majority of the population in Tshwane South Africa and therefore their views on pertinent issues such as food procurement are viewed as valuable.

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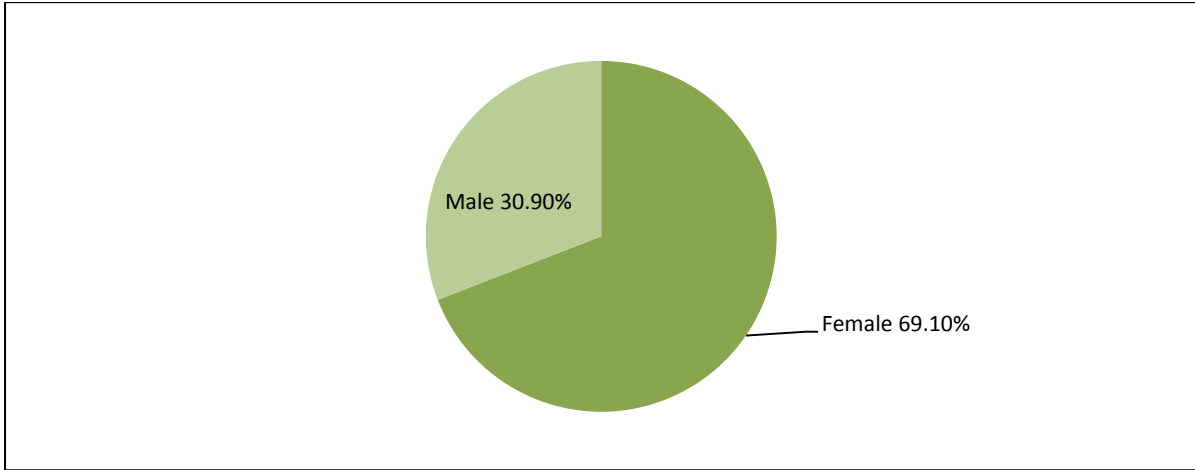
FIGURE 4.1: GENDER DISTRIBUTION OF THE SAMPLE (N = 301)

4.1.2 Age of the Sample

The age criteria for the sample was not restricted to one specific age group nor were any age groups targeted more than another. The respondent was asked to indicate his/her age at their last birthday. The individual ages were then grouped into age bands with five year intervals to make the analysis more meaningful (figure 4.2.). It is fortunate that the age profile of the sample fell within the mid-twenties to late thirties age bands since existing literature indicates that women, specifically in these age groups, are more likely to be actively engaged in sustainable behaviour than other age or gender groups (Laroche, Bergeron & Barbaro-Forleo, 2001). The Institute for Volunteering Research (2013) also states that the age groups most likely to take part in research studies are women in their mid-thirties and older. The significance of having an accurate summary of the age demographic of a given sample, especially in the nature of this research is that consumers' food consumption behaviour is greatly affected by their age. Issues such as dietary needs, frequency of food consumption and preparation methods become more important with older generations and differ to some extent from younger cohorts (Meneely, Strugnell, & Burns, 2009).

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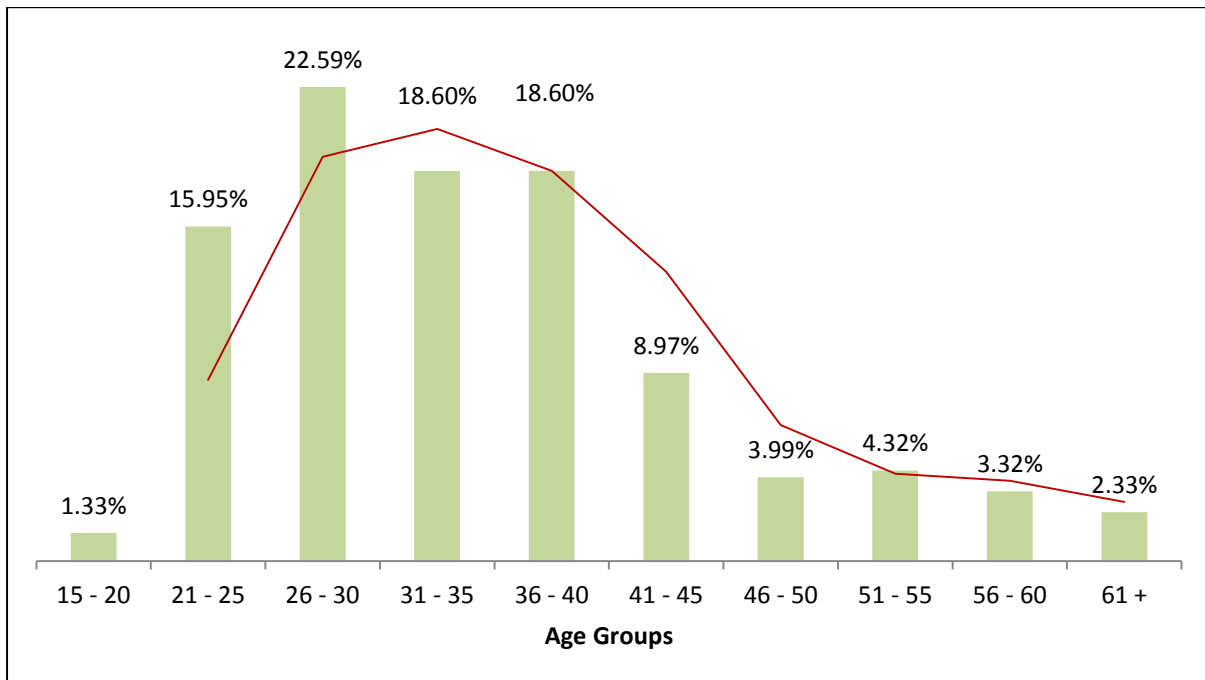
FIGURE 4.2: AGE OF THE SAMPLE (N = 301)

The greater part of the sample fall within the 20 – 40 age bands with the 26 – 30 age group being the greatest segment representing 22.59% (n = 68). A very small representation was achieved from ages 46 to 61 years and older, collectively 13.95% (n = 42). A study by Prensky (2005) explains how the younger generation of today (the under 35's) process information fundamentally differently to their predecessors purely due to being exposed to new technology. Having access to something as common place as the internet allows postmodern consumers the advantage of being far better informed on an array of topics as opposed to previous generations whose source of knowledge was more strenuous to come by. A discussion regarding how the age of consumers influence their reception of information pertaining to sustainable food consumption behaviour, as well as, how age plays a role in food procurement methods, frequency of purchases and overall dietary needs will follow in the section that covers current behaviour (4.2.1).

4.1.3 Preferred Home Language of the Sample

Table 4.1 provides a summary of the preferred home languages spoken by the sample. Results revealed respondents were predominantly Afrikaans speaking, 55.15% (n = 166) followed by English speaking individuals, 33.89% (n = 102). Various African languages collectively represented 10.96% (n = 33) of the sample, however, Sotho was more prevalent, 4.65% (n = 14) of the total. The language distribution for this cohort is in accordance with statistics of the City of Tshwane (2011). Apart from language being part of the demographic criteria it also gives an indication of consumers' access to certain societal messages or interpreting behaviours. Consumers' home language may influence

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their ability to access and utilise information relating to climate change and sustainability issues (Sutton & Tobin, 2011) since many educational messages are broadcast in English.

South Africa is bountiful in its array of native tongues. With eleven official languages and numerous dialects[8], the language issue is particularly worrisome since implementing standard educational messages, such as how consumers can become more sustainable in food consumption behaviours, become very challenging and are often not consistent across the different languages. Since many educational messages and mass media are broadcast in English, individuals who have English as their second or third language may misinterpret or miss the messages completely. In their study, Brok-Utne and Holmarsdottir (2004) say that "the English language has become a barrier to knowledge" in many African countries because so many citizens are only familiar with a broken dialect and have native African languages as their mother tongue and not English.

The language landscape of South Africa calls for marketing materials such as those distributing knowledge on climate change and sustainable consumption behaviour to be carefully worded and translated effectively so that a multitude of consumers are reached; not only those of selected language proficiencies. Although not determined or confirmed in this study, the myriad of languages observed under this sample may be a contributor to the sample not being exposed to or knowledgeable about certain climate topics or sustainable consumption behaviour.

TABLE 4.1: PREFERRED HOUSEHOLD LANGUAGE (N = 301)

Preferred household language	Total (%)
Afrikaans	55.15%
English	33.89%
Sotho (South/North)	4.65%
Tswana	2.66%
Zulu	2.33%
Other (Ndebele, Swati, Tsonga, Xhosa)	1.33%
n = 301	100.00%

4.1.4 Marital Status of the Sample

The profile indicates that 60.47% (n = 182) of the sample is in a relationship and can be characterised as either married or couples living together. The remaining 39.53% (n = 119) are single, widowed, separated or divorced. Various empirical studies indicate that there is a growing movement toward

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[8] According to Section 6 (1), the South Africa's constitution (SA, 1996) states the official languages of the Republic are: Sepedi, Sesotho, Setswana, siSwati, Tshivenda, Xitsonga, Afrikaans, English, isiNdeble, isiXhosa and isiZulu (Brock-Utne & Holmarsdottir, 2004).

"older first time brides and grooms" as well as initiating cohabitation living situations instead of getting married (Smock, Manning & Porter, 2005; Gibson-Davis, Edin & Mclanahan, 2005). It is also observed that the mind set of individuals seems to shift once they are married since joint decision making is a phenomenon deemed a necessity amongst newlywed couples (Smock, Manning & Porter, 2005; Scott, 2006). This may explain some sustainable consumption behaviour or the lack thereof in South African households regarding the manner in which consumers are making joint decisions concerning their daily engagement in sustainable food consumption and associated behaviour. Assume one of the spouses is actively engaged in the movement of sustainable consumption behaviour and more knowledgeable on climate change; literature suggests that the other spouse is likely to become more involved in the same practices and beliefs.

The Structuration Theory explains this as being part of the 'structure' stem of influence (Giddens, 1984). The interrelatedness of cohabitation allows spouses' to be influenced by one another yet still have individual views, beliefs and practices. Although the theoretical perspective adopted by this study argues these cause-and-effect outcomes of consumer behaviour, is as a result of their "connected" environment; the scope of the study did not extend far enough to test these factors in depth.
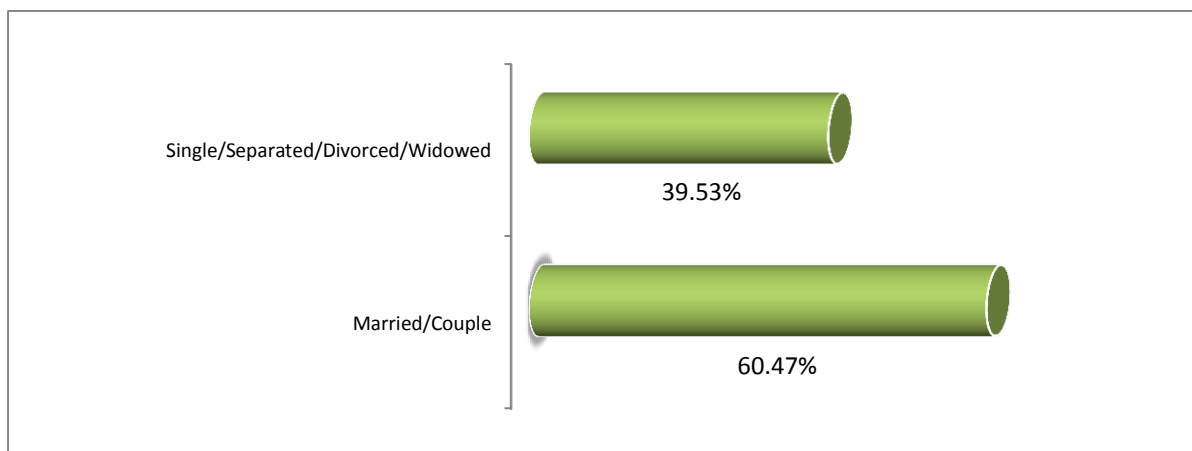
FIGURE 4.3: MARITAL STATUS OF THE SAMPLE (N = 301)

4.1.5 Average Household Size of the Sample

The average household size for this sample consisted of three people per household. This is supported by the 2011 South African Census data that confirms the average household in Tshwane consists of three persons (City of Tshwane, 2011). The household size further correlates with the average age distribution of the sample and the typical life stage associated with the particular household/family size. Literature however, indicates that larger household sizes are diminishing as a

result of high costs of living, changing perceptions on traditional life-cycles and also greater emphasis on family planning i.e. use of contraception (Cleland, Bernstein, Ezeh, Faundes, Glasier & Innis, 2006). The size of a family has a direct impact on the nature of the household purchases and consumption behaviour since there are more agents of influence (i.e. family members) as well as a greater demand for consumables (i.e. more mouths to feed requires more food). Studies indicate that leading a sustainable lifestyle is more expensive and demands more effort than conventional "non-sustainable conscious" lifestyles (Arnot et al, 2006) which could explain the lack of sustainable consumption behaviour among this study's respondents. Literature further explains that sustainable consumption choices are heavily influenced by how convenient it is to implement and adopt in daily behaviour (Browne, Harris, Hofny-Collins, Pasiecznik & Wallace, 2000); something this study reveals as being tedious and challenging for Tshwane residents.

TABLE 4.2: NUMBER OF PEOPLE IN HOUSEHOLD (N = 301)

Number of people in household (including respondent)	N	%
1	38	12.62%
2	78	25.91%
3	86	28.57%
4	67	22.26%
5	24	7.97%
6	8	2.66%
Total	301	100%

Findings in figure 4.4 indicates that more than half, 53.16% (n = 141) of the sample do not have any children. This correlates to the general age band for the sample, being in their late twenties – mid thirties who are in most instances in the "early family life cycle" explaining the small family sizes. This too correlates with the most recent statistics available for the City of Tshwane (Stats SA, 2011). From existing literature we learn that individuals are getting married and having children later in postmodern times and subsequently household sizes remain small for individuals in their mid-twenties and early thirties (Gibson-Davis, Edin & Mclanahan, 2005). Many married couples are also opting not to have children at all in postmodern times, they are colloquially termed "childfree" and are normally from the higher-income and higher-education segments of the western population (Park, 2005).

Although a large portion of this sample have small family units (average of three persons per household – as indicated earlier) more than half of the sample have a dependant residing in the household. We know from literature that postmodern consumers are pressed for time and require

consumables that are easy to prepare and require little effort mutually catered for by convenience consumables (Brunsø, Fjord, and Grunert, 2002, Buckley et al, 2005). Hence it is postulated that postmodern women with larger families rely more on convenience food items which is also argued as acting in an unsustainable manner (De Boer et al, 2003; Botonaki & Mattas, 2010; Buckley et al,2007). Although not explicitly proven in this study; the demand for convenience food items in households with dependents negatively contribute to movement of sustainable consumption behaviour.
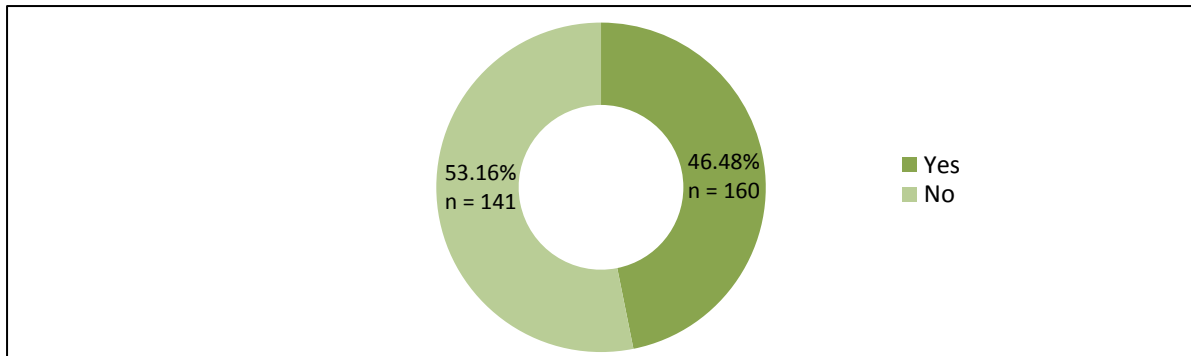
FIGURE 4.4: THE SAMPLE WITH OR WITHOUT DEPENDENTS (N = 301)

4.1.6 Employment Status of the Sample

Most respondents, 81.06% (n = 244) are employed fulltime, 12.29% (n = 37) are part time and only 6.64% (n = 20) of the cohort indicated that they are unemployed, however this could tie in with the small sample being over the age of 65 years hence reflecting those whom might be retired or the younger segment who could be students. As mentioned the sample is dominated by women and as is evident in the profile of postmodern consumers, women are significantly more ingrained in the workforce of current times (Aero, 2006; Botonaki & Mattas, 2010). Working women are observed as having strong associations with time-saving goods and services to aid her with the pressures of running a household as well as the intensity of a full-time job; which often sees the reliance on convenience consumables; noted as being unsustainable (Botonaki & Mattas, 2010). Although the employment status of a consumer often shapes their consumption behaviour; no significant findings were directly related to the employment status of this cohort.
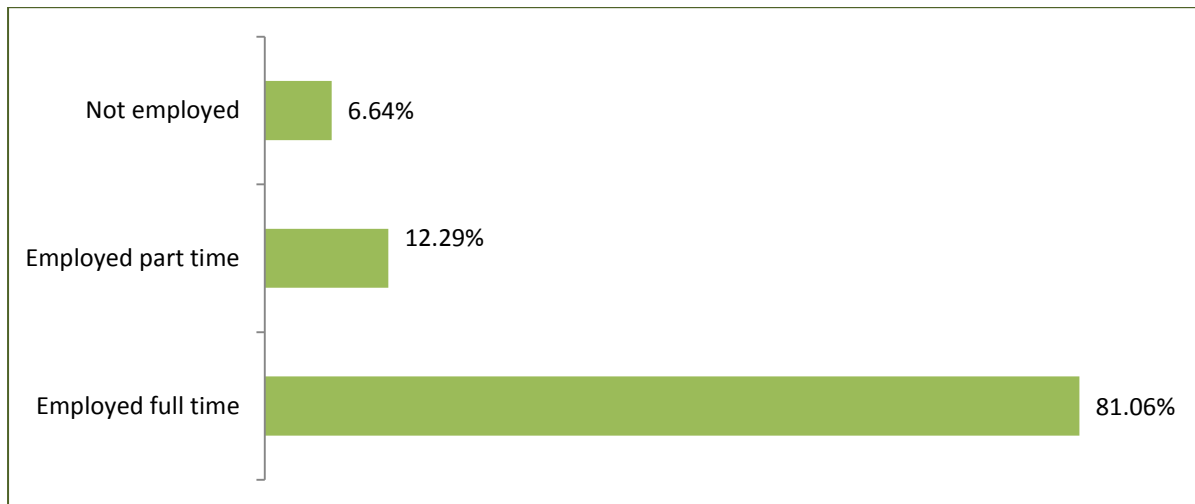
FIGURE 4.5: EMPLOYMENT STATUS OF THE SAMPLE (N = 301)

4.1.7 Level of Education of the Sample

The research tool measured three levels of education namely, a) Grade 12[9] or lower, b) Grade 12, a degree/diploma, and c) postgraduate. Research across the globe indicates that with higher levels of education comes greater awareness and knowledge of environmental concerns (D'Souza et al, 2007). Individuals with more esteemed education also most likely fall within a higher social class and tend to be more in tune with sustainable consumer behaviour than those from lower social groups (Laroche et al, 2001). The cohort consisted of postmodern consumers whom Prensky (2001) suggests are "*physically different*" as a result of the digital input they received growing up, thus making the manner in which they receive, interpret and act on information different compared to other generations. The addition of advanced technology and higher education therefore has vast impacts on the thought processes of postmodern consumers and so too in their acceptance of sustainable consumption messages and behaviours. Figure 4.6 shows that the majority of the sample have a tertiary education in the form of a degree or diploma, 46.84% (n = 141) followed by those having a more advanced schooling being a postgraduate qualification, 29.57% (n = 89). The least educated respondents also make up the smallest representation of the sample with only, 23.59% (n = 71) having only a Grade 12 or lower. As per the 2011 Census, a quarter (25%) of the Tshwane population have a matric qualification, whilst 3.7% have no education. It is evident that consumers whom have a higher education process marketing messages, social norms and behavioural reasoning differently to those with a lesser education (Riddell & Song, 2011; Bennet, Maton & Kervin, 2008); often expressed in their daily consumption behaviour. The level of respondent education is later discussed in terms of consumer behaviour and correlations to overall sustainable perceptions and practices.

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[9] Grade 12 (more commonly known as matric) in the South African scholarly syllabus is the final year of secondary education required for university entrance.
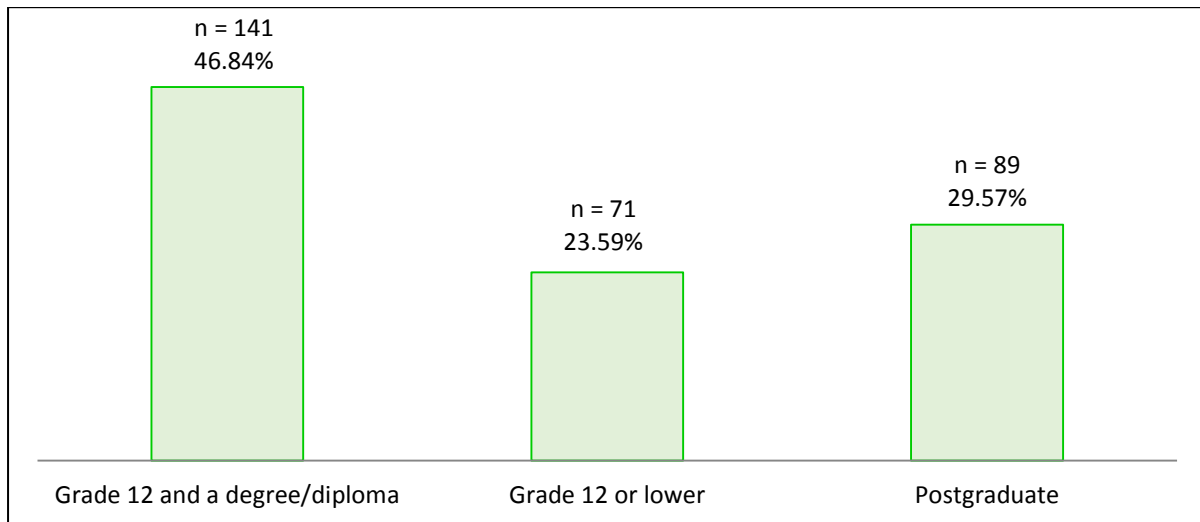
FIGURE 4.6: LEVEL OF EDUCATION OF THE SAMPLE (N = 301)

4.1.8 Population Group of the Sample

According to the Population Equity Act the South African population can be categorised into four broad groups. These include Black, White, Asian, and Coloured[10]. Consumers' consciousness of sustainable behaviour are however not based on their racial background within the scope of this study. Figure 4.7 gives the breakdown on the race groups for the sample in question. As is evident the White population group, 76.74% (n = 231) dominated the sample. The Black segment was second most prominent, 12.29% (n = 37), followed by the Asian group, 8.97 % (n = 27) and lastly the Coloured respondents only achieving 1.99% (n = 6) representation. A study conducted by the Institute for Volunteering Research (2013) indicates that online participation to research varies significantly between ethnic groups which explains the ethnic skew of this particular sample marginally, not forgetting however that the Tshwane demographic is strongly skewed toward the White and Black ethnic groups (Stats SA, 2012). Cape Town is typical of having a higher Coloured representation while Durban is one of a higher Indian cohort (Genet, 2010). The South African provincial profile of ethnic representation is fast becoming a cosmopolitan and will in the near future not have such distinct differences in the racial split per province.

The skewed responses presented by this sample, with a majority white respondents, might explain the high incidence of post-matric qualifications (as revealed earlier). Research done by Bhorat, (2004) supports this probability. The previous government rule in South Africa discriminated against

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[10] As a result of South Africa's diversity in cultures, ethnicities and population groups, a cohort of "mixed ancestry" has become officially known as the South African Coloured. They are native to the Western Cape and the largest representation of this group can be found on the most southern tip of the African continent (De Wit, Delport, Rugamika, Meintjes, Möller, van Helden, Seoighe, & Hoal, 2010).

certain ethnic groups in terms of access to basic education and admission to schools, which is an example of how "structure" as explained by the structuration theory influence individuals in society. The white population (typically in the same age group as this sample) was favoured and received superior schooling, therefore explaining the high secondary school figures for this particular cohort. Studies indicate that individuals with a tertiary education are significantly more likely to earn bigger salaries than those whom are poorly educated (Riddell & Song, 2011; Bhorat, 2004). The socio-economic status of South Africa and the factors that led to it could give reason for the limited participation in or knowledge of sustainable consumption behaviour.
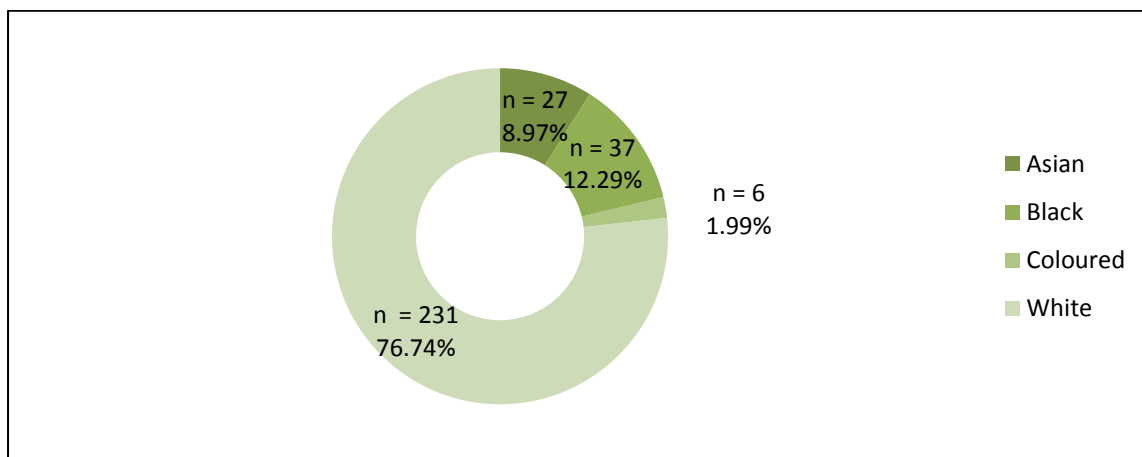
FIGURE 4.7: POPULATION GROUP OF THE SAMPLE (N = 301)

4.1.9 Household Income of the Sample

The income an individual or household has at their disposal for daily survival is said to be of the most influential factors shaping consumer behaviour (Barber, Almanza & Donovan, 2006). Respondents were instructed to indicate their household monthly income to the nearest R1000. Household income is a more accurate figure when dissecting consumer behaviour compared to personal income since households seldom operate in complete isolation when it comes to co-habitation and the associated expenditures thereof. The total number of respondents who indicated their household income was n = 289 (95.69%). Although there were a small number of drop-out incidents for this question the responses indicate the sample for this study fall predominately in the middle-upper and upper income groups. Income earnings between R10, 000.00 and R25, 000.00 per month belong to the middle income groups.

From figure 4.8 one notices that there is a relatively even distribution of responses per income category. A collective sum of 65.40% of the sample earn more than R10 000 but less than R50 000 per month, per household. A further 21.80% of the sample earn a household income of more than

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R50 000 per month and staggers up to and including R500 000 per month. The remaining 12.80% earn less than R10 000 per month (LSM group 1 -7). The household income distribution for the research study is consistent with the Tshwane Metropolitan's records (Stats SA, 2012). We learn from existing literature that the typical "sustainable consumer" profile is one that forms part of a more esteemed and well off population with a high socio-economic standing (D'Souza et al, 2007). The sample in question not only meet the criteria set for a sustainable consumer (typically middle-aged, high earning females with above average education) but they also have the monetary resources to adopt the so-called expensive behaviours of sustainable consumption. They are hence the ideal catalysts of change, rather the agents of change according to the Structuration Theory, to start a stronger movement among the general public in favour of "greener consumption" practices. Future studies may prove valuable to investigate how to motivate these "ideal consumers", described above, to become custodians of sound sustainable consumption practices and through their actions influence family members and like-mined individuals.

FIGURE 4.8: HOUSEHOLD INCOME FOR THE SAMPLE (N = 289)

4.1.10 Area of Residence of the Sample

Although the area of residence was included for sampling criteria rather than for in-depth analysis purposes; a connection was made between the respondents view with regard to having access to the correct infrastructure to encourage or discourage sustainable behaviour and the specific suburb of residence. The area of residence is believed to play an important role in shaping consumer consumption behaviour since one's dwelling/home is generally a reflection of the inhabitants

respective lifestyles (Aero, 2006). Residential areas are also in many instances recognised as having individuals or families with similar social interests and beliefs. Studies indicate that people congregate in areas where the demographic and socio-economic profile is similar to their own and where norms and tastes are shared (Aero, 2006). It also explains that exposure to certain subjects such as sustainable consumer behaviour may either encourage or discourage this behaviour in households depending on the general behaviour of the residential area in which they reside. Although the study done by Nerby and Turner (1999) is dated the validity remains, in it they strongly argue that the area of residence can generate certain behaviours such as conspicuous consumption" and will continue to influence the behaviours of its occupants since there is a conformity of unwritten customs (Aero, 2006). Following on the notion that the area of residence has an impact on the general behaviour of the consumers who live there; consumers share a relationship with the immediate environment in which they reside as well as the greater public. The external environment, namely the area of residence is the "structure" (an influencing factor) which then encourages or discourages the active participation in sustainable consumption behaviour as dictated by other residents of the community.

For this research, the Tshwane Metropolitan was split into five main areas namely a).Centurion, b).Pretoria East, c).Pretoria North East, d).Pretoria Central Western, and e).Pretoria North West. For the complete breakdown as per the above categories please see Addendum B at the end of this document.
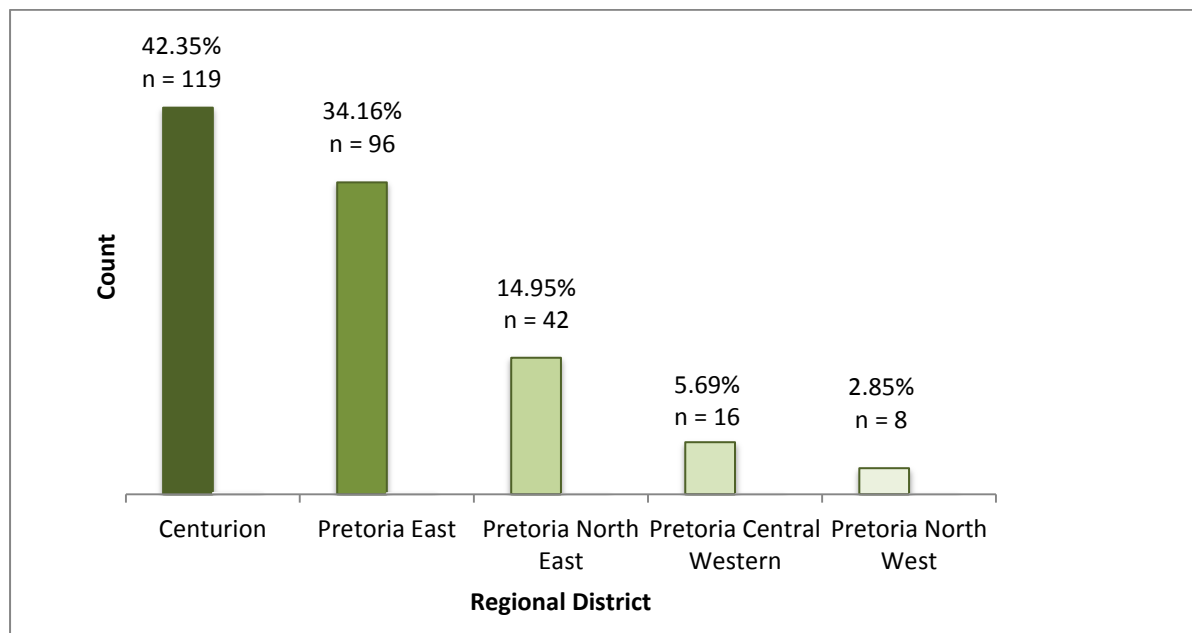
FIGURE 4.9: RESIDENTIAL AREAS OF THE SAMPLE (N = 281)

Pretoria is the capital of South Africa and is included in the greater municipality of Tshwane Metropolis. This city has close to three million residents (2,921,488) and contributes at least 26.8% of the Gauteng Province's Gross Domestic Product[11] (Stats SA, 2012). From figure 4.9 one notices that the majority of the respondents reside in the eastern region of Pretoria, 34.16 % (n = 96) and in Centurion, 42.35% (n = 119). The smallest representation was from the Pretoria North West region only achieving 2.85% (n = 8). According to Stats SA (2012) the City of Tshwane, inclusive of suburbs in the greater Pretoria region, has been the fastest growing municipality in South Africa, on average, between 1997 and 2011. Pretoria East as well as Centurion are classified as some of the more affluent, predominantly white suburbs of Gauteng, although Centurion has greater ethnic diversity than Pretoria. This further confirms the household incomes falling in the higher income brackets, and may also have impacted the population distribution for the sample.

4.1.11 Living Standards Measurement of the Sample

For this section the research instrument included a lifestyle measurement scale specifically designed for the South African population. The South African Audience Research Foundation (SAARF) developed a questionnaire that measures individual's lifestyles by means of allocating weights for ownership of various household items. The more items of possession the greater the incidence of falling in a higher Living Standard Measure category (LSM). Very strictly stipulated in the SAARF requirements of measuring LSM is that **income** is not a factor included in this scale however SAARF has since inception been able to correlate very close assumptions of income brackets and LSM levels and although an individual's household possessions and access to certain commodities is by no means the sole outcome of household income, a close association is evident. Currently the LSM categories/classifications are set to increase in level as the number of commodities increase i.e. if one has access to and ownership of certain items such as a dishwasher, a home security system, domestic workers and so forth one will fall in a higher LSM category such as LSM 7 and higher. The scale in the questionnaire as well as the interpretation of results from this section was calculated using weights as per SAARF recommendation and selected items were adapted it to suit the purposes of this study The list of questions for this measure can be found in the questionnaire in Addendum B under section B.

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[11] The Gross Domestic Product (GDP) of a country is a reflection of the total monetary value of all finished goods and services produced within the perspective country's borders for a given period

The relevance of categorising the sample into living standard categories is simply to associate certain behaviours with the immediate surroundings to the sample. In more affluent areas for example, weekly waste removal is standard, running water and electricity is ever constant, and access to a myriad of retail outlets is in many instances within walking distance of the residences, therefore making certain consumer behaviour more natural than others simply by the standard of living the individual portrays. This correlates to Giddens' (1984) theory, which describes social structures; such as the immediate infrastructure and access to household items, as having positive or negative impacts on the agent of change, in this instance the postmodern consumer. The Structuration Theory explains that agents (i.e. postmodern consumers) are influenced by two overarching elements the first being their immediate environment which includes their practical and discursive consciousness and the second being the external environment (or structure) in this instance the trading arena. The pillar of influence that is permeated by both the internal and external influences is that of the consumer's lifestyle. The Living Standard Measurement attempts to express the lifestyle of a household or individual through the material ownership of possessions and access to goods and services. The agent's conscious (practical) and unconscious (discursive) thought process along with their material commodities shape their lifestyle. Their lifestyle then further dictates whether they are influenced to a greater or lesser extent by the "structure", which completes the sphere of influence and concludes with consumer behaviour.

Within the framework of the structuration theory, Giddens (1984) describes the spheres of influence governing an agent as a network of interrelated elements, each influencing one another, concurrently operating as a separate entity. This then explains that postmodern consumers (within their designated lifestyle category) influence the external environment i.e. the trading arena as much as they are influenced by the external environment. This body of elements jointly then displays pro-sustainable consumption behaviour or anti-sustainable consumption behaviour. Since an agent's knowledge and socio-economic situation both plays a fundamental role in their consumption behaviour, the LSM category allocated to an agent will have strong associations to their daily consumption routines.
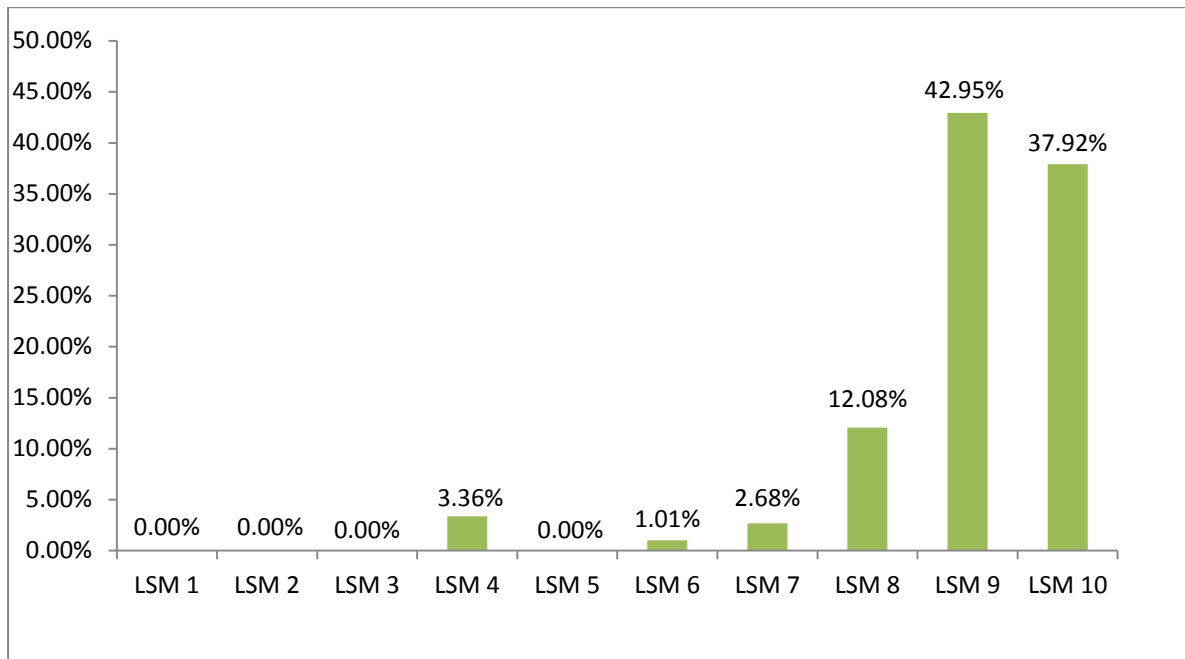
FIGURE 4.10: LIVING STANDARD MEASURE OF THE SAMPLE (N = 301)

The various LSM categories per income bracket for this sample mirrors the general classifications of the same demographic data collected for the 2011 South African Census indicating that residents of this area typically fall within LSM 7 and above, having a household income of no less than R25,000.00 per month in most instances. Having access to running water, tap water and living in an urban area are all confirmed by the Census 2011 data. According to the same source, almost 49% of households within the greater Tshwane Metropole have access to piped water inside their dwelling and 72% having access to electricity. Almost all households in the City of Tshwane (99%) have access to sanitation facilities with 76% having access to flush toilets (Stats SA, 2011). The sample data indicates that 100% of respondents have access to all the before mentioned services therefore making for a valid comparative source of data. From the responses seen in table 4.4 it is evident that the sample for this study predominantly fall in the higher LSM categories of LSM 7 and above.

TABLE 4.3: HOUSEHOLD INCOME CORRELATED TO LSM LEVEL OF THE SAMPLE

SAARF LSM Income Category Definition	Income Group	Income Bracket	Household Income (per sample profile)	n	Total
LSM 1 - 7 (low)	Low income group	<R10 000	Low income group	29	10%
LSM 7 (high) - 9 (low)	Middle income group	≥R10 000 to < R25 000	Middle income group	82	28%
LSM 9 (high) - 10	High income group	≥R25 000	High income group	178	62%

Findings from this study reflected that consumers living in these (more comfortable) conditions often have greater access to more knowledge and know-how and are therefore empowered to lead

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more sustainable lifestyles (Aero, 2006). Environmentally responsible behaviour is however said to be supported by a corresponding education (Frey, 1999). It would nevertheless be dangerous for the researcher to assume that this seemingly high-educated cohort is also schooled in the ways of acting, supporting and living sustainable consumer practices.

4.2 Results

The results of this study are discussed and presented in accordance with the objectives set for the study (see Chapter one). The foremost section of the results will reflect on the **current food procurement behaviour** (practical consciousness) of consumers residing in Tshwane with specific focus on their current sustainable food consumption practices. This is followed by results pertaining to consumers' consciousness of climate change (explicit knowledge) and sustainable behaviour (tacit knowledge). The chapter concludes by presenting findings regarding consumers' **willingness to change** (discursive consciousness) as well as the important role that women play as essential agents of change.

4.2.1 Postmodern Consumers Current Practical Consciousness (Objective 1)

4.2.1.1 Current Food Procurement Practices (habits) and Preference regarding Retailer

Numerous studies and observations indicate that the current consumer food consumption behaviours displayed the globe over, are becoming a problem and having a negative impact on the natural environment and its ability to recuperate and restore itself for future resources (Walker et al, 2005). In order to investigate respondents' current food procurement practices taking place within their households, respondents were asked to respond to 10 self-designed scale items, which reflected possible every day food procurement practices. A four-point Likert-type agreement scale was used. For ease of explicating the findings, results were grouped in terms of two (Agree vs Disagree) categories. The question posed read as follows: *"Please select the relevant option that best describes the extent to which you CURRENTLY engage in the following practices"*. The results are summarised in table 4.4 and then discussed.

TABLE 4.4: POSTMODERN CONSUMERS CURRENT FOOD PROCUREMENT PRACTICES

Postmodern consumers' current food procurement practices	% Agree	% Disagree	Colour legend
I do not understand the principles of sustainability and therefore are unable to make changes in my daily life in order to live those values	21.86	76.92	Good
I make minimal effort in reducing my impact on the environment	42.91	56.28	Average
Regularly purchasing sustainable food products is not an important part of my current lifestyle	46.56	52.63	Average

I do not consider the impact that my food purchases have on the environment	51.01	48.58	
I buy food items that are partially or fully prepared because it is convenient	51.42	48.18	
I do not carefully plan all of my food purchases	52.23	47.77	
When I see a food item that relates to me as an individual person, I buy it without considering any consequences it might have towards the greater society	55.87	43.72	Poor
I work very hard and therefore feel entitled to food products that are hassle free	56.28	43.32	
I do not buy items according to their "sustainable footprint"	62.75	36.84	
Because most food items are expensive I expect all products to be of good quality.	70.85	28.34	
	n	247	

* Critical areas of concern – marked in red

The colour legend indicates that the responses are categorised into good, average and poor behaviours displayed by postmodern consumers. Overall results presented in table 4.4 reveal that consumers' current behaviour (practical consciousness) is mostly unsustainable. One will notice that the first statement in the table pertains to consumer's understanding of sustainable practices and climate change and that it is marked in green. One might question why it is then marked as being a "good" behaviour. The reason for this is simply that the consumer's intention is not to have poor sustainable practices however they do not know how to counter this with rectifying behaviour.

Analysis regarding individual scale items did reveal some positive notes where initial findings presented that a majority of the sample (76.92%) indicated that many respondents have a good enough understanding regarding sustainable living and therefore should be able to make changes to their daily lives in order to abide by the respective principles. However it is still alarming to note that almost a third of the sample agreed that they do not have enough knowledge to make positive changes. Hence education pertaining to sustainability is still much needed, especially when considering that current efforts to reduce the impact of consumer behaviour on the environment are only supported by 56.28% of the sample and only 52.63% of the sample regularly buy products that are deemed sustainable. It is said that the unsustainable consumption of consumer goods in particular food, contributes significantly towards climate change (Kilbourne & Pickett, 2008). This is especially worrisome when viewed from a South African context where the majority of the population lives below the breadline and are thus more vulnerable to the negative effects of climate change.

According to the 2012 All Media and Product Survey (AMPS) data 9.1 million South African adults (26% of the SA population) do not make any effort to buy products that prevent pollution of the environment. In a similar study conducted among Canadian coffee consumers, the research found

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that most consumers display a selfish nature when it concerns products they are loyal to. It seems that consumers cannot be easily persuaded to alter their consumption of certain goods or services to those being more ethical since they are primarily driven by price, convenience and traditional quality aspects (Arnot et al, 2006).

The usage and emphasis of convenience products amongst this sample is also worrisome as more than half (51.42%) of the sample indicated that they frequently rely on convenience products and 56.28% of the sample felt entitled to these products. The scope of this research did not extend to further investigate consumers' needs for convenience products or perception regarding price and quality but a study done by Marx-Pienaar (2013) confirmed that South African consumers feel entitled to not only the best quality but also the most convenient products available irrespective of the impact it might have on the natural environment. **Critical areas of concern** pertaining to this study supports Marx-Pienaars' notion and include consumers' self-entitlement for top quality food products, a need for convenience food items, poor planning, and a general ignorance regarding the consequences of their behaviour on the natural environment. It is well argued in recent literature that current consumer behaviour and in particular food procurement practices are unsustainable because consumers tend to place their personal needs and wants above those of the greater society and the natural environment (Marx-Pienaar & Erasmus, 2013). This study indicated that close to 60% of the sample feel they work very hard and are therefore entitled to hassle free food products. This is concerning because it indicates that most of the respondents are ignorant regarding the carbon footprint left by production and packaging of such products. These findings are also supported by the high percentage of respondents (62.75%) who indicated that they do not consider the 'sustainable footprint' of the products that they buy.

Findings furthermore unfortunately indicate that most respondents 70.85% (n = 247) still feel that because food items are expensive they should always be of good quality. This reflects the perception held on food items and their relative monetary value. Numerous studies indicate that consumers associate the quality and safety of food directly with the price tag attached to the item (Grunert, 2005). Peri (2005) argues that the pragmatic definition for food safety is simply food that is "fit for consumption". Consumers however redefine this definition to one that includes their needs, expectations and ultimate satisfaction (Andreu et al, 2006). The notion of acting in a sustainable manner is thus conflicted by the need to have food items that suit consumers' demands, aesthetic requirements and status desires (Arrow & Dasgupta, 2009). The price-quality relation is cited as being the primary and "final synthesis of a consumer's perceptions determining preferences and

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choice" (Peri, 2005) and could be reason for consumers choosing food items that meet their quality expectations above the sustainability qualities of the food item.

Results pertaining to planning of food purchasing indicated a very close split between likelihood, 52.23% and unlikelihood, 47.77% (n = 247). It is surmised that since many of the respondents do not take the time to carefully plan their food purchases it might give rise to a greater incidence of unsustainable purchasing, mismanagement during consumption and ultimate food wastage. This behaviour is supported by research conducted by Peck and Childers (2006) who state that consumers are infinitely more driven by purchases that are made spontaneously and without plan because they feel an instant sense of 'upliftment'. This behaviour also links closely to the scale item "*When I see a food item that relates to me as an individual person, I buy it without considering any consequences it might have towards the greater society*" which indicates that 55.87% of the respondents agree to purchasing items that interest them without considering the greater impact it has on society. However, one cannot discard the 43.72% of respondents who mentioned that they do indeed consider the consequences of their behaviour. This should be viewed as positive because it reflects a sense of social responsibility which supports sustainable consumption. It is said that the power consumers exert on the mitigation of climate change by acting in a socially responsible manner is indisputable (Peters & Hertwich, 2008), however education regarding the matter is pivotal. It is important to be mindful of the critical role a consumer's knowledge plays in the overall decision making process and how knowledge or the lack thereof can shape consumers sensitivity towards certain behaviours (Barber et al, 2006).

4.2.1.2 Preferred Retailer

The investigation of consumers' patronage of food retailers was included in this study to determine not only which retailers consumers in Tshwane mostly preferred but also to reveal the main reasons behind their patronage. A myriad of store types are freckled cross the City of Tshwane available for postmodern consumers to frequent; ranging from very niche food retailers to the more common giant retailers who stock a range of household items. Research indicates that consumers with a higher income and access to a variety of stores, as is the case with this sample, are more inclined to be conscious of their impact on their surroundings and make more deliberate purchasing decisions; since the option of choice is available (D'Souza et al, 2007; Laroche et al, 2001). The research instrument included a section to ascertain which food retailers the cohort support and for what primary reason. The options consisted of six well known South African food retailers distributed across the City of Tshwane and the respondent had the opportunity to include an additional retailer if the list of options was not extensive enough for their preferences. The question instructed

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respondents to indicate their most preferred food retailer and then also indicate the number one reason they support the particular retailer. The results are summarised in figure 4.11
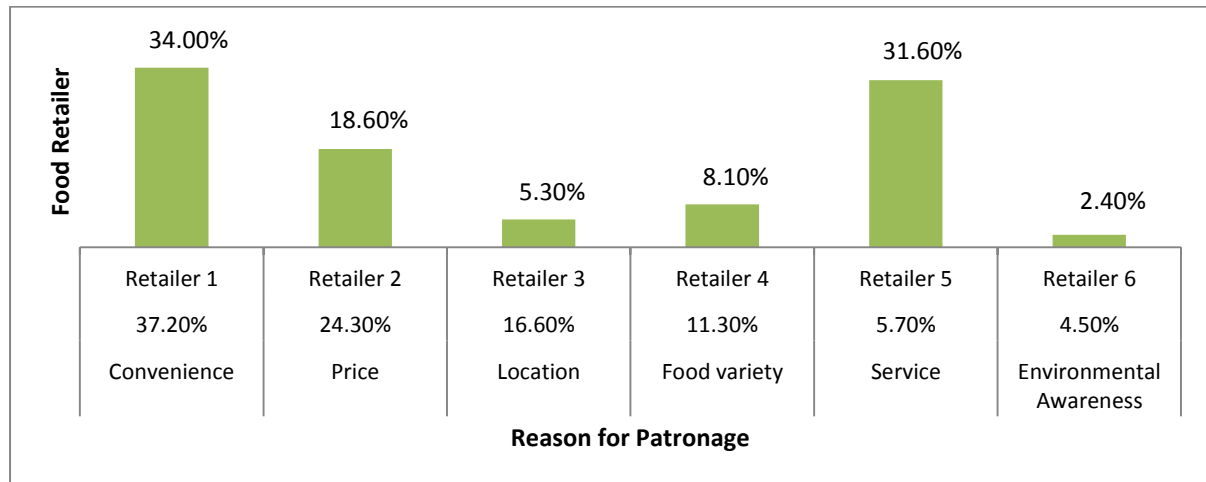
FIGURE 4.11: PREFERRED RETAILER AND REASONS FOR SUPPORT (N = 247)

Findings presented in figure 4.11 revealed that *Retailer* 1, 34.00% (n = 84) and Retailer 5, 31.60% (n = 78) are the most preferred retailers amongst the sample, with **convenience**, and **service**, being the main motivation for supporting these particular retailers. Although retailer 1 and retailer 5 are renowned for their active attempt at reducing the negative impacts of their daily business operations and the impact on the environment; it is unfortunately not reflected in respondents' responses. The only retailers commended by the sample for their environmental awareness was retailer 6, however only 2.6% of the sample frequent this particular outlet, which is unfortunate.

Numerous studies indicate that organic or "green" consumers are generally female, have children in the household and are middle-aged (Hughner, McDonagh, Prothero, Shultz & Stanton, 2007) however younger consumers are becoming more and more supporters of the notion but do not purchase as much green food items as their older counterparts. This is also believed to be due to the higher price premiums associated with sustainable products and younger consumers' ability to afford these as opposed to the older, more experienced consumers.

As explained in the discussion pertaining to the chosen theoretical perspective section (Chapter 2), the Structuration theory (Giddens, 1984) supports the argument that although the postmodern consumer/**'agent'** can function independently, they move among a multitude of influential factors **'structure'** that jointly shape the outcome of their behaviour. This means that postmodern consumers co-exists and might reflect behaviour which is partly influenced by external factors, such as the food retailers they frequently visit. On the other hand it is equally important to note that food retailers are also influenced by the consumption behaviour and preferences displayed by the

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consumers who support their entities. Thus supporting the Structuration theory's notion of **'duality of structure',** that argues for the interdependency between 'agent' and 'structure'.

To investigate the influence of 'structure' on *agents'* behaviour respondents were asked (section E) whether they feel their communities/retailers support them enough as well as to indicate reasons for their lack of active participation in sustainability. Findings overall indicated that most respondents have an interest in leading more sustainable lives, however in terms of individual scale items 51.58% (n = 114) of these respondents indicated that their community i.e. retailer does not have adequate facilities to assist with or support them towards sustainable living practices. The positive to this is reflected in the 48.42% (n = 107) portion of respondents who indicated that their community does support them with sustainable living principals. These findings can therefore be viewed as a clear confirmation of 'duality of structure' as conceptualised by the Structuration theory (Giddens, 1984).

According to Giddens (1984) 'structure' is said to be a major influencer on the overall behaviour of an 'agent'. In this particular sample of postmodern consumers the influence of the external environment i.e. retailers tend still to be relatively low but one should not ignore the growth potential and it's importance. Currently the results reflect that although some respondents support retailers based on their environmental awareness/sustainable business efforts very few respondents actually abide by these same principles at home nor are they actively engaged in demanding more from retailers/communities on the subject of sustainable food consumption. Consumers are more inclined to have a submissive/indirect association with doing the right thing concerning sustainable behaviour and that it is easier to support an organisation that already applies sustainable principles to their way of business than to initiate it themselves.

4.2.1.3 Summary Pertaining to Current Consumer Food Procurement Practices

There is a definite inconsistency in behaviour regarding respondents disposition toward sustainable practices, which is supported by literature. Studies indicate that consumers are often in conflict with their attitudes towards a topic and their corresponding behaviour. The "attitude-behaviour gap" is a phenomenon particularly common on the subject of sustainable consumer behaviour and aptly explains how consumers may feel inclined to act in a more sustainable manner but in the end act differently (Young et al, 2010; Cleveland, Kalamas & Laroche, 2005; Vermeir & Verbeke, 2005).

From the previous discussion regarding consumers' current food procurement practices (*'practical consciousness'*) it is evident that much can still be done regarding sustainability. **Critical areas of**

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concern were identified and it is confirmed that consumers could benefit from more education regarding the topic of sustainability, which should mitigate their current self-righteous outlooks, their skewed perceptions regarding price, quality and convenience and ultimately encourage them towards wiser consumer decision making. Because consumers are easily swayed by marketing efforts the fact that they poorly plan shopping trips is worrisome and can lead to irrational purchasing practices and even wasteful consumption that is unsustainable. It is suggested that the influence of retailers and marketers **('structure')** should be better harnessed and that the focus should shift towards building a sustainable future by supporting rather than exploiting consumers **('agents').**

4.2.2 Postmodern Consumers' Consciousness of Climate Change and Possible Mitigating Actions that could Curb Unsustainable Consumption (Objective 2)

Recent literature reveals an urgency regarding the sustainability of the worlds' resources. Along with these debates is a growing interest regarding constructs such as pollution, waste, greenhouse gases, climate change and unsustainable consumption. Although the problem at hand and the relevant constructs have received much needed attention, it is not clear whether the South African public fully grasp the problem and/or whether they are conscious of why they need to change current ingrained habits/unsustainable consumer behaviour.

The Structuration Theory on which the theoretical framework of this research is based dictates that there are two primary fields of knowledge at play in shaping consumer behaviours within a society namely, explicit[12] and tacit[13] knowledge (Tshoukas, 2002; Jones & Leonard, 2009; Ikujiro' Ryoko' 2003). Current statistics show that most consumer behaviour reflect unsustainable food procurement practices (Gustavsson, 2011; Marx-Pienaar, 2013). This is mainly ascribed to consumers having a deficit regarding either explicit or tacit knowledge, which prevents them from firstly grasping the problem at hand and secondly addressing the problem through applicable skills. Various authors argue that consumers' level of understanding on a given subject greatly influences his/her decisions (Barber et al, 2006; Bennett, Maton & Kervin, 2008; Riddell & Song, 2011). Because consumer aspirations and their subsequent lifestyles is confirmed to be the result of knowledge gained from exposure to various influential 'structures', this study not only planned to identify consumers tacit knowledge in terms of sustainable food practices (skills/practical knowledge in

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[12] Explicit knowledge refers to knowledge gained through rational / conscious learning i.e. facts from textbooks etc.
[13] Tacit knowledge refers to knowledge gained through 'unconscious' learning process i.e. skills via apprenticeships – it cannot be verbalized and relies on observation and replication.

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terms of 'how-to' to implement and maintain sustainable food practices) but first and foremost investigated consumers explicit knowledge of climate change (i.e. do they actually acknowledge the problem of climate change and what do they know about the problem).

4.2.2.1 Postmodern Consumers' Explicit Knowledge of Climate Change (Objective 2.1)

Explicit knowledge is that which a consumer consciously relies upon to make a decision (Tshoukas, 2002; Jones & Leonard, 2009). This translates into the decisions that consumers make deliberately based on a repository of information they have. In order to understand the reasoning behind the postmodern consumer's decision making and subsequently their involvement or un-involvement in sustainable food consumption practices, the research needed to ascertain their learned knowledge (explicit) on the subject i.e. the problem regarding climate change. As was previously mentioned, a deficit in either tacit or explicit knowledge can be the root problem to why consumers are lacking the incorporation of sustainable food consumption behaviours in their everyday lifestyles [in other words they might not have the facts (explicit knowledge) or merely lack the skills (tacit knowledge)]. Consumers' explicit knowledge on climate change was measured in Section D of the research instrument and consisted of answering 17 true or false questions. The scale was a combination of 6 self-designed items with 8 items drawn from the Eco Scale (Stones, Barnes and Montgomery, 1995); 2 items drawn from the Social Responsible Consumption Scale (Antil & Bennet, 1979) and 1 item drawn from Dos Santos, (2011). The statements were then grouped into categories ranging from poor to excellent that presented their level of knowledge on the subjects. A mean below 50% was interpreted as a **poor** reflection of explicit knowledge; 50 to <60 % was interpreted as **average**; 60 to <70% was interpreted as **above average**; 70 - <80% was interpreted as good; 80 – <90% as **very good**. A mean of 90% and above was considered **excellent**. Findings are presented in table 4.7.

TABLE 4.5: THE SAMPLE'S KNOWLEDGE ON CLIMATE CHANGE

Thoughts on issues of climate change		CORRECT	INCORRECT
Excellent (80% - 100%)	An increase in the South African population will put further strain on our natural resources	95.69%	4.31%
	Saving electricity in our everyday living will contribute to saving our planet	91.42%	8.58%
	Pollution is currently one of the most critical problems in terms of the sustainability of South Africa's natural resources	83.33%	16.67%
Good (70% - 80%)	Pollution affects me personally to the same extent that it affects fellow citizens in South Africa	79.06%	20.94%
	The amount of energy used by my household has a significant impact on the environment	71.37%	28.63%
	My current purchase decisions will have consequences for product availability of future generations	71.37%	28.63%
Above average (60% - 70%)	Climate change is caused by the presence of greenhouse gases in the air	69.53%	30.47%
	The economic growth of South Africa is influenced by environmental problems encountered	67.81%	32.19%
Av. (40% - 50%)	Climate change is a direct consequence of the hole in the ozone layer	58.55%	41.45%
Poor (below 40% mean)	The USA is the biggest producer of gases that contribute to air pollution	37.77%	62.23%
	Organic materials like compost heaps emit green-house gases that are harmful to the environment	26.07%	73.93%
	The average citizen can do very little to curb climate change	24.89%	75.11%
	The earth's resources are infinite and should be used to the full to increase the standard of living of all South African citizens	19.66%	80.34%
	I think that global warming is caused by the sun radiating (giving out) more heat	17.60%	82.40%
	All locally produced products are environmentally friendly	12.45%	87.55%
	Methane, which is responsible for a great deal of environmental damage, is only emitted by cars which are powered by fossil fuels	10.26%	89.74%
	Environmental pollution taking place in China does not have any impact on South Africa	5.15%	94.85%
Average score attained by the sample (N = 302) across all scale items		**49.52%**	**50.47%**

Findings presented in table 4.5 reveal that respondents overall explicit knowledge regarding issues pertaining to climate change is at most **average** with respondents managing to answer only 49.52% of the questions correctly. This is concerning because literature dictates that a poor explicit knowledge regarding a topic such as climate change hinders potential remedial action i.e. sustainable consumption.

Although overall test results seem somewhat problematic and thus amplify the need for general education to all citizens regarding climate change, findings pertaining to individual scale items did however reveal some positive insights. Respondents mostly scored **very good** (above 80%) on issues such as the strain that a growing South African population place on the environment, the role of saving electricity at home and the fact that pollution is currently a critical problem worldwide. Respondents presented a **good knowledge** regarding issues such as the fact that pollution affects all citizens equally, the significance of electricity usage per household and the fact that personal purchasing decisions have serious consequences for the natural environment. However fewer

respondents acknowledged that climate change influence the economic growth of South Africa which can be interpreted that most respondents fail to recognize the interdependency between the economy and natural environment. Marx-Pienaar (2013), presented similar findings and concluded that consumers often detach the problem of climate change from their everyday life which confirms that much can still be done to educate consumers about this issue.

Critical areas of concern are reflected in respondents' lack of explicit knowledge regarding the contribution of organic materials, compost heaps and the role of the sun and ozone layer per se. As with this cohort, other studies have indicated that consumers often confuse the impact of the sun but more specifically the hole in the ozone layer on the natural environment with changing climate conditions (Ungar, 2000; Bostrom, Morgan et al, 1994). Respondents also scored **poorly** in terms of the role of methane, environmentally friendly products as well as the infinity of the earth's natural resources. These could be viewed as highly theoretical issues that need to be explained in more simplistic terms to the general public in order to mitigate and encourage change.

As presented by various authors, the demographic profile of a consumer does not necessarily lend itself naturally to certain behaviours such as gaining proper explicit knowledge regarding climate change (D'Souza et al, 2007; Laroche et al, 2001). Having said this, some literature does support the profiling of the so called 'green consumer' (Patchen, 2006), and recently association of demographic characteristics such as being female, older and more financially astute to 'green consumers' are seen as acceptable practice. Gaining a deeper insight into the samples' explicit knowledge of climate change required performing one-way analysis of variance (ANOVA), which saw significant differences within the Age, Education level and Population group categories, while t-tests were done to identify significant differences between the gender groups. Findings are presented in terms of the different demographic categories in table 4.6.

TABLE 4.6: CONSUMERS' EXPLICIT KNOWLEDGE OF CLIMATE CHANGE ACROSS DEMOGRAPHIC CATEGORIES

Consumers' Explicit knowledge of climate change across demographic categories			
Gender	**N**	**Mean**	**Standard Deviation**
Male	93	52.44	31.062
Female	208	49.69	29.345
Total	301		
p-value (t-test)	0.462		
Education	**N**	**Mean**	**Standard Deviation**
Grade 12 or lower	71	47.81	29.844
Grade 12 and a degree / diploma	141	48.30	31.006
Postgraduate	89	56.64	27.352
Total	301	50.54	29.861
p-value (ANOVA)	0.070		
Age	**N**	**Mean**	**Standard Deviation**
15-20	4	61.76	14.003
21-25	48	61.76	30.263
26-30	68	44.12	29.947
31-35	56	47.92	31.573
36-40	56	47.58	29.877
41-45	27	50.84	32.599
46-50	12	55.34	27.227
51-55	13	53.92	26.103
56-60	10	63.35	23.821
61+	7	63.53	10.107
Total	301	68.07	29.861
p-value (ANOVA)	0.248		
Population group	**N**	**Mean**	**Standard deviation**
Asian	27	37.69	33.604
Black	37	39.59	30.899
Coloured	6	27.45	31.052
White	231	54.39	28.239
Total	301	50.54	29.861
p-value (ANOVA)			**0.000**

Bolded p-values indicate significant differences ($p \leq 0.05$)

From the results presented in table 4.6 it is evident that marginal differences exist in the level of explicit knowledge pertaining to climate change among the various demographic segments within the sample.

4.2.2.1.1 Consumers' Explicit Knowledge of Climate Change: Gender Differences

A total sample of 301 respondents was dominated by a 69.11% female representativity. There was however no significant difference (p = 0.462) between the male and female explicit knowledge scores. Results in terms of the respective means revealed that Males' (M = 52.44) explicit knowledge was slightly higher than females' (M = 49.69), although this was not statistically significant. It is evident from previous empirical studies that men have been found to be more knowledgeable about environmental issues (explicit knowledge) where as women have been observed to implement more sustainable consumer consumption behaviour (tacit knowledge) (D'Souza et al, 2007; Diamantapoulos, Schlegelmilch, Sinkovics, & Bohlen 2003; Laroche et al, 2001). Noted in this particular study is that this cohort is of the opinion that women are still the main decision makers and ultimate food purchasers in many South African households and therefore they have ample opportunity to encourage sustainable behaviour, should they attain sufficient explicit and tacit knowledge.

4.2.2.1.2 Consumers' Explicit Knowledge of Climate Change: Age Differences

As previously noted most of the respondents (59.79%) fell between the ages of 26 years and 40 years. In terms of the samples' explicit knowledge no significant differences (p = 0.248) could be confirmed among the respective age groups and therefore it is concluded in terms of this study that one's age cannot be used as a valid indicator of one's explicit knowledge. Although not statistically significant, it was noted that the age group 21 - 25 had the lowest score (M = 44.12), which is somewhat concerning because they are the future consumers and should have ample access to sources of explicit knowledge. Overall respondents aged 50+ seemed to have a better understanding of climate change as opposed to the younger groups however not statistically so. This is confirmed by literature that indicates the typical 'sustainable consumer' is older and has a higher socio-economic status (D'Souza et al, 2007; Marx-Pienaar & Erasmus, 2013).

4.2.2.1.3 Consumers' Explicit Knowledge of Climate Change: Education Differences

Consumers' explicit knowledge was investigated among the three educational level categories. Although the lowest educational level category (Grade 12 and lower) scored the lowest (M = 47.81) regarding explicit knowledge, no significant differences (p = 0.070) could be confirmed statistically. According to this study one's' level of education is therefore not a useful predictor of a person's explicit knowledge. Interesting to note was that respondents from the highest education level (Postgraduate) achieved the highest score (M = 56.64) thus they are perceived to have the best explicit knowledge regarding climate change. This could be viewed as confirmation of the

structuration theory's notion that 'structure' influences 'agents' i.e. exposure to higher level schooling results in better access to and application of explicit knowledge.

4.2.2.1.4 Consumers' Explicit Knowledge of Climate Change: Population (Ethnic) Differences

Patchen (2006) emphasised that different population groups inevitably result in different cultures, norms and values. These differences ultimately could influence ones' exposure to sources of explicit knowledge and thus influence ones consciousness and concern about climate change.

The only area showing statistical differences is that of the population group. By means of ANOVA significant differences were identified among the different population groups (p = 0.000). The white population group (M = 54.39) obtained a significantly higher score than the rest who scored respectively 39.59% (Blacks); 37.69% (Asians) and 27.45% (Coloureds). Currently the Black population group is the fastest growing market segment in South Africa, this should be viewed as a matter of great concern due to their poor insight (explicit knowledge) regarding climate change.

4.2.2.2 Postmodern Consumers' Tacit Knowledge in Terms of Sustainable Food Procurement Practices (Objective 2.2)

As touched on in the previous section, a consumer's frame of reference is based on two primary sources of information explicit and tacit knowledge. Nikols (2010) states that an individual's knowledge is seldom complete or errorless. Hence consumers might know about a problem (explicit) but nevertheless lack knowledge about possible skills and or avenues (tacit) that enables them the 'know-how' to address the situation. In order to investigate consumers' tacit knowledge of the subject, respondents were subjected to a pool of 9 self-designed questions that reflected possible skills and avenues pertaining to sustainable behaviour.

Table 4.7 provides a summary of the responses and accompanying scores. The instruction was for respondents to indicate whether they agree or disagree with the nine statements. The statements were re-organised and presented in order of importance in terms of agreement. The higher the score the more positive skew toward understanding sustainable practices. The scores were further grouped into categories according to their weight. A mean below 50% was interpreted as a **poor** reflection of tacit knowledge; 50 to <60 % was interpreted as **average**; 60 to <70% was interpreted as **above average**; 70 - <80% was interpreted as **good**; 80 – <90% as **very good**. A mean of 90% and above was considered **excellent**. Findings are presented in table 4.9.

From the findings presented in table 4.7 respondents indicated an above average (68.10%) tacit knowledge regarding sustainable practices and thus it could be interpreted that most respondents

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have a sound understanding and insight into possible avenues and skills that could be applied towards sustainable living.

TABLE 4.7: CONSUMERS TACIT KNOWLEDGE PERTAINING TO POSSIBLE SUSTAINABLE PRACTICES

Consumers' tacit knowledge pertaining to possible sustainable practices	% Agree	% Disagree	Tacit knowledge score
Purchasing **refill items** instead of new containers is considered as environmentally friendly behaviour	87.19	12.81	Very good
Buying goods from retailers that are making a meaningful effort to reduce their carbon footprint is considered as environmentally friendly behaviour	82.79	17.21	
Having a **recycling system** in place is considered as environmentally friendly behaviour	84.84	15.16	
Using **food cut-offs** (peels, trimmings etc.) to make a compost heap is considered as environmentally friendly behaviour	74.59	25.41	Poor
Supporting **locally produced food** items is considered as environmentally friendly behaviour	73.55	26.45	Very good
Carefully planning meals so that there is limited wastage = environmentally friendly behaviour	73.47	26.53	
Buying products in **bulk to save** from going to the shop too often is considered as environmentally friendly behaviour*	64.61	35.39	Poor
Purchasing pre – cut vegetables limits waste and is considered as environmentally friendly behaviour*	55.14	44.86	
Using **convenience food** products i.e. ready-made meals, is considered as environmentally friendly behaviour because producing a meal from scratch creates more waste*	72.95	27.05	Above average
Average score attained by the sample (N = 302) across all scale items	68.10	31,90	
	n	247	

*reversed coded items

Findings relating to the individual scale items revealed that respondents have a '**very good** tacit knowledge**'** in terms of items pertaining to refilling products instead of buying new ones; buying products from reputable retailers, and having a recycling system. Findings also indicate that respondents have a '**good** tacit knowledge' regarding using household composting; supporting locally produced products and limiting wastage by carefully planning meals. When asked what respondent's thoughts are on disposing of kitchen waste and cut-offs 74.59% believe that making a compost heap out of their kitchen trimmings and waste is an environmentally friendly notion. Although this is a noble gesture (and in this study indicates a good tacit knowledge) other studies do however indicate that small-scale compost heaps such as those made by individuals or households are more detrimental to the atmosphere since individuals do not manage them in the correct manner and in turn assist the debris from fermenting in an unsustainable manner which causes harmful greenhouse gas emissions (Department of Environment and Conservation, NSW, 2004). Furthermore, when food piles are not properly aerated colonies of anaerobic bacteria flourish and produce methane gas along with carbon dioxide produced from the decomposing food stuffs. These gases both contribute to the problem of greenhouse gases in the atmosphere. Apart from poorly maintained compost heaps giving off unpleasant odours (Lin, 2008), it is also a serious concern

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because of the high percentage of heavy metals these heaps drain into the soil. Although these studies could argue that household composting is detrimental this study argues that balancing the current tacit knowledge, with sufficient explicit knowledge regarding this highly scientific topic and support from relevant 'structure' should encourage consumers to manage their compost heaps more responsibly.

Critical areas of concern were reflected by respondents below average – poor scores pertaining to bulk purchasing, purchasing of pre-cut produce and the use of convenience foods. These household activities are mistaken as being beneficial to the environment however it is evident that there is a lack of explicit knowledge regarding these subjects. Studies have indicated that consumers often tend to waste more when their supplies are bountiful, such as when one purchases in bulk. The use of convenience foods is in many instances not the most efficient manner of food production and consumption and contributes negatively to the environment.

From the results above, it is evident that the sample has some thought towards sound environmental behaviour with 73.47% (n = 247) of the sample indicating that they carefully plan their meals to minimise wastage and try to buy their products from retailers that supports sustainable vending. However these results are somewhat dampened by the fact that the majority of the respondents might rely on convenience foods as a method of limiting wastage as 72.95% of the sample agreed that ready-made meals produce less waste than preparing meals from scratch. It is also worrisome to consider the high percentage of respondents that think buying in bulk is environmentally friendly, especially if one considers the fact that the majority of respondents have very small households. It is therefore essential that consumers receive sufficient information about the consequences of not only using convenient food products but also buying in bulk (hence planning their shopping lists better). This is however not a simple task due to the complexity and/or the particular fast paced lifestyle maintained by most of the respondents. The sample investigated are predominantly working females residing in above average residential areas with higher education and greater exposure to external consumption practices (Areo, 2006, Botonaki & Mattas, 2010). Their time in the kitchen is also often limited due to work constraints and family responsibilities which explains their high reliance on convenience foods (Strebel et al, 2006; Cernic, 2007; Kacen, 2000, Botonaki & Mattas, 2010). This is an example of the influence of 'structure' which confirms Giddens' theory (1984) that the external environment has a fundamental impact on 'agents' daily behaviour. The fact that they might purchase in bulk format is also a result of access to or availability of current product packaging. Both these findings are once again a confirmation of Giddens (1984) Structuration Theory's notion pertaining to the influence of 'structure' on the 'agent'

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(i.e. the social pressures that encourage woman to work long hours unfortunately result in them having to rely on time saving, pre-packaged, convenience food products (Buckley et al, 2005).

4.2.2.3 Summary Pertaining to Consumers Consciousness of Climate Change and Possible Sustainable Practices

Results from the previous sections indicated that although consumers have an **average explicit knowledge** and **above average tacit knowledge** of climate change and possible mitigating practices, there is still much room for improvement. Reflecting holistically on consumer's knowledge/consciousness per se reveals an imbalance between explicit and tacit knowledge and it seems that respondents might have a better understanding regarding possible mitigation strategies versus actual knowledge of what the problem really is. Consumers that were identified as most vulnerable due to their poor explicit knowledge, are Black and other populations groups, (excluding Whites) as well as the young. When reflecting on findings pertaining to tacit knowledge in particular compared to consumers' current practices as presented in Table 4.8 the question however can be raised why, if consumers already have sufficient knowledge do they refrain from applying it in their daily lives? Thus what hinders their willingness to commit?

4.2.3 Postmodern Consumers' Willingness to Mitigate Unsustainable Food Procurement Practices in order to abide to the Principles of Sustainability (Discursive Consciousness) (Objective 3)

Although sustainable food consumption has become a matter of urgency it is not without problems. Current lifestyles often deter many consumers from abiding with the principles of sustainability, which are viewed as too complex and not beneficial (Sing, 2009). According to the Giddens' Theory (1984), the **discursive** school of thought refers to the manner in which individuals process/judge current action (reflexive monitoring) or behaviour from a conscious level i.e. explicitly and is defined as *proceeding to a conclusion through reason rather than relying on habits or intuition (practical consciousness)* (Ikujiro & Ryoko, 2003). According to Giddens' (1984) Structuration theory in order to change current habits one needs to bring ones' practical consciousness out of the "slumber" in to a discursive state where it can be rationally altered through proper discourse. It is proposed that correcting the current deficit experienced by respondents regarding explicit and tacit knowledge one might mitigate unsustainable behaviour, *should the respondents be willing and eager to do so*. Previous studies have indicated that mitigation of unsustainable food consumption is only possible if consumers are willing to participate (Marx-Pienaar, 2013).

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In order to investigate consumers' 'willingness to change', respondents had to respond to an adapted version of the 10 item scale as presented in section4.2.1 (table 4.4) which measured current 'actual' behaviour. Thus, in this scale, items/statements were altered to test consumers' **willingness** to adjust their current behaviour to be more sustainable in nature. Statements that previously read "I carefully plan all my food purchases" were changed to read "I am <u>willing</u> to carefully plan all my food purchases" and so forth. The primary focus of this section was to determine if consumers are willing to behave in a sustainable manner given the correct exposure to facts (explicit knowledge), and know-how (tacit knowledge) to do so. A four point Likert type agreement scale was used with a mean maximum of four. Intervals ranged from 1 – highly disagree to 4 highly agree.

To ease the analyses, findings pertaining to consumers' **willingness** to change were presented together with results pertaining to **actual** practices in an overlapping format (see figure 4.12). The corresponding statements for each score are in sequence in table 4.10 to follow.
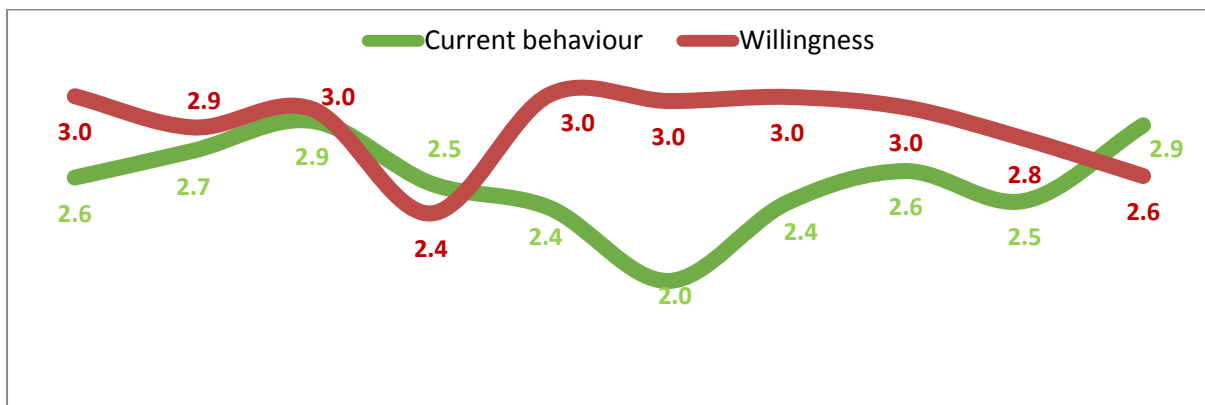
FIGURE4.12: COMPARISON BETWEEN CURRENT BEHAVIOUR AND WILLINGNESS TO CHANGE

From figure 4.12 one notices that there are marginal differences between consumer's current behaviour and their willingness to change but that most respondents are willing to adapt most of their current behaviour. Findings indicate that respondents are willing to negate/change most of their current practices as 7 out of the 10 scale items pertaining to willingness to change attained higher means compared to the means of current practices scale. From table 4.8 one will notice there are three behaviours that are worrisome in terms of what postmodern consumers are currently practicing and what they are willing to change about it. **Critical areas of concern** that are indicated as possible practices that might need specific attention in terms of encouragement (as consumers are not particularly excited to amend them) include purchasing food according to their sustainable footprint, negating their price – quality perception as well as their use of convenience products such as partially/fully prepared items. Without further investigation (on face value) these results may

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confirm the lack of knowledge (explicit/tacit) as identified earlier among the respondents. Hence it is proposed that through proper education and training consumers can be encouraged to become more vigilant and open to the idea of change.

TABLE 4.8: STATEMENTS FOR CURRENT BEHAVIOUR VERSUS WILLINGNESS TO CHANGE BEHAVIOUR

Statement	Current behaviour	Willingness
I do not carefully plan all of my food purchases/*I am willing to carefully plan most of my food purchases*	2.6	3
When I see a food item that relates to me as an individual person, I buy it without considering any consequences it might have towards the greater society/*When I see a food item that really relates to me as an individual person, I am willing to consider the consequences thereof towards the greater society before I buy it*	2.7	2.9
I do not buy items according to their "sustainable footprint"/*I am willing to buy items according to their "sustainable footprint"*	**2.9**	**3**
Because most food items are expensive I expect all products to be of good quality/*I am willing to tolerate products that might be viewed as inferior quality if it is sold at a reasonable price*	**2.5**	**2.4**
I do not consider the impact my food purchases have on the environment/*I am willing to consider the impact that my food purchases have on the environment*	2.4	3
I make minimal effort in reducing my impact on the environment/*I am willing to make effort to reduce my impact on the environment by changing current food consumption practices*	2	3
I do not understand the principles of sustainability and therefore are unable to make changes in my daily life in order to live those values/*If I understood sustainability better I would be more willing to make changes to my daily lifestyle to live those values*	2.4	3
Regularly purchasing sustainable food products is not an important part of my current lifestyle/*I am willing to make the regular purchasing of sustainable food products an important part of my current lifestyle*	2.6	3
I work very hard and therefore feel entitled to food products that is hassle free/*Although I work very hard I am willing to forego food products that are hassle free in order to be more environmentally friendly*	2.5	2.8
I buy food items that are partially or fully prepared because it is convenient/*I am willing to stop purchasing food items that saves time because they are partially or fully prepared*	**2.9**	**2.6**

4.2.3.1 Reasons that Prevent Mitigation

As with most consumer behaviour phenomenon, many explanations may describe reasons why certain behaviours are evident whilst counter behaviour is not observed. This may be explained for instance, with reference to postmodern consumers having sufficient knowledge of sustainable consumption behaviour yet their daily routines do not implement any of their learnings. The initial assumption of this research suggested that the reason for postmodern consumers not being more actively engaged in sustainable food consumption behaviours is that they do not have the necessary knowledge to facilitate this behaviour. In order to investigate this issue further the concluding section of the consumer – willingness to change scale (section E of the measuring instrument)

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included three extra questions that pertinently probed respondents about possible alternative reasons that might deter them from amending the current behaviour. These questions included "My community/city does not have facilities to assist with or support sustainable living". "I do not know enough about sustainable practices to implement any of them in my life" as well as "I do not think that children today are raised to show concern for the environment".

TABLE 4.9: POSSIBLE REASONS THAT PREVENT MITIGATION

Statement	Agree	Disagree
My community/city does not have facilities to assist with/support sustainable living	51.58	48.42
I do not know enough about sustainable practices to implement any of them in my life	47.51	52.48
I do not think that children today are raised to show concern for the environment through everyday consumption practices	71.74	28.25

Although the immediate environment in which individuals dwell in has a direct impact on their everyday routines it cannot account for entire consumer thought-sets or associated behaviour. It is worthwhile noting that although a majority 51.58% of respondents point to their community not having adequate facilities to support or assist with sustainable living 48.42% felt that their communities do support them. This makes the researcher ponder whether there are other reasons besides the community in which individuals live that could have a direct impact on sustainable living practices or the lack of sustainable practices. The Structuration Theory (Giddens, 1984) explains that 'structure' (the food retailer and surrounding community in this case) are important role-players in affecting the behaviour of the agent (here the postmodern consumer). The theory however also states that the agent is equally influential regarding the behaviour of the 'structure' (i.e. that is the role postmodern consumers have in influencing the business activities of their preferred food retailers). The results of this study reveal that the postmodern consumer is somewhat reluctant, in terms of initiating sustainable consumption practices on their own, and that they would rather rely on the retailers to do so on their behalf. The most common reason for postmodern consumer not taking the first step in this green journey could be attributed to their knowledge deficit.

At present most of the respondents do have access to services that assist with sustainability which do not require strenuous effort for them to benefit from it. Such services include weekly waste removal by municipal bodies. There are also for instance numerous retailers (specifically retailer 1 and retailer 5 – see figure 4.11 page 81) that have recycle bins in their stores which consumers could make use of and according to the 2011 Census data 80.7% of Tshwane residents have weekly refuse removal (however this is not specified as being refuse type specific i.e. all refuse is collected mixed,

without separating glass, plastic, paper or metals). Other refuse removal services available in the district include Mondi paper collections on a weekly basis. This however does not explain the reasons for not separating refuse materials at present. It merely states that the cohort in question has access to basic refuse removal facilities.

The overall difference in current postmodern consumers' behaviour and what they indicate they are willing to change to become custodians of sustainable consumption practices is dominated by the lack of proper knowledge (explicit knowledge) on the subject as well as an absence of mitigating skills (tacit knowledge) in implementing the understanding into their daily practices. A catalyst is required to initiate this behaviour and make it a lifestyle rather than a chore. Since community and retailer involvement is so important in the view of postmodern consumers, perhaps this is a starting point to instigate change. It is written however that sustainable consumption requires a deliberate choice in the direction of societal transition – this includes the input of retailers, consumers, organisations and government and therefore any hope of becoming a greener society cannot hinge on one party only, it is a community effort (Stones, 2005; Aero, 2006; Chawla & Cushing, 2007). This cohort might be of the opinion that under better guidance and community support their consumption behaviours will change in favour for the environment however 26% of South African adults (9.1 million citizens) admit to not making an effort to buy products that do not pollute the environment (AMPS, 2012).

4.2.4 The Contribution of the Changed Role of the Postmodern Woman

A portion of the research focused on the role of the postmodern woman and whether the shift in gender roles within present society have had any significant impact on her active or inactive participation in sustainable food consumption practices. The Structuration Theory (Giddens, 1984) explains that as a result of changing forces within the 'structure' (the place of residence and food retailer in this case) a noticeable impact is witnessed on associated spheres of influence, such as the 'agent' (the postmodern consumer). This is formally termed 'duality of structure', which implies that social structure is not only the medium but also the outcome of social action. It is important to note that the 'agent' and the 'structure' are intertwined and interdependent on one another. (Rose & Scheepers, 2001). Changing lifestyles, career demands, social aspirations, and governance in the twenty first century has seen the introduction of women into roles and responsibilities that were previously only designated for men (Carrigan et al, 2006, Smit, 2002, Artazcoz et al, 2004) which naturally had an impact on the role of women in the postmodern society. The research instrument included three questions dealing specifically with the role of women in a postmodern society

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focusing on women's current role in society, how it has changed and then lastly how respondents believe this role to change in future, if at all.

4.2.4.1 The Changed Role of Postmodern Women and Areas of Concern

It is estimated that women have dominated close to 50% of the workforce since the 1970s when gender liberation saw the crumbling of past inequalities were women were concerned (Hill, Martinson, Ferris & Baker, 2004). In recent studies it was found that working women are contributing equally and in some instances more financially to households internationally with a study from Catalyst (2013) indicating that 14.3% of Executive Officers part of the Fortune 500 are female. Dual income households are the norm in current times with housewives or stay-home women being an exception in many societies purely due to the high cost of living plaguing consumers (Aero, 2006; Botonaki & Mattas, 2010). Although the driving force behind many working women today is to gain financial freedom from the traditional male-controlled monetary inputs of households, a noticeable number of professional women are focused on furthering their careers not only for financial gain.

The results were obtained using a self-designed scale which consisted of eleven statements to be completed using an agreement Likert scale. The findings in table 4.10 indicate that almost the entire sample, 97.16% are of the opinion that the role of a postmodern woman is significantly different to the role presented by predecessors and that this has resulted in women having to alter the way in which they purchase food in order to accommodate their changing lifestyles, reflect 90.09% of the cohort's feelings. Literature also confirms that women no longer occupy the same daily routines as their mother or grandmothers (De Boer et al, 2003; Buckley et al, 2007).Interesting, from the results in table 4.12 we notice that the sample cohort for this study (who are predominantly female 69.10%) believe that women are the pivotal figure in the household to encourage sustainable behaviour among family members, 83.41%. This is positive since numerous studies indicate that the female counterpart in society remains the main socialising agent and is the catalyst for changing behaviour within the household (Hill, Martinson, Ferris & Baker, 2004; Raley, Mattingly, & Bianchi, 2006). There is also a connection between the lifestyles of postmodern women and their dependency on convenience foods (71.56%) which counteracts the principles of sustainable food consumption practises. As stated in previous sections, a significant amount of tacit and explicit knowledge is needed to assist postmodern consumers in becoming sound sustainable consumers. This is somewhat of a concern since minor attempts of knowledge transfer is evident from food retailers however very little effort is made from the consumers side.

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TABLE 4.10: ROLE OF WOMEN IN A POSTMODERN SOCIETY

Role of women in a postmodern society	% Agree	% Disagree
There is a difference in the role women have today as opposed to that of their grandmothers	97.16	2.84
Women have had to alter the way in which they purchase food to accommodate their lifestyles	90.09	9.91
Women are capable of having full-time careers whilst managing their households successfully	84.36	15.64
Because women are the main socialising agents in many households in South Africa they have ample opportunity to encourage sustainable behaviour	83.41	16.59
Eating patterns have changed since women have entered the workforce	81.52	18.48
Women are now an equal match to men in society	77.83	22.17
Convenience food was designed to assist women with their demanding lifestyles	71.56	28.44
Women need to be in full-time jobs	62.86	37.14
There is a direct link to the current lifestyles women lead and the manner in which the environment is being affected	55.66	44.34
Household chores and child rearing is still the full responsibility of women	24.64	75.36
Women in the workforce is contributing to the deterioration of the environment	23.58	76.42

4.2.4.2 Opinions on the Role of Women in a Postmodern Society

The researcher wanted to gain a deeper understanding of the respondents' views surrounding the role of women in a postmodern era. The research instrument included a further two open-ended questions which asked respondents to comment on the following:

1. What are the most meaningful impacts women in the workforce have had on daily life?

2. How do you foresee the role of women **changing** in the next few years? (Specify a single answer only)

The responses were individually checked and screened for validity and then grouped together into categories of similarity. The results showed that respondents feel women now hold an equal position to men and that their presence in the workforce is making a noticeable difference (not only in productivity but also in the work environment having a different atmosphere). The change in workforce dynamics and women's involvement however are not received without criticism in that numerous negative outcomes thereof are believed to have surfaced since the onset of women being out of the home more. We also notice that consumers feel that women are spending too little time

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on their traditional activities of house chores and child rearing and that lifestyles have changed significantly. Indicating further disapproval of the current woman's disposition in society is that a high number of respondents feel that children of today are not raised to show concern for the environment through everyday consumption practices. Studies indicate that the immediate environment and culture in which individuals are raised affects and even determines many of their thought processes (Prensky, 2001).

Other schools of thought include women having to adapt to their dual mother-career woman roles by altering their food purchasing behaviour to accommodate changing lifestyles. Eating habits as well as food purchasing patterns have changed since women have entered the workforce with convenience food products believed to have been designed to assist women with their demanding lifestyles. This is supported by literature (Brunner et al, 2010; Botonaki & Mattas, 2010; Buckley et al , 2005).

This study indicates that most consumers feel **strongly** about women taking up the responsibility to encourage sustainable behaviour in her home since she remains the main socialising agent in South African households. More social psychology studies warn against educators, or in this instance parents, taking too long to instil certain behaviours in their children's everyday behaviour since thinking patterns do not alter easily nor quickly. This will mean that for the next generations to have inherent environmental consciousness and green behaviour, parents will have to lead by example (practical consciousness) and deliberately focus on certain behaviours (discursive consciousness). Since the mother is still the predominant nurturing figure in the household it requires a concerted effort on her behalf to encourage proper morals and consumer practices (Hill et al, 2004; Raley et al, 2006). It is also noted that "women are not necessarily supervising their children with fanatical attention, as they did in the past when they were stay-home moms" which could mean that an alternative mean of "knowledge transfer" is occurring in the household (Bennett et al, 2008; Riddell & Song, 2011), like educational toys, television programmes and even online applications used for educational purposes. Positive behaviours however are being observed in the younger working generation (i.e. twenty-something's) in that they are driven to have careers that are not only self-fulfilling but are also enriching to the world (Zogby, 2013). This might indicate that the younger generation is already in a silent and unconscious movement to lead more sustainable lifestyles in a holistic way, not only in selected behaviours.

Considering that we live in an ever-changing environment and one that is robust with new ways and means (Arrow & Dasgupta, 2009; Berner & Van Tonder, 2003; Kacen, 2000) one needs to wonder

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whether the fast-paced life led today will change at all in the near future or whether a time-plateau has been reached and will soon revert to less raced lifestyles. A minority of respondents believe that women will regress to their traditional roles as being full-time house mums. The greater cohort is however of the opinion that women will in fact be even less involved in household duties and be more dominant in the workforce as well as being deemed more important in stature and respected by society in greater ways than at present. Further perception is that male and female role differences will dissolve completely in the near future. Only time will tell how this story ends and allows the researcher the opportunity to plan the follow-up study for the research under discussion.

4.2.5 Changing Role of Men in a Postmodern Society

Previous sections details the changing roles of postmodern women however there has been an equally significant difference in the role men play in the postmodern society. An open-ended question was included in the research instrument to ascertain what respondents thoughts were on the role of men in the changing postmodern society. The main finding was that respondents acknowledge the role of men has also changed to be **more involved** in household chores and childrearing (Raley et al, 2006) Some even feel that men have become emasculated with the new role of women in society and that their "manly" characteristics have changed. It was also noted that men are becoming significantly more involved in the purchases made for the household which could also explain the high reliance on convenience foods, since food preparation skills, time and know-how are seen as equally limited for men as is the case with women in a postmodern era.

Although the role of men seems to have altered on par with their female counterpart and their involvement in the household has assisted in shaping the postmodern female consumer, male postmodern consumer behaviour falls outside the scope of this study. The section questioning the views of men's role in a postmodern society merely assisted to confirm literature on similar studies.

Chapter 5

CONCLUSION

5.1 The Research in Retrospect

The study aimed to investigate and gain a deeper understanding of four fundamental research objectives. These included examining consumer's current food consumption behaviour; their consciousness in terms of explicit and tacit knowledge on climate change; their overall willingness to alter or change current food consumption and procurement behaviours to be more in line with sustainable principles and then lastly their thoughts on the role of women in the postmodern society. The results of these shed light on extensive information about the cohort of this study and have answered all four research objectives sufficiently. The research attempted to sketch the consumption practices of the postmodern consumer residing in the City of Tshwane. The findings indicated that although this cohort is very mindful of their consumption practices, they are not yet fully equipped with the relevant knowledge (explicit knowledge) to be engaging in sustainable consumption practises nor do they believe their immediate surroundings offer the necessary infrastructure to do so ('structure'). We learnt from this sample that they are very willing to change their behaviours if they have the necessary support from their community and are provided with sufficient knowledge. The majority of the sample also feels that the role of women has changed dramatically and that these changes are accommodated with smarter household planning, changing eating patterns and more reliance on convenience food products. The findings collectively indicate that there is a great opportunity to offer climate change education and practical ways (tacit knowledge) of implementation to this cohort which will yield tangible differences in food consumption behaviours.

5.1.1. Postmodern Consumers' Current Food Procurement Practices (Practical Consciousness)

From this investigation we learnt that consumers are currently not strongly engaged in or aware of sustainable behaviours nor are they particularly concerned about the types of food products they purchase. The juxtaposition of making small attempts at being more sustainable in their food procurement (such as buying glass products over plastic or refills instead of new containers) is contradicted and nullified by consumers need to be status-satisfied without any consideration to what these lavish purchases or, the wastage, do to the environment. Another indication of self-interested consumer behaviour and perhaps an element of ignorance is that a vast majority of this sample feels that their current purchasing decisions will not have any consequences for product availability for future generations. Frey (1999) explains that consumers with pure intentions act in an

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environmentally responsible way even if this is against one's short-term personal interests. We also learnt that consumers support food retailers on the basis of convenience and price rather than for the environmental values and ethical practices of the retailer. There is a definite disconnect in perceptions held among respondents that their community has adequate facilities to support sustainable practices; in other words stating that the 'structure' does not assist in them being more sustainable in their consumption practices.

Consumers' current food procurement practices (*'practical consciousness'*) make it apparent that much can still be done regarding sustainability. **Critical areas of concern** were identified and it is confirmed that consumers could benefit from more education regarding the topic of sustainability, which should mitigate their current self-righteous outlooks, their skewed perceptions regarding price, quality and convenience and ultimately encourage them towards wiser consumer decisions making. It is suggested that the influence of retailers and marketers **('structure')** are better harnessed and that the focus is shifted towards building a sustainable future by supporting rather than exploiting consumers **('agents').**

5.1.2 Postmodern Consumers' Consciousness of Climate Change in terms of the Sustainability of their Current Food Consumption Practices

Results indicate that consumers have an **average explicit knowledge** and **above average tacit knowledge** of climate change and possible mitigating practices, however there is still much room for improvement. There are still big inconsistencies in the cohorts understanding of what the actual problem is regarding environmental concern and their individual impact thereon. It was also noted that in some instances the cohort is indeed behaving in a sustainable manner but they are not aware of it. This indicating that their explicit knowledge is lacking and consequently impacting their actual (practical) behaviour, namely their tacit knowledge.

Sustainable consumption requires a deliberate choice in the direction of societal transition – this includes the input of retailers, consumers, organisations and government. Existing consumer behaviour sadly indicates a *laissez-faire* attitude toward being the instigator or initiator of change and relies heavily on an external source to make sustainable consumer practices easier to live out in daily routines. One school of thought is that the cohort is actively engaging in certain sustainable consumption practices without realising it and for the remainder of the behaviour being oblivious to the impact they are making and then also ignorance in knowing how to adjust this behaviour to be more environmentally friendly. The researcher surmises that although consumers have indicated

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their strong willingness to alter their current lifestyles whether conscious efforts will be made to do so is questionable.

5.1.3 Postmodern Consumers' Willingness to Mitigate Unsustainable Food Consumption Practices (Discursive Consciousness)

Although there are very small differences in what postmodern consumers are currently doing and their willingness to change this behaviour, there are concerning factors noticed that are preventing positive change. The overall difference in current postmodern consumers' behaviour and what they indicate they are willing to change to become custodians of sustainable consumption practices is dominated by the **lack of proper knowledge** (explicit knowledge) on the subject as well as an absence of mitigating skills (tacit knowledge) in implementing the understanding into their daily practices. A catalyst is required to initiate this behaviour and make it a lifestyle rather than a chore. **Critical areas of concern** that will require deliberate and extensive knowledge pertains to making better decisions on the types of food items purchased (to be more in line with sustainable conforms) as well as to become more knowledgeable on and mindful of their convenience food consumption. Although the cohort 'agent' mentions on numerous occasions that they would be more inclined to be sustainable in their consumption behaviour if their community/retailer 'structure' made it easier for them, the theoretical perspective (Giddens, 1984) states that the 'agent' is equally influential on the behaviour of the 'structure' therefore suggesting that postmodern consumers cannot lay all accountability on the community or their retailer in becoming green consumers.

The most common reason for postmodern consumers not taking the first step in this green journey could be attributed to their knowledge deficit. Future areas of investigation could include determining what factors are required to make the postmodern consumer more knowledgeable on the topic of climate change and sustainable consumer consumption behaviour.

5.1.4 The Changed Role of Postmodern Women Contributes to Unsustainable Food Consumption

The role of women in today's society is strongly associated with greater workforce presence and subsequently leaving less time to attend to the traditional household and motherly duties typically associated with women. The cohort is also of the opinion that although women are becoming more and more time-poor it remains their responsibility to educate their children on principles of green living and waste management through wiser food purchasing decisions. This becomes a thought of concern when realising that these consumers (women) are not yet practicing sustainable food

purchasing behaviours themselves and thus leaves room to question whether these principles will be passed over to the next generation at all through tacit/habitual behaviour. The change in workforce dynamics and women's involvement therein ('structure') is not received without criticism in that numerous negative outcomes thereof is believed to have surfaced since the onset of women being out the home more. We also notice that consumers feel that women are spending too little time on their traditional activities of house cores and childrearing and lifestyles have changed significantly. Eating habits as well as food purchasing patterns have changed since women have entered the workforce. Sadly women are implicated as having a direct link to the manner in which the environment is being affected through our daily routines and lifestyle ambitions. Although the role of men seems to have altered on par with their female counterpart and their involvement in the household has assisted in shaping the postmodern female consumer, male postmodern consumer behaviour falls outside the scope of this study. Perhaps with men taking up a bigger responsibility to run the households in the absence of women a combined effort of both parent's actions and beliefs will shape young minds into leading sustainable lifestyles in the near future.

5.2 Limitations of the Study

As is the case with all research initiatives the researcher is always faced with certain barriers and hindrances to achieve the research objectives. Not unforeseen or unlimited to this study obstacles were experienced. The first most hindering limitation was that of time constraints. The fieldwork phase only had a restricted period of four weeks. This was later extended to six weeks in order to reach a significant sample. The second hindering factor was that of respondent selection and accessibility. The questionnaire was distributed randomly via e-mail invitation to all those individuals meeting the sample criterion. The researcher then relied on non-probability snowball sampling methods to achieve the total count of 301 sample members. This method is not without flaw since this resulted in the skewing of the sample profile as is evident with this sample being predominantly white, Afrikaans speaking females. This could however also indicate women's willingness to participate in research of this nature. There are also significant differences in Black, Indian and Coloured representativity within the sample frame and great difficulty was experienced in achieving the sample as it stands. The geographic location of the sample criteria being limited to those consumers residing in Tshwane only also created barriers of entry.

A further constraint was that of the questionnaire length. The nature of the research is as such that it is a foreign subject to many individuals which meant that the answering of a lengthily questionnaire was taxing in more ways than one. As a result of this a large number of drop-outs were noted. The researcher also believes that due to the complexity of certain sections of the

questionnaire, the respondents answered without full comprehension and understanding which warned the researcher to interpret the results with caution and to be continuously mindful of this fact. The researcher also had to send regular reminders and campaign the completion of the questionnaire in order to reach the desired sample size. Although electronic-assisted research methods are favoured in many instances over the traditional methods of data collection, this method is also not without limitations. Since the respondents' identity was kept anonymous at all times it was not possible to monitor who completed the survey and who didn't. The researcher checked the results for any inconsistencies pointing to sample selection errors and found none. Also worth noting is the fact that only those consumers having access to the internet and having an active e-mail address were considered for inclusion which further restricted accessibility to certain individuals.

One must also be mindful of sample response error. Often in research instances, individuals are presented with concepts or ideas that are completely foreign to them or ones that they have very briefly given any attention to (Tustin et al, 2010:378). This will make them mindful of the concepts in future but will influence the initial responses collected. The researcher surmises that although consumers have indicated their strong willingness to alter their current lifestyles whether conscious efforts will be made to do so is questionable. A catalyst is required to initiate this behaviour and make it a lifestyle rather than a chore. Since community and retailer involvement is so important in the view of consumers, perhaps this is a starting point to instigate change. It is written however that sustainable consumption requires a deliberate choice in the direction of societal transition – this includes the input of retailers, consumers, organisations and government and therefore any hope of becoming a greener society cannot hinge on one party only, it is a community effort (Stones, 2005; Aero, 2006; Chawla & Cushing, 2007).

Apart for the before mentioned limitations, no other complications were experienced during the data collection phase of this research. The researcher as able to interpret the findings with minimal difficulty and did not encounter any anomalies in the responses.

5.3 Recommendations for Future Research

Future research should revisit this analysis in a broader variety of market settings to examine whether consumers of different geographic locations have a different view on the ways of sustainable behaviour. The researcher surmises that a marked difference in sustainable perceptions and knowledge exists among consumers residing in the greater Gauteng region, including the whole of the Johannesburg region. The reason for this assumption is that Johannesburg displays an even

more colourful and diverse population than Tshwane with it being labelled the cosmopolitan hub of South Africa. A globalised view on the world make for consumers whom are more discerning to environmental issues as well as being more receptive to community initiatives that support better consumer behaviours.

Further research opportunities exist in investigating the environment in which consumers reside for evidence of sustainable practices (or lack thereof) that assist consumers in becoming green custodians. The researcher did not come across one response that made mention of a specific retailer, organization or municipality that currently endorses sustainable consumption and disposal practices or the education thereof. One must also be mindful of the fact that the sample for this research was not representative of the South African population and therefore any follow-up studies will need to be infinitely greater in scale and reach in order for the findings to be extrapolated to the greater society as well as to be meaningful for industry. South African retailers detailed in this research have a nationwide footprint meaning that any action plans they attempt at understanding the "green consumer" better would rely on more comprehensive research on the South African population in totality.

5.4. Recommendations for Academia

This study aimed to contribute to literature pertaining to consumer behaviour and sustainable consumption practices by examining individuals' knowledge and current engagement in sustainable food practices. An extension of this research could involve examining disciplines other than only food and perhaps include those of waste disposal in greater detail. A further contribution to literature is that this research gives insight into the behaviour of consumers that are applied in multiple areas of marketing, psychology and food retailer disciplines. The findings of this research can be analysed with different focuses and give insight to phenomenon that do not necessarily form part of the research objectives but were collected through the research instrument. The Theory of Structuration was well implemented in this research and supports other literature that examines the interconnected relationship of individuals (agents) and their external environment ('structure') i.e. society at large and surrounding infrastructures, however with a bigger study, finer behavioural characterises may be identified, allowing empirical reference more credibly to describe the South African consumer. The constructs of the Structuration Theory was proven in a number of the results in this study. One example is that the postmodern consumer is positively influenced by their food retailer to engage in sustainable consumption practices only if the retailer makes the initiative effortless and easy to maintain. One construct has a ripple effect on all the adjoining (yet separate) constructs.

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5.5 Recommendations for Industry

A valuable project for food retailers may exist in exploring the possibilities in which they can better understand the principles of conducting business in a sustainable manner and how this can transgress into acts of social responsibility and ultimately and code of conduct. The researcher believes that if the catalyst for change originates from the retailer ('structure') the uptake of sustainable behaviour will be more successful and have a greater reach as opposed to waiting for the ripple effect to make progress from the consumers' initiation. The retailer might gain favour in social standing for making the selfless call to conduct business in an environmentally friendly manner which will benefit future generations. This in turn will materialise in monetary gains through loyal patronage from their market share since it has been seen that environmental innovation serves as a competitive advantage. Retailers may also have the opportunity to redeem themselves from the negative perception held by society at large laying blame on marketing ploys as encouraging un-sustainable consumer behaviour (Peattie, 2001).

5.6 Concluding Remarks

From the research conducted it became evident that respondents are human before they are consumers and their innate nature to preserve and protect themselves through a cloud of self-actualisation and instant gratification. The researcher is positive that with proper support and education the next generation can be schooled to become consumers that consume values and not only goods.

The research process was a humbling experience and one that allowed for many moments of reflection. Since you (the reader) and I (the researcher) are consumers alike, it is not difficult to find oneself in the shoes of the respondent when analysing this report and often realise that by mere exposure to a topic, thought or idea how one's thought processes are altered. The researcher hopes this report allowed the reader a small bit of reflection on their own consumption practices and gives more thought to sustainable living without it becoming a burden but rather a way of life. Perhaps we need to encourage an ethical sensitivity concerning our daily behaviour and practices within ourselves before we can expect it to transpire into the greater community and ripple into the global horizons.

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DECLARATION OF ORIGINALITY

UNIVERSITY OF TSHWANE

The Department of Consumer Science places great emphasis upon integrity and ethical conduct in the preparation of all written work submitted for academic evaluation.

While academic staff teach you about referencing techniques and how to avoid plagiarism, you too have a responsibility in this regard. If you are at any stage uncertain as to what is required, you should speak to your lecturer before any written work is submitted.

You are guilty of plagiarism if you copy something from another author's work (e.g. a book, an article or a website) without acknowledging the source and pass it off as your own. In effect you are stealing something that belongs to someone else. This is not only the case when you copy work word-for-word (verbatim), but also when you submit someone else's work in a slightly altered form (paraphrase) or use a line of argument without acknowledging it. You are not allowed to use work previously produced by another student. You are also not allowed to let anybody copy your work with the intention of passing if off as his/her work.

Students who commit plagiarism will not be given any credit for plagiarised work. The matter may also be referred to the Disciplinary Committee (Students) for a ruling. Plagiarism is regarded as a serious contravention of the University's rules and can lead to expulsion from the University.

The declaration which follows must accompany all written work submitted while you are a student of the Department of Consumer Science. No written work will be accepted unless the declaration has been completed and attached.

Full names of student: Dominique Ferreira

Student number: 04423607 (26035929)

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Topic of work: An exploratory investigation into Tshwane Postmodern consumers' consciousness and practices that relate to sustainable food procurement

Declaration

1. I understand what plagiarism is and am aware of the University's policy in this regard.

2. I declare that this research proposal is my own original work. Where other people's work has been used (either from a printed source, Internet or any other source), this has been properly acknowledged and referenced in accordance with departmental requirements.

3. I have not used work previously produced by another student or any other person to hand in as my own.

4. I have not allowed, and will not allow, anyone to copy my work with the intention of passing it off as his or her own work.

SIGNATURE ....

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UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

To Whom It May Concern,

You are invited to participate in an exciting research initiative. The focus of the study is to provide a detailed profile of the postmodern consumer residing in Tshwane, their awareness and practices of sustainable food consumption, society's influence on these behaviours, and lastly how the relationship is affecting the active participation in environmental conservation through food consumption behaviour.

My research serves as the core component for a Masters study facilitated under the guidance of study leaders Nadene Marx-Pienaar and Nadine Sonnenberg from the Department of Consumer Science, University of Pretoria. The results will not be published on an individual level ensuring that no personal details will be shared with any party nor be used for any other purpose than for the research study in question.

Should you wish to discontinue your participation to the study please feel free to do so at any point. Should you have any questions regarding the study please find contact details below.

Your input in respect of this study is greatly appreciated and will contribute to the high academic standing of the University of Pretoria.

Kind regards,

Dominique Ferreira (Student)

Domfereira22@gmail.com

Nadene Marx-Pienaar (Study leader)

Nadine Sonnenberg (Co-Supervisor)

SECTION A: DEMOGRAPHICS

Please answer the questions in the following sections by circling a number in a shaded box appropriate to your answer or by writing your answer into the shaded box provided	For Office Use			
	V0			

1. What is your gender?

Male	1	V1
Female	2	

	Years	
2. What was your age at your most recent birthday?		V2

3. What is your preferred home language? (Please specify)

	V3

4. What is your *highest* level of education?

Grade 12 or lower	1	V4
Grade 12 and a degree/diploma	2	
Postgraduate	3	

5. In terms of the SA Employment Equity Act, to which population group do you, belong?

Black	1	V5
Asian	2	
Coloured	3	
White	4	
Other (Please specify)		

6. Please indicate your marital status:

Single / Separated / Divorced / Widowed	1	V6
Married / Couple	2	

7. How many children do you have?

	V7

8. How many members, including yourself, are in your household?

	V8

9. Please indicate your area of residence within the greater Tshwane metropolitan area:

	V9

10. What is your approximate total monthly household income to the nearest R1000?

	V10

11. Please indicate your current employment status:

Employed full time	1	V11
Employed part time	2	

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Not employed	3

SECTION B: LIFESTYLE

The following section aims to identify which lifestyle category you belong to. *Indicate yes or no in each instance. Please complete all the questions*		No	Yes	For office use	
I have the following in my house:	TV set	1	2	V12.1	
	Swimming pool	1	2	V12.2	
	DVD player / Blu Ray Player	1	2	V12.3	
	Pay TV (M-Net /DStv /Top TV) subscription	1	2	V12.4	
	Air conditioner (excluding fans)	1	2	V12.5	
	Computer / Desktop / Laptop	1	2	V12.6	
	Vacuum cleaner / Floor polisher	1	2	V12.7	
	Dishwashing machine	1	2	V12.8	
	Washing machine	1	2	V12.9	
	Tumble dryer	1	2	V12.10	
	Home telephone (excluding a cell)	1	2	V12.11	
	Deep freezer – free standing	1	2	V12.12	
	Refrigerator or combined fridge / freezer	1	2	V12.13	
	Electric stove	1	2	V12.14	
	Microwave oven	1	2	V12.15	
	Built-in kitchen sink	1	2	V12.16	
	Home security service	1	2	V12.17	
	Have a cell phone	1	2	V12.18	
	Home theatre system	1	2	V12.19	
	Tap water	1	2	V12.20	
	Hot running water from a geyser	1	2	V12.21	
	Flush toilet	1	2	V12.22	
There is a motor vehicle in our household		1	2	V12.23	
I live in a private residential free standing house		1	2	V12.24	
I live in a small make shift building in an informal settlement		1	2	V12.25	
There are no more than one radio in our household (excluding car radios) in my household		1	2	V12.26	
There are no domestic workers or household helpers in my household (including both live-in, part time domestics or gardeners)		1	2	V12.27	

SECTION C: PURCHASING PRACTISES

For each of the following retailers please indicate your likeliness to support them based on the attribute on the right side of the table. Using a scale of 1 – 10 (where **1 = least preferred reason** and **10 = most preferred reason**) rate each retailer on the reason you support them.	Prices	Location	Convenience Food Variety	Convenience	Environmental awareness	For office use			
e.g. Spar	*3*	*2*	*7*	*6*	*1*				
Checkers						V13.1	V13.1.1	V13.1.2	V13.1.3
Shoprite						V13.2	V13.2.1	V13.2.2	V13.2.3
Pick n Pay						V13.3	V13.3.1	V13.3.2	V13.3.3
Spar						V13.4	V13.4.1	V13.4.2	V13.4.3
Woolworths						V13.5	V13.5.1	V13.5.2	V13.5.3
Food Lover's Market/Fruit and Veg City						V13.6	V13.6.1	V13.6.2	V13.6.3

Please circle the relevant number that best describes the extent in which you engage in the following practises	Strongly Disagree	Disagree	Agree	Strongly Agree	For office use	
1. I do not carefully plan all of my food purchases	1	2	3	4	V14.1	
2. When I see a food item that relates to me as an individual person, I buy it without considering any consequences it might have towards the greater society	1	2	3	4	V14.2	
3. I do not buy items according to their "sustainable footprint"	1	2	3	4	V14.3	
4. Because most food items are expensive I expect all products to be of good quality.	1	2	3	4	V14.4	
5. I do not consider the impact my food purchases have on the environment	1	2	3	4	V14.5	
6. I make minimal effort in reducing my impact on the environment	1	2	3	4	V14.6	
7. I do not understood the principles of sustainability and therefore are unable to make changes in my daily life in order to live those values	1	2	3	4	V14.7	
8. Regularly purchasing sustainable food products is not an important part of my current lifestyle	1	2	3	4	14.8	
9. I work very hard and therefore feel entitled to food products that is hassle free	1	2	3	4	V14.9	
10. I buy food items that are partially or fully prepared because it is convenient	1	2	3	4	4.10	

Please circle the relevant number that best describe your households beliefs	Strongly Disagree	Disagree	Agree	Strongly Agree	For office use	
1. Carefully planning meals so that there is limited wastage is considered as environmentally friendly behaviour	1	2	3	4	V15.1	
2. Buying products in bulk to save from going to the shop too often is considered as environmentally friendly behaviour	1	2	3	4	V15.2	
3. Using food cut-offs (peels, trimmings etc.) to make a compost heap is considered as environmentally friendly behaviour	1	2	3	4	V15.3	
4. Supporting locally produced food items is considered as environmentally friendly behaviour	1	2	3	4	V15.4	
5. Buying goods from retailers that are making a meaningful effort to reduce their carbon footprint is considered as environmentally friendly behaviour	1	2	3	4	V15.5	
6. Having a recycling system in place is considered as environmentally friendly behaviour	1	2	3	4	V15.6	
7. Purchasing refill items instead of new containers is considered as environmentally friendly behaviour	1	2	3	4	V15.7	
8. Purchasing pre – cut vegetables limits waste and is considered as environmentally friendly behaviour	1	2	3	4	V15.8	

	False	True	Uncertain	
9. Using convenience food products i.e. ready-made meals, is considered as environmentally friendly behaviour because producing a meal from scratch creates more waste.	1 2	3	4	V15.9

SECTION D: THOUGHTS ON CLIMATE CHANGE

Please circle the relevant number that best reflect your households' general thoughts relating to the issue of climate change	False	True	Uncertain	For office use
1. Pollution is currently one of the most critical problems in terms of the sustainability of South Africa's natural resources	1	2	3	V16.1
2. Pollution affects me personally to the same extent that it affects fellow citizens in South Africa	1	2	3	V16.2
3. The USA is the biggest producer of gasses that contribute to air pollution	1	2	3	V16.3
4. An increase in the South African population will put further strain on our natural resources	1	2	3	V16.4
5. The economic growth of South Africa is influenced by environmental problems encountered	1	2	3	V16.5
6. The earth's resources are infinite and should be used to the full to increase the standard of living of all South African citizens	1	2	3	V16.6
7. The amount of energy used by my household has a significant impact on the environment	1	2	3	V16.7
8. The average citizen can do very little to curb climate change	1	2	3	V16.8
9. My current purchase decisions will have consequences for product availability of future generations	1	2	3	V16.9
10. Environmental pollution taking place in China does not have any impact on South Africa	1	2	3	V16.10
11. I think that global warming is caused by the sun radiating (giving out) more heat	1	2	3	V16.11
12. Climate change is caused by the presence of greenhouse gasses in the air	1	2	3	V16.12
13. Climate change is a direct consequence of the hole in the ozone layer	1	2	3	V16.13
14. Methane, which is responsible for a great deal of environmental damage, is only emitted by cars which are powered by fossil fuels	1	2	3	V16.14
15. Organic materials like compost heaps emit green-house gasses that are harmful to the environment	1	2	3	V16.15
16. Saving electricity in our everyday living will contribute to saving our planet	1	2	3	V16.16
17. All locally produced products are environmentally friendly	1	2	3	V16.17

SECTION E: ENGAGEMENT

Please circle the relevant number that best describes the extent in which you are willing to engage in the following practises	Strongly Disagree	Disagree	Agree	Strongly Agree	For office use	
1. I am willing to carefully plan most of my food purchases	1	2	3	4	V17.1	
2. When I see a food item that really relates to me as an individual person, I am willing to consider the consequences thereof towards the greater society before I buy it	1	2	3	4	V17.2	
3. I am willing to buy items according to their "sustainable footprint"	1	2	3	4	V17.3	
4. I am willing to tolerate products that might be viewed as poorer quality if it is sold at a reasonable price	1	2	3	4	V17.4	
5. I am willing to consider the impact that my food purchases have on the environment	1	2	3	4	V17.5	
6. I am willing to make effort to reduce my impact on the environment by changing current food consumption practices	1	2	3	4	V17.6	
7. If I understood sustainability better I would be more willing to make changes to my daily lifestyle to live those values	1	2	3	4	V17.7	
8. I am willing to make the regular purchasing of sustainable food products an important part of my current lifestyle	1	2	3	4	V17.8	
9. Even though I work very hard I am willing to forego food products that are hassle free in order to be more environmentally friendly	1	2	3	4		
10. I am willing to stop purchasing food items that saves time because they are partially or fully prepared	1	2	3	4	V17.9	
11. My community/city does not have facilities to assist with/support sustainable living	1	2	3	4	V17.10	
12. I do not know enough about sustainable practices to implement any of them in my life	1	2	3	4	V17.11	
13. I do not think that children today are raised to show concern for the environment through everyday consumption practices	1	2	3	4	V17.12	

SECTION F: WOMEN IN MODERN SOCIETY

Please encircle the relevant number that best describe the extent in which you agree with the following statements	Strongly Disagree	Disagree	Agree	Strongly Agree	For office use	
1. There is a difference in the role woman have today as opposed to that of their grandmothers	1	2	3	4	V18.1	
2. Women are now an equal match to men in society	1	2	3	4	V18.2	
3. Women need to be in full-time jobs	1	2	3	4	V18.4	
4. Household chores and child rearing is still the full responsibility of women	1	2	3	4	V18.5	
5. Women are capable of having a full-time career whilst managing their households successfully	1	2	3	4	V18.6	
6. There is a direct link to the current lifestyles women lead and the manner in which the environment is being affected	1	2	3	4	V18.7	
7. Women in the workforce are contributing to the deterioration of the environment	1	2	3	4	V18.8	
8. Because women are the main socializing agents in many households in South Africa they have ample opportunity to encourage sustainable behaviour	1	2	3	4	V18.9	
9. Women have had to alter the way in which they purchase food to accommodate their lifestyles	1	2	3	4	V18.10	
10. Convenience food was designed to assist women with their demanding lifestyles	1	2	3	4	V18.11	
11. Eating patterns have changed since women have entered the workforce	1	2	3	4	V18.12	

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Please provide a short answer to the following questions that reflect on the role of women today		
17. What are the most meaningful impacts women in the workforce has had on daily life?	V18.17	
18. How do you foresee the role of women **changing** in the next few years? (Specify a single answer only)	V18.18	
19. In your opinion, has the role of **men** changed at all in the past 20 – 30 years? Please briefly explain you answer.	V18.19	