NELSON MANDELA
UNIVERSITY

A SYSTEMATIC REVIEW OF ECO-LABELS IN SOUTH AFRICA

BY

Nambekwa Sinzala
STUDENT NUMBER: 221104860
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DECLARATION BY CANDIDATE

NAME: NAMBEKWA SINZALA

STUDENT NUMBER: 221104860

QUALIFICATION: BACHELOR OF COMMERCE HONOURS

TITLE OF PROJECT: **MINI TREATISE TITLE**

DECLARATION:

In accordance with Rule G5.6.3, I hereby declare that the above-mentioned treatise/dissertation/thesis is my own work and that I have not previously been submitted to another University or for another qualification.

……………….……………………..
SIGNATURE

…………………
DATE

DEDICATION

I dedicate this study to the Almighty God, the source of all knowledge, wisdom, and inspiration. It is through his grace that I have found the strength, resilience, and clarity of mind to undertake this academic pursuit.

This study is also dedicated to my family. To my loving parents, your boundless sacrifices, and unwavering belief in my potential have been the driving force behind my accomplishments, and to my dear siblings, your unwavering support, friendship, and belief in my abilities have been a constant source of inspiration. Your presence in my life has brought joy, laughter, and a sense of camaraderie that has helped me navigate the challenges along this academic journey.

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- To my friends, thank you for your willingness to lend an ear, for celebrating the successes, for being there through thick and thin, and providing solace during the setbacks.

ABSTRACT

This systematic review of eco-labels in South Africa seeks to define important terms, highlight research themes, and identify areas of uncertainty. It provides information about the changing eco-label landscape using a sample of five articles. Growing consumer awareness, adoption of eco-labels, and a variety of environmental criteria are all revealed by the findings. Detailed conclusions are limited by the study's limitations, which include sample size constraints. This study highlights the dynamic nature of eco-labelling in South Africa and the demand for larger, more thorough studies in this area. It also serves as a preliminary foundation for further research.

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1.1 INTRODUCTION AND BACKGROUND

Several initiatives have been made to transition to more sustainable and environmentally friendly ways since the late 1960s, once it was recognized that manufacturing processes were placing a dangerous and growing amount of strain on the environment(Galarraga Gallastegui, 2002: 317). Organizations have been held accountable for both their social and environmental impact. As a result, over the years, various strategies for greening organizations have been created (Guenther, Hueske, Stechemesser & Buscher, 2013: 408).

Environmentally friendly and green products have become a social anthem and established a benchmark for ethical consumer behaviour. Particularly, environmentally conscious customers are attentive to the need to have a healthier, greener lifestyle so that they can support efforts to alleviate environmental problems or promote such goals(Mohd Suki & Mohd Suki, 2015). In a self-service economy, a business needs to find some aspect or factors that can work as a substitute salesperson to draw attention to the product, educate the target audience about the benefits of the product, and set the product apart from numerous competing goods. The packaging and label of a product typically determine how it stands out from competitors (Tootelian and Ross, 2008:2).

Eco-labels are created to differentiate goods based on their effects on the environment and society. Companies that produce food products use these labels to inform consumers about the environmental characteristics of their good. They offer the chance to inform and encourage customers to buy ecologically responsible products (Sioufas, 2022: 250). The first mandated environmental labelling programs were established in the 1940s, with warning labels on products' detrimental effects on human health and ecosystems. (Dórea, Lopes Silva, De Almeida Neto & Rodrigues, 2021)

South Africa faces a variety of environmental issues as a nation that continues to grow and has a diverse economy. Although the nation has rich natural resources, it also faces problems including water shortages and the release of greenhouse gases(Finn, 2008). Various eco-labelling efforts have come about as a result of the government and society's increased attention on sustainability in recent years. In South Africa, eco-labels are applied to a variety of products, including food and drinks. However, there is limited research on eco-labels in South Africa.

A systematic review is characterized by systematic, explicit, and consistent procedures with the specific objective of identifying all studies on a topic that match pre-specified eligibility standards (Gunnell et al., 2022: 6). We can assess the efficiency of current initiatives, identify information gaps, and provide recommendations for eco-labelling programs by performing a systematic review of eco-labels in South Africa.

This study aims to advance existing knowledge by undertaking an extensive review of the literature on South African eco-labels. The research will offer governments, companies, and consumers new information to help eco-labels work better and be adopted more widely, promoting South Africa's sustainable growth.

This chapter includes the study's background and brief introduction, problem statement, primary and secondary objectives, research questions, significance, and structure.

1.2 PROBLEM DEFINITION/STATEMENT

As global concerns about climate change continue to increase yearly, customers are increasingly looking for ways they can make positive contributions through their purchasing decisions(Mohd Suki & Mohd Suki, 2015). By increasing consumer awareness of how their purchases impact the environment, eco-labelling encourages people to adopt more ecologically friendly habits and pushes governments, businesses, and other stakeholders to set higher standards of sustainability for goods and services (Galarraga Gallastegui, 2002: 317). There is not much research that is specifically focused on the South African context, even though eco-labelling processes have been introduced across several industries in the nation, including food and beverage and tourism. As a result, the following problem requires a systematic review:

Research has been done on the benefits of eco-labels; however, it is not clear what are the issues researched in South Africa for eco-labels. This research seeks to build an understanding of eco-labelling practices in South Africa to add to the body of existing knowledge.

1.3 RESEARCH OBJECTIVES

This section will outline the study's purpose as well as the objectives that it seeks to accomplish. Both primary and secondary objectives are part of this study's objectives.

1.3.1 PRIMARY RESEARCH OBJECTIVE

Conducting a systematic review of eco-label research in South Africa is the primary objective of this study, which is in line with the problem statement.

1.3.2 SECONDARY RESEARCH OBJECTIVE

Several secondary objectives are generated from the primary objective; the secondary objectives that are developed to accomplish the primary objective are as follows:

SO1: To clarify key concepts of Eco-labels in South Africa
SO2: To Identify and discuss research themes related to Eco-labels in South Africa
SO3: To identify the areas/foci of Eco-labels that still need to be investigated.

1.3.3 METHODOLOGICAL OBJECTIVES

MO1: To undertake a literature review on eco-labels in South Africa

MO2: To determine and describe the research methods and design that are suitable for conducting this study.

MO3: To collect and examine available and secondary data regarding eco-labels in South Africa

MO4: To reach conclusions and offer recommendations based on the study's findings that will help direct future research on eco-labels in South Africa

1.3.4 RESEARCH QUESTIONS

This study addresses the following research questions:

a) What is the level of consumer awareness and understanding of Eco-labels in South Africa?
b) What is the current state of research on eco-labels in South Africa and what are key themes and research gaps in the existing body of knowledge?
c) What areas of Eco-labels in South Africa still need to be identified and researched?
d) What are the opportunities and challenges for future research on Eco-labels in South Africa?

1.3.5 SIGNIFICANCE OF STUDY

It is envisioned that the findings of this study and the framework of recommendations will give future researchers an effective route for studying eco-labels in South Africa. This study's contribution to the development of systematic review procedure, which may be seen as a model by others, is significant.

1.4 TIME FRAME OF STUDY

Signed learning agreement to study leader - 8 May.

Ethics and research matrix to study leader - 15 May

Screenshot of Mendeley to study leader - 22 May

Chapter 1-3 - 2 June

Draft Mini-Treatise to Study Leader – 9 October

Final Mini-Treatise to Study Leader- 31 October

1.5 STRUCTURE OF THE STUDY

This study will have the following structure:

Chapter One: Beginning with the introduction and background information, this chapter provides an overview of the study. A discussion of the research's problem statement will follow. After are the research objectives for the current study, which include the study's primary objective, secondary objectives, methodological objectives, research questions, and the importance of the research. The timeframe and structure of this study will be covered at the end of this chapter.

Chapter Two: This chapter serves as the study's literature review and begins by identifying eco-labels and the key concepts associated with them, such as environmentally sustainability, consumer education and awareness, and green purchasing. The nature and importance of eco-labels follow with discussions on consumer empowerment and the creation of market incentives. A look into previous research on eco-labels in South African concludes follows. It involves analysing research themes and research approaches. The theoretical framework of research into eco-labels in South Africa concludes this chapter.

Chapter Three: The current study's methodology and research design will be described in this chapter. The first section of this chapter will describe the research philosophy and approach, methodological decision, and search methods used in this study. The time frame will come next, followed by the methods and processes utilized for collecting and analysing the primary data. The examination of the study's ethical considerations will then conclude chapter three.

Chapter Four: This chapter reports on the findings and interpretation of the data. This chapter's initial portion contains the research article's findings as well as the sample used in the research. The study's organisational structure and a discussion of the findings are presented next. The final synthesis of data and the summary will conclude this chapter.

Chapter Five: The research is concisely summarised in this chapter, along with how the research objectives were met, the limitations of the research, the necessary conclusions and recommendations.

CHAPTER TWO

LITERATURE OVERVIEW

2.1 INTRODUCTION

An overview of the literature and a theoretical framework for eco-labels will be included in the chapter. The overview of the literature has significance simply because it helps the reader comprehend the different themes and the definition of Eco-labels. The main concepts in the chapter align with the primary objective that was stated in the first chapter. The primary objective of this study is to provide a systematic review of eco-labels in South Africa in order to pinpoint the topics that require further research. This chapter is based on the first secondary objective outlined in chapter one, which is to clarify key concepts regarding eco-labels in South Africa. In the beginning, it will define eco-labels and list the themes of eco-labels. Furthermore, it will highlight a few research themes pertaining to eco-labels in South Africa. This chapter will conclude by providing examples of previous research on each theme, outlining the significance of comprehending eco-labels, and pointing out the eco-label areas/foci that still require further study.

2.2 DEFINITION OF KEY CONCEPTS

2.2.1 ECO-LABELS

Eco-labelling is a marketing or communication strategy that informs customers about a product's impact on the environment. More specifically, eco-labels make claims about a product's environmental characteristics and qualities(Nguyen-Viet, 2022:210). Companies that produce food items utilize these technologies to inform consumers about the environmental aspects of their products(Sioufas, 2022:250). Additionally, they serve as a tool for consumers to choose environmentally friendly goods and reveal information about the manufacturing process(Nguyen-Viet, 2022:210).

Eco-labels serve as a catalyst for the creation of sustainable initiatives and the establishment of quantified sustainable goals. There are three different eco-label types. One type includes positive claims, the other cautionary statements, and the final type is neutral. The first one encourages environmental benefits, the second one warns against environmental harm, and the third one does none of the two. The environmental friendliness of the product is promoted via eco-labels as a positive claim, either through the product itself or through manufacture

and distribution. Additionally, businesses utilize the positive claims to persuade consumers to buy products with positive eco-labels rather than an identical item with a negative eco-label (Pascarella et al., 2020: 251).Companies use warning labels to alert customers that the product they are buying may constitute an environmental concern. Once more, this risk can come from the product itself or from the manufacture and distribution of the product. in order to lessen the company's liability and accountability, eco-labelled products are often labelled with warnings. Labels known as neutral eco-labels don't tell the user whether a product is good for the environment or not (Pascarella et al., 2020:251).

The ISO has developed a set of relevant voluntary standards for environmental claims and labels in order to ensure that eco-labels provide accurate and helpful information for consumers to utilise when evaluating products.(Taufique et al., 2016: 215).

2.2.3 GREEN PURCHASING

Identifying greener products and processes with positive environmental effects has been made easier with the help of ecological labelling. As a result, businesses are gradually implementing labels to inform customers about the environmental attributes of products, helping to advance conscientious marketing and consumption (Joaquim, 2022: 184).

2.2.4 CONSUMER AWARENESS AND EDUCATION

An asset to the public, the environment is continuously in danger from human activity. Since the middle of the previous century, this fact has significantly raised worry about the environmental degradation that has been occurring (Fraj-Andrés & Martínez-Salinas, 2008). People who are more concerned about the environment may make more environmentally friendly purchasing decisions. Consumers are familiar with and value eco-labelling, thus marketers may find it valuable for promoting their products (Nittala, 2014). The purpose of eco-labelling is to educate customers about the impact that the production, consumption, and waste phases of the goods and services that they use have on the environment (Galarraga Gallastegui, 2002). Consumer education will only be effective in preparing citizens who care about their obligations to social justice, the environment, and themselves if it gives them the tools necessary for a critical analysis of our consumer society. This includes knowledge of the nature of environmental issues, how society operates, and the connections and contradictions between them (McGregor, 2005:439).

2.2.5 ENVIRONMENTAL SUSTSAINABILITY

A method of production that is non-polluting, protects natural resources, and can be managed over the long term is required for sustainable production of any good (Sioufas, 2022:230)

Eco-labels can be a powerful tool for promoting sustainable practices and environmental change. If they are not used properly, eco-labels might also become a completely useless marketing tool for sustainability. An important factor in determining if an eco-label can bring about the change it was intended to bring about is its sincerity. Consumers will want a reliable label to adhere to in order to change their purchase habits and tilt toward sustainability(Sioufas, 2022:252).

Environmentalists are concerned about issues that result from human actions motivated by profit such as environmental deterioration, biodiversity loss, and the depletion of natural resources. This has increased pressure on those who care about the environment to change people's opinions in favour of sustainability. The findings show that people who care about the environment adopt good views toward sustainability among parties involved along the supply chain (Rezai et al., 2015:2).

2.3 NATURE AND IMPORTANCE OF ECO-LABELS

The following section focuses on the importance of Eco-labels.

2.3.1 CONSUMER EMPOWERMENT

The traditional definition of a consumer who is empowered is one who has access to knowledge or competition(McGregor, 2005: 440). A person who feels more powerful is more likely to decide to make a purchase or to make a larger purchase(Yang et al., 2021: 1881). With these global shifts, consumer education must keep up. One approach is to educate people who are sceptical of their position in a consumer culture and who harness a new sort of power, rather than viewing the empowered consumer as an individual who is trained to act in his or her own self-interest(McGregor, 2005:446).

2.4 PREVIOUS RESEARCH ON ECO-LABELS

In this section of the study, research will be done on prior research of the research themes and approaches on eco-labels in South Africa.

2.4.1 RESEARCH THEMES

The common themes in earlier research on eco-labels in South Africa are shown in Table 2.1.

Table 2. 1: RESEARCH THEMES

RESEARCH THEME	DEFINITION	REFERENCE
Sustainable Tourism	Conserving environment to boost tourism through eco-labels	(Sucheran and Arulappan, 2020:979)
Consumer Perception	Consumer perception describes how people view and interpret information about goods	(Struwig, 2018:164)
Green marketing	Entails using marketing strategies to create, differentiate, price, and promote environmentally friendly goods and services that can satisfy the demands of consumers who care about the environment.	(Govender and Govender, 2016:77)

2.4.2 RESEARCH APPROACH

There are three common techniques for conducting research: mixed methods, qualitative methods, and quantitative methods (Williams, 2007).

2.5 THEORETICAL FRAMEWORK

The theoretical framework gives you a solid basis for conducting your research and clarifies your viewpoint for the reader.

FIGURE 2. 1 : THEORETICAL FRAMEWORK OF THE STUDY

2.6 SUMMARY

This Chapter focused on defining Eco-Labels and key concepts of eco-labelling such as green purchasing, consumer awareness and environmental sustainability. The nature and importance of Eco-labels followed which included environmental awareness and education, consumer empowerment, sustainability and creation of market incentives. The chapter concludes with a discussion on previous research which includes research themes and approaches.

CHAPTER THREE

RESEARCH METHODOLOGY AND DESIGN

3.1 INTRODUCTION

Due to the qualitative nature of this study, the emphasis of this chapter will be on the research methodology and design. The research design will involve a systematic review. It will include every relevant information on sampling, data collecting, measuring instrument design, data analysis, and ethical considerations. This will serve as a link to the first two sections, which discussed the primary objective. As a result, the primary objective of this study will determine how the data is selected in this section.

3.2 DATA COLLECTION

3.2.1 SECONDARY RESEARCH

Information that has already been collected or provided by others is referred to as secondary data. The primary data, which is gathered for other purposes, is simply being analysed and interpreted (Ajayi, 2017:1). The Nelson Mandela University library's online databases (Taylor and Francis, SpringerLink, etc) and sources on the educational platform google scholar were used to gather secondary data for this study**.**

3.2.2 PRIMARY RESEARCH

The first-time data that the researcher obtains are called primary data. It is authentic, factual information that was obtained promptly with the goal of resolving the current issue (Ajayi, 2017:1). This study's primary data were obtained using a systematic review.

3.3 DATA ANALYSIS

Primary data will be analysed using suitable methods after being collected. After the data has been collected, it will be analysed using procedures that are appropriate to the topic. This will entail searching through publications for relevant information and finding research gaps. This will consist of the publishing date, study methods, and the findings. The data will then be structured and reduced once this has been completed. Publications that are not pertinent to

the study's primary objective, which is to perform a systematic review of Eco-labels in South Africa, will be excluded from the data reduction process.

3.4 RESEARCH METHODOLOGY

The processes that researchers must adhere to when carrying out their studies are referred to as research methodology. It demonstrates how researchers construct their problem and purpose before outlining the findings they reached based on the information they gathered throughout the investigation (Jilcha Sileyew, 2020:1)**.** The proposed study employs a mixed methodology approach to a systematic review. A systematic review is a process for compiling and summarizing the findings of all studies on a certain subject(Gunnell et al., 2022:6). In this study, qualitative methods will be applied. In order to conduct a systematic review in this study, previous studies will be used as an approach.

3.5 RESEARCH DESIGN

The goal of the research design is to offer an appropriate research framework for the study (Jilcha Sileyew, 2020). In the research design process, choosing a research approach is crucial since it dictates how the data needed for a study will be gathered. Nevertheless, there are several interconnected factors in the research design process. (Jilcha Sileyew, 2020). This study has been broken into three distinct stages, with additional steps being added to each stage. Figure 3.1 depicts every stage and step. Each stage shown in Figure 3.1 is tabulated in Table 3.1.

Figure 3. 1: FLOWCART OF THE RESEARCH PROCESS
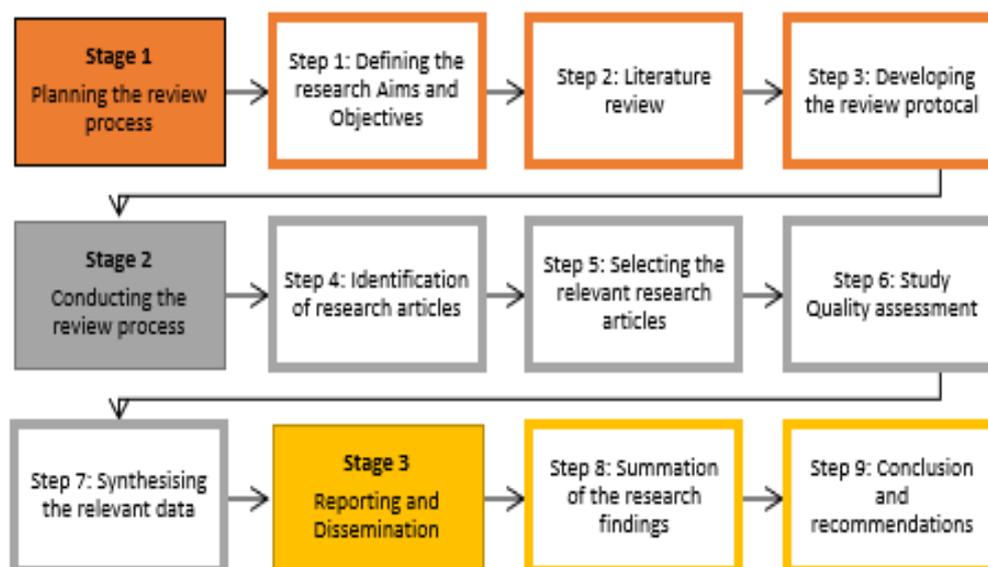
Table 3. 1: STEPS IN THE RESEARCH PROCESS OUTLINED

STAGE	STEP	DESCRIPTION
STAGE 1	**STEP 1:** DEFINING THE RESEARCH AIMS AND OBJECTIVES	Chapter 1: The systematic review is being conducted for the purpose of achieving a specific research aim. The goals for the study, or the objectives for the study, are established**.**
STAGE 1	**STEP 2:** LITERATURE REVIEW	Chapter 2: Every work of literature that the study will discuss is identified.
STAGE 1	**STEP 3:** DEVELOPING THE REVIEW PROTOCAL	Chapter 3: A research methodology is developed
STAGE 2	**STEP 4:** IDENTIFICATION OF RESEARCH ARTICLES **STEP 5:** SELECTING THE RELEVANT RESEARCH ARTICLES **STEP 6:** STUDY QUALITY ASSESSMENT **STEP 7:** SYNTHESISING THE RELEVANT DATA	Chapter 4: Gives an overview of the five articles that made up the sample.
STAGE 3	**STEP 8:** SUMMATION OF THE RESEARCH FINDINGS **STEP 9:** CONCLUSIONS AND RECOMMENDATIONS	Chapter 5: Presents the findings and recommendations from the study.

3.6 ETHICAL CONSIDERATIONS

"Ethics" refers to a branch of philosophy that studies right individual behaviour, evaluates such behaviour, and formulates laws to promote that behaviour (Aguinis et al.,2004: 34)The focus of ethics in the context of research is to ensure that all research is conducted in an ethical manner by developing enforcement mechanisms, assessing and evaluating research, and giving guidelines for researchers (Aguinis et al., 2004.: 34).

This study will be carried out ethically in compliance with Nelson Mandela University's policies. An ethics form was received from the department of business management in order to guarantee that the study will adhere to all the institutional ethical standards.

This research will always be conducted in a way that is consistent with Nelson Mandela University's code of conduct for researchers. In addition to planning the study to maximize the validity of the results, the researcher accepts responsibility for the research's design, methods, and execution. The researcher also discloses the study's limitations and, where appropriate, suggests potential other interpretations.

3.7   SUMMARY

The research methodology and design that would be employed were described in this chapter. Thereafter, the data collection method and the data analysis method were explained with flowchart of the research process and ethical considerations concluding the chapter.

CHAPTER FOUR

FINDINGS AND INTERPRETATION OF DATA

4.1   INTRODUCTION

This chapter provides a summary of the five articles that were selected out for the sample. The primary objective of this study, which is to review Eco-label research in South Africa, is completed in this chapter. Determining the areas/foci of Eco-labels that still require research—the third secondary objective from Chapter One—is also completed in this chapter. This will be achieved by reviewing, evaluating, and identifying any research gaps in the five articles that were selected for the sample. First, the sample will be described. Following a brief explanation of the articles from the sample, some conclusions will be drawn.

4.2 THE SAMPLE USED IN STUDY

Using the Taylor & Francis platform, the five articles for this study were selected using a single search term: "Eco-labels in South Africa". To guarantee the academic credibility, the Taylor & Francis Online platforms were used. The study covered a period of ten years, and the results showed that Taylor & Francis Online had 1,141 records available. Five articles were then extracted once the articles' relevance was verified. The article's publication date, title, methodology, data gathering method, data analysis method, and research findings were used as the criteria for data extraction.

First, the titles, authors, and publication dates of the five extracted articles will be listed. Second, the organisational structure employed for this study will be described, along with a table listing the findings. Thirdly, this chapter will provide a discussion of the findings from the five publications. Lastly, a quick overview of the results and recommendations from the five articles that comprised the sample will be included in this chapter.

4.3 THE RESULTS OF THE RESEARCH ARTICLES INCLUDED IN THE STUDY

The following articles are included in the sample:

- Identifying the willingness to pay for eco-certified wine by South African consumers: a comparison of biodynamic, fair trade and sustainably produced wines by Radu Mihailescu, Daniel Moscovici, Jeff Gow, Adeline Alonso Ugaglia, Lionel Valenzuela and Azzurra Rinaldi, published in 2021.
- The relevance and acceptance of green wines in South Africa: some marketing insights by Edo Heyns, Frikkie Herbst and Johan Bruwer, published in 2014.

- Factors influencing the green purchase behavior of millennials: an emerging country perspective by Nombulelo Dilotsotlhe, Morteza Akbari, published in 2021.

- Green packaging and advertising as precursors of competitive advantage and business performance among small and medium enterprises in South Africa
by Eugine Tafadzwa Maziriri, published in 2020.

- Investigating female shoppers' attitude and purchase intention toward green cosmetics in South Africa by Anwar Sadat Shimul, Isaac Cheah and Basheera Bibi Khan, published in 2022.

4.4 THE ORGANISATION SCHEME OF THE STUDY

The organisation scheme utilised in this study contained the following:

- Publication date of article- 2014 and 2021

- Name of Journal-Article 1= Identifying the willingness to pay for eco-certified wine by South African consumers: a comparison of biodynamic fair trade and sustainability produced wines; Article 2= The relevance and acceptance of green wines in South Africa: Some Marketing Insights; Article 3= Factors influencing the green purchase behavior of millennials: an emerging country perspective; Article 4= Green packaging and advertising as precursors of competitive advantage and business performance among small and medium enterprises in South Africa; Article 5= Green Product Management: An Emerging Market Perspective in South Africa

- Methodology employed – M1= Quantitative; M2 = Qualitative; M3 = Mixed Methods, M4=CVM

- Data collection method C1= Primary Data; C2= Secondary Data.

- Data analysis method – A1= Qualitative; A2 = Systematic Review A3= Bibliometric Analysis

- Research outcomes –Theme 1= Eco-labels in South Africa

TABLE 4.1: PROVIDES RESULTS OF THE STUDY

Publication Date	Authors	Title	Methodology	Data Collection	Data Analysis	Outcomes
2021	R. Mihailescu, D. Moscovic, J. Gow, A.A. Ugaglia, L. Valenzuela, A. Rinaldi	Article 1	M4	C2	A1	THEME 1
2014	E. Heyns, F. Herbst, J. Bruwer	Article 2	M1	C1	A2	THEME 1
2021	N. Dilotsotlhe, M. Akbari	Article 3	M1	C1	A3	THEME 1
2020	E.T. Maziriri	Article 4	M1	C2	A2	THEME 1
2022	A.S. Shimul, I. Cheah, B.B. Khan	Article 5	M1	C1	A1	THEME 1

4.5 DISCUSSION OF THE RESULTS OF THE STUDY

The results of the study are discussed in this section, along with a brief explanation of each of the five articles' primary points and conclusions.

4.5.1 Results for Article 1

The first article extracted from the sample by Mihailescu, et.al. (2021), was published in 2021. The contingent valuation technique (CVM) was the methodology employed in the article. CVM develops a fictitious market scenario for a given good or service, in this example the eco-labelled wine, to determine consumer willingness to pay for that good or service (Mihailescu, et. al. 2021). By connecting the value customers place on things with the amount of money they are ready to pay, the approach allows for the quantification of that value. By publishing an online web survey utilizing the Qualtrics survey platform, data from respondents were gathered. Three sections made up the survey. Respondents were questioned in the first portion about their background, patterns, and preferences for wine use and purchasing (Mihailescu, et. al. 2021). The second round of inquiries gathered viewpoints and opinions concerning the various wine certifications covered in this article. Consumers were questioned about their understanding of wine certificates, their purchasing habits in relation to the certifications, how often they purchased certified food, and how much more they would be ready to pay for certified wine bottles (Mihailescu, et. al. 2021).

4.5.2 Results for Article 2

The second article extracted for this sample by Heyns, et.al. (2014), was published in 2014. To guide the research and accomplish the goal of the study, nine hypotheses were developed. The responder who was specifically targeted for this study was a wine consumer. Every member of the population must have had an equal and known probability of being chosen in order to employ random sampling (Heyns, et. al. 2014). However, it would not be feasible to produce a list of every wine drinker in South Africa. Due of this, a non-probability method was chosen as the sampling strategy (Heyns, et. al. 2014).

4.5.3 Results for Article 3

The third article extracted for this sample is by Dilotsotlhe (2021), which was published in 2021 and the methodology used was a quantitative and descriptive design. The data collection method for Dilotsothle (2021) is primary as data was gathered using a self-administered questionnaire. 355 total full responses were available for analysis. Using a partial least squares structural equation modelling approach, the significance of the connections between the items measuring the study's components was evaluated. The population of the study was made up of both males and females in the millennial age group who resided in the Gauteng Province of South Africa and were aware of green products. They might be either consumers or non-users of green appliance products (Dilotsotlhe, 2021). On a self-administered survey, the respondents were asked to rate several statements using a five-point Likert scale, with 1 denoting "strongly disagree" and 5 denoting "strongly agree." Scales that had already been verified from earlier studies were used to adapt the questionnaire (Dilotsotlhe, 2021). The content of the measuring instrument was checked to make sure it supported the proposed research hypotheses and measured the things that the survey was designed to assess in order to ensure the study's validity. The internal consistency of the questionnaire was achieved in pilot research with 30 respondents, ranging from 0.702 to 0.835 as indicated by Cronbach alpha coefficients. The results of the pilot study confirmed that the questionnaire's design would support the achievement of the study's research hypotheses. Participants had to be aware of green appliance items in order to be eligible for the study (Dilotsotlhe, 2021). Because there was no sample frame available, convenience sampling, a non-probability sampling approach, was used to select participants. Due to the researcher's easy access to the possible participants, the data was gathered from people who were stopped in parking lots of malls, churches, and recreational parks. Five hundred (500) questionnaires were given out to participants, and 355 of them—

representing an effective response rate of 71%—were returned and used to evaluate the data (Dilotsotlhe, 2021).

4.5.4 Results for Article 4

The fourth article taken from this sample was written by Maziriri (2020), and it was published in 2020. Quantitative methods were employed. The researcher used a quantitative methodology since it avoids the subjectivity elements of qualitative methodology and increases the accuracy of the findings by looking at insights (Maziriri, 2020). The objective population for this study was SMEs, or small and medium-sized enterprises, that operate in the manufacturing sector. When the data was collected in 2017, the target group was explicitly defined as heads of marketing divisions and managers of SMEs inside manufacturing SMEs in the Gauteng Province of South Africa. (Maziriri, 2020). The study's sampling frame consisted of the manufacturing SMEs in the Gauteng region. A list of 1945 manufacturing SMEs in Gauteng was supplied by the Small Enterprise Development Agency (SEDA), which serves as the centre for company development in South Africa. In order to participate in the study, respondents were given questionnaires to fill out. However, this study merely used the straightforward random chance sampling method. The quantity of samples was established with the Raosoft sample size calculator because this study employed the simple random sampling strategy (Maziriri, 2020).

4.5.5. Results for Article 5

The fifth article extracted that was taken from the sample was composed by Shimul, et. al. (2022), in 2022 and utilised a quantitative methodology. The data collection method for Shimul, et.al. (2022) is primary as data was gathered using a self-administered questionnaire. A self-administered online survey questionnaire was used to gather data in two South African cities, Durban and Johannesburg (Shimul, Cheah & Khan, 2022). The questionnaires were pre-tested before the data collecting period to remove any potential for misinterpretation or ambiguity in the wordings. Through the researchers' colleagues and acquaintances, the survey links were disseminated on social media sites like Instagram, Facebook, and messaging apps, primarily WhatsApp groups, with the idea of snowballing. There were 451 completed responses total, of which 408 were declared legitimate and usable (Shimul *et al.*, 2022).

4.6 FINAL SYNTHESIS OF THE DATA

After examining these five articles, it is clear that there are research gaps in the field of eco-labels in South Africa. Consumers must be knowledgeable on the topic of eco-labels. In Mihailescu, et.al. (2021), it left a gap in explaining the extent to which South African customers

are aware of and knowledgeable about eco-labels. It does not discuss if customers understand the environmental messages communicated by the various eco-labels, or if they recognise them.

There is also a gap in discussing how much faith do South African customers have in eco-labels. In Heyns, et.al. (2014) it does not clearly state what elements support or undermine consumer confidence in eco-labelling programmes.

There is also a gap on the impact on Supply Chains and Business Practises. In Maziriri (2020), We are not made aware of effects that eco-labelling programmes have on supply chains and how they persuade SMEs to adopt more environmentally friendly practises. To appeal to customers who care about the environment, are SMEs actively seeking eco-label certification? The article by Maziriri (2020) also leaves a gap in discussing if current laws and rules in South Africa help or obstruct efforts to develop and successfully use eco-labels.

There is also a gap in Socioeconomic Disparities. In Dilotsothle (2021), there is no discussion of differences in South Africa's various socioeconomic groups' understanding of and use of eco-labels.

In the article by Shimul, et. al. (2022), there is a gap because there is no discussion of what advertising and communication techniques are most successful in raising public awareness of eco-labels and sustainability among female shoppers who intend on purchasing green products.

4.7 SUMMARY

This chapter begins by describing the research sample. The results were then given a quantitative analysis, and after that, a qualitative analysis was offered for each article. The chapter was ended with an overall analysis of the data. The study's conclusions and recommendations will be presented in Chapter 5.

CHAPTER FIVE

CONCLUSIONS AND RECOMMENDATIONS

5.1 INTRODUCTION

The results as well as recommendations from this study are presented in this chapter. The final chapter will tie everything together and provide conclusions. The chapter will then provide a summary of this study's findings. Finally, suggestions for further research will be made.

5.2 SUMMARY AND RECOMMENDATIONS

To define the research focuses, this study conducted a systematic review of Eco-labels in South Africa. This study demonstrated the diversity of eco-label research topics. This study was able to determine that not all themes in Eco-labels in South Africa done between the years of 2013 and 2022 have considered the level of consumer knowledge on Eco-labels and the impact of eco-labels on Supply Chain and Business Practises by using the sample of the five articles. Article One from the sample is based on South African customers' willingness to pay for wine with an eco-certification. Article Two from the sample is based on South Africa's acceptance of green wines. Article Three from the Sample is based on the green purchase behaviour of millennials. Article Four from the sample is based on green packaging and advertising. Article Five from the sample is based on attitudes and intentions towards green products.

The research on eco-labels in South Africa therefore lacks a certain level of depth. Future research on eco-labels in South Africa may want to consider how well-informed and trusting South African consumers are of eco-labels, according to the findings of this study. Future studies should concentrate on how supply chains and business practises are affected by eco-labels, as well as whether South Africa's current laws and regulations support or impede efforts to create and effectively implement eco-labels. Due to the analysis of these topics in the sample, the study concluded that not all studies on eco-labels in South Africa had taken into account the level of consumer awareness, methods for raising consumer awareness, and the impact of eco-labels on business practises in South Africa.

5.3 HOW RESEARCH OBJECTIVES WERE MET

This section provides a comprehensive overview of how the research objectives of the systematic review on eco-labels in South Africa were met. The research objectives were outlined in Chapter One of this study and are as follows:

- To clarify key concepts of Eco-labels in South Africa
- To identify and discuss research themes related to Eco-labels in South Africa
- To identify the areas/foci of Eco-labels that still need to be investigated.

A comprehensive review of the existing literature and documentation on eco-labels in South Africa was conducted in order to accomplish the first objective. The database Taylor & Francis Online was used to thoroughly assess articles to compile data on important Eco-labelling concepts in South Africa. Green purchasing, consumer awareness and education, and environmental sustainability are the key Eco-label concepts that are clarified in this study. As part of the study, terms that are used in eco-labelling practises were defined.

The second objective was achieved by identifying and defining important research themes that have emerged in the context of eco-labels in South Africa as a result of our systematic review. The literature was thoroughly reviewed and summarised the common themes and challenges that researchers have investigated. The research themes include a wide range of topics, such as green marketing, consumer perception, and sustainable tourism. In Chapter Two of this study, a summary of these research themes is provided.

The third and final objective identified gaps and ambiguities in South Africa's eco-labelling landscape. Chapter Four of this study presents these unexplored areas, and these gaps offer chances for additional field research and advancement in the future. This study identifies the research gaps in the areas of consumer knowledge of eco-labels, changing consumer preferences, the influence of South African laws on eco-labels, the success of eco-labelling programmes, and potential barriers to eco-label adoption for South African businesses. These research gaps are uncovered, which benefits the academic community and can direct future research initiatives.

5.4 LIMITATIONS OF THE RESEARCH

The quantity and level of the data and information in the sources chosen was extremely important to this study. For the study's sample, only five publications on the Taylor & Francis database from 2013-2023 were chosen. With only five articles, it's probable that relevant research that might have added to our understanding of eco-labelling in South Africa had been

omitted. The capacity to generalise results is constrained by a small sample size. As a result, given that the conclusions are based on a very small portion of the literature that is available, they may not fully reflect the overall eco-labelling landscape in South Africa.

Additionally, there may have been gaps in certain publications' data, insufficient information, or biased data. This analysis may not have been as thorough as it could have been due to differences in both the scope and depth of the material offered in various sources.

5.5 CONCLUDING REMARKS

In conclusion, this systematic review successfully achieved the set objectives of the study and provided insightful information about the South African eco-label market. The results lay the groundwork for following research, the creation of regulations, and company operations in the fields of sustainability and consumer behaviour.

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ANNEXURE 1: TURNITIN REPORT

15:50

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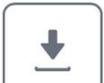
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ANNEXURE 2: ETHICAL CLEARANCE

NELS●N M▲NDELA
U N I V E R S I T Y

FACULTY OF BUSINESS AND ECONOMIC SCIENCES

ETHICAL CONSIDERATIONS FOR ADVANCED DIPLOMA/HONOURS/POSTGRADUATEDIPLOMA FOR NON-PUBLICATION PURPOSES

INSTRUCTIONS

- This form must be completed by student with the relevant explanation by and support of the supervisor and the student.
- It must be signed off by the student, supervisor and HoD.
- Submit the completed form to Ms Lindie van Rensburg lindie.vanrensburg@mandela.ac.za.
- Please ensure that the research methodology section from the proposal is attached to this form.

Please note that by following this ethics route, the study will NOT be allocated an ethics clearance number.

SECTION A – STUDENT ACKNOWLEDGMENT

In completing this form, I, _____(name and surname), acknowledge that my research project is for academic qualification purposes only. As such, the research report or any sections thereof may not be published in any publication, including an accredited journal.

I further acknowledge that my research project will be a desktop study and will only make use of publicly available documents or secondary data. No human subjects/ participants/ respondents will be involved in the study.

I understand that secondary data in this instance refers to data that was collected and processed by someone else for some other purpose but is now being used by the researcher for another reason (Tripathy, 2013). Research utilizing secondary data that both exists and has been

collected in a public, academic database, for example Google Scholar, is considereddesktop research and generally does not require full ethical approval (Creswell & Poth 2017).

SECTION B – STUDENT AND RESEARCH PROJECT DETAILS

Student name & surname	NAMBEKWA SINZALA
Student number	221104860
Study title	BCOM HONS BUSINESS MANAGEMENT
Year of registration	2023
Qualification	BCOM HONS
Department	BUSINESS MANAGEMENT
Supervisor	PROF MIEMIE STRUWIG

SECTION C – ETHICS CRITERIA

In completing my research project, I hereby acknowledge that I have read and understand the following important considerations as they apply to my study. I indicate this by placing a tick next to each statement.

I acknowledge that my study is based on the analysis of secondary data and that the following conditions apply:

1.	There are no human subjects/participants/respondents in my study and as such there will be no collection and use of data from human subjects/participants/ respondents though administering/distributing any questionnaire/survey or by holding any form of interview.	
2.	As there are no human subjects/participants/respondents in my study, it does not pose any risk of harm, embarrassment or offence, however slight or temporary, to any human participant, third parties or communities at large.	
3.	As there are no human subjects/participants/respondents in my study, it will not utilise human subjects defined as 'vulnerable' in terms of age, physical characteristics and/or disease status.	
4.	The secondary data that will be utilised in this study does not require the consent of any institutional or government authority established to protect vulnerable people.	
5.	The secondary data that will be utilised for this study does not require access to data from any existing, stored repository (e.g. school, institutional or university records) that can be linked to human subjects.	

It is acknowledged that both supervisor and student have given the study the necessary research ethical consideration and confirm that full ethics approval is not required.

_____   _____

SUPERVISOR(S) DATE

<div style="display:flex; justify-content:space-between;">
<div>_____</div>
<div>_____</div>
</div>

HEAD OF DEPARTMENT   DATE

Binzala

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STUDENT(S)   **DATE**

ANNEXURE : LEARNING AGREEMENT

NELSON MANDELA
UNIVERSITY

FACULTY OF BUSINESS AND ECONOMIC SCIENCES

LEARNING AGREEMENT BETWEEN STUDY LEADER AND POSTGRADUATE STUDENT FOR BCOM HONS MINI-TREATISE QUALIFICATIONS

The aim of this learning agreement is to provide postgraduate students and their study leaders an opportunity to develop a sound and productive working plan. This document should be read in conjunction with the following Nelson Mandela University policy documents:

- The general prospectus

- Faculty of business and economic sciences prospectus

- University code of ethics policy

- Policy on intellectual property

- Promotion of academic integrity and prevention of plagiarism

These documents are available on the Nelson Mandela University's website (http://my.mandela.ac.za/default.asp?id=308&ircno=) and are available on request from Ms Lindie Van Rensburg (lindie@mandela.ac.za).   •

The faculty of business and economic sciences requires all postgraduate students and their study leader(s) to complete a learning agreement. Postgraduate students and their study leader(s) should discuss the issues outlined in this agreement, to have clarity and consistency regarding the conduct of the postgraduate student and study leader.

The postgraduate student and study leader should keep a copy of this learning agreement, including a copy send to Prof Miemie Struwig (miemie.struwig@mandela.ac.za).

PART A: DETAILS OF POSTGRADUATE STUDENT, STUDY LEADER(S) AND QUALIFICATION

NAME & SURNAME:	NAMBEKWA SINZALA
STUDENT NUMBER:	221104860
QUALIFICATION:	BCOM HONS BUSINESS MANAGEMENT
YEAR OF REGISTRATION:	2023
DEPARTMENT:	BUSINESS MANAGEMENT
STUDY LEADER:	PROF MIEMIE STRUWIG / MR S. WATSON

PART B: ROLES AND RESPONSIBLITIES OF THE POSTGRADUATE STUDENT AND STUDY LEADER(S)

POSTGRADUATE STUDENT:

As a postgraduate candidate, the student is expected to apply him- or herself to meeting the following reasonable responsibilities.

The postgraduate student accepts and undertake the following responsibilities**:**

DESCRIPTION	INITIAL
Complete all the required components of the academic programme as stipulated**.**	**NS**
Plan and execute the research study as agreed to with the guidance of the study leader (and co-study leader, where applicable).	**NS**
Ensure that the research proposal (chapter 1-3) is submitted at the stipulated date.	**NS**
Adhere to the principles of accepted safety and health standards, ethical research practice as per Nelson Mandela University code of conduct for researchers (IRC 404.01), policy on research ethics (IRC 404.02), specific codes of the discipline (where applicable) and conventions regarding plagiarism as per Nelson Mandela policy for the promotion of academic integrity and prevention of plagiarism (IRC 305.04).	**NS**
Make regular appointments with study leader(s) to update study leaders(s) on progress or any difficulties encountered in executing the academic project as planned to ensure timeous remedial action where required.	**NS**
Keep written record of supervision sessions and the decisions agreed to.	**NS**
Submit regular outputs from the academic project to ensure effective guidance and input by study leader(s).	**NS**

Ensure that written work submitted has been proofread and of an acceptable academic standard.	**NS**
Ensure that the necessary amendments or revisions decided upon with study leader(s) are made regularly and resubmitted as agreed for further guidance.	**NS**
Take responsibility for the final production of the treatise for examination and final submission at the specified dates.	**NS**
Submit a manuscript to the study leader prior to the time of the approval of examiner reports (for purpose of awarding the doctoral degree).	**NS**
The postgraduate student has read all the relevant strategic and policy documents related to their relevant qualification.	**NS**
The postgraduate student has familiarised him- or herself with the internet-based plagiarism detection service; Turnitin software.	**NS**
The postgraduate student endeavours to partake in workshops and training related to the research project	**NS**

STUDY LEADER / CO-STUDY LEADER:

The responsibilities outlined below are reasonable expectations of academics or any other persons who are undertaking the supervision of candidates.

The study leader(s) accepts and undertake the following responsibilities:

DESCRIPTION	INITIAL
Clarify respective roles of student, study leader, and co-study leader (where relevant) to ensure that student and study leader (s) are clear about channels of communication as well as expectations. Preferably such clarification should be contained in a study leadery or learning agreement	**MS**
Confer or make contact with the student regularly (minimum once a month) to provide academic guidance to ensure the development of research skills and competencies relevant to the discipline and the specific study, and to ensure adherence to university requirements and/or discipline standards.	**MS**
Monitor progress of the student and submit reports on student progress as required by the university and by relevant scholarship funding bodies.	**MS**
Keep a record of supervision sessions and provide feedback, within the timeframe agreed upon, to enable student progress.	**MS**

Study leaders must maintain an adherence to accepted safety and health standards, as well as ethical research practice as per Nelson Mandela university code of conduct for researchers (IRC 404.01), policy on research ethics (IRC 404.02), specific codes of the discipline (where applicable) and conventions regarding plagiarism as per Nelson Mandela policy for the promotion of academic integrity and prevention of plagiarism (IRC 305.04) and advise their students to maintain these standards as well.	**MS**
Provide the relevant information to the student so that the candidate submits the treatise for examination and final submission on the correct date and format.	**MS**
The study leader(s) to consult Turnitin report submitted by the student to the internet-based plagiarism detection service; Turnitin software.	**MS**

PART C: TERMS OF LEARNING AGREEMENT

FREQUENCY OF COMMUNICATION		
The contact details of the study leader(s) were provided to the postgraduate student.	**YES** ☒	**NO** ☐
Specify frequency and communication channel for meetings (i.e., Telephone, email, face-to-face).	Email – STUDENT CONTACT STUDY LEADER EVERY 2ND WEEK ON EMAIL	

In case of the appointment of a co-study leader(s), how will meetings and communication between all be organised?	Teams
Specify who is responsible for scheduling meetings and how far in advance these meetings should be scheduled.	Student
Specify the procedure for changing the meeting date and time.	Arrange with study leader
Specify frequency and duration of meetings (approx.).	1 per month for half an hour
Specify who will set the agenda and take notes.	Student
Clarify whether there will be any expectation regarding regular email communication.	Study leader require email every 2nd week
Indicate the availability of communication of study leader during period of research and/or ordinary leave.	Study leader will arrange with student when not available
List the roles, responsibilities of study leader, co-study leader(s) and student.	As indicated part b
Comments:	
RESEARCH PLAN / TIMEFRAME	

Specify the research plan and timeframe	Research matrix week of 30 April
	Chapter 1-3 – week of 23 may chapter 4 week of 22 August.
	Chapter 5 week of 22 sept
	Draft treatise – week of 17 October

Specify how changes to the research plan / timeframe will be dealt with.	Changes to the timeframe can Lead to not completing the treatise	

	YES	NO
Was the postgraduate student informed of the timeframes	☐	☐

Specify remedial action if schedule is not adhered to?	Discuss with study leader	

Comments:	

SUBMISSION OF WRITTEN MATERIAL AND FEEDBACK		

Specify how often written work should be submitted to the study leader(s).	At least once a month

Specify the timeframe for feedback.	Two weeks max

Specify remedial action if feedback agreement is not adhered to?	Student may not finish

ETHICS APPROVAL		

	YES	NO
The postgraduate student was informed that all research projects require ethical approval?	☒	☐

The postgraduate student was informed that it is his/her responsibility to apply for ethics?	☒	☐
Comments:		

INTELLECTUAL PROPERTY

	YES	NO
The postgraduate student was informed that all intellectual property resulting from research conducted for postgraduate degrees, including all publications, is governed by the intellectual property policy (IRC 401.01)	☒	☐
The student was informed that the intellectual property rights resulting from a postgraduate's research shall vest in the university	☒	☐
Comments:		

The **STUDENT** and the **STUDY LEADER** confirms that:

1. They have read and understood this learning agreement,

2. They agree to accept its content for the duration of the study period as per the qualification stipulated above.

SIGNATURES:

STUDENT: ………………………………………

STUDY LEADER:

………………………………………..