higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

CONSUMER BEHAVIOUR
NQF LEVEL 4

22 November 2024

This marking guideline consists of 8 pages.

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SECTION A

QUESTION 1

1.1 True
1.2 False
1.3 False
1.4 True
1.5 False
1.6 True
1.7 False
1.8 False
1.9 True
1.10 True
1.11 True
1.12 True
1.13 False
1.14 True
1.15 False

(15 × 1) **[15]**

QUESTION 2

2.1 evaluation of alternatives
2.2 initiator
2.3 Income
2.4 Effective packaging
2.5 monogram
2.6 Bar coding
2.7 selective
2.8 physical distribution
2.9 distribution channel
2.10 endless chain
2.11 database
2.12 Customer satisfaction
2.13 Minimal prompts
2.14 Tower hands
2.15 Customer service

(15 × 1) **[15]**

TOTAL SECTION A: 30

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QUESTION 3

3.1
- Smiling to customers will make them feel delightful.✓✓
- Moving hands during conversations will influence the flow of thoughts to customers.✓✓
- Shaking hands with customers will express friendliness, openness and cooperation.✓✓
- Making eye contact will show the seriousness of the conversation.✓✓
- Nodding the head will show that the salesperson is paying attention to what the customer is saying.
- Turning the palms of hands and asking customers if something is bothering them can assist in conveying meaning.

Any relevant answer (4 × 2) (8)

3.2
- Be memorable.
- Properly manage business cards.
- Follow up with people you have met.
- Attend networking events. (Any 3 × 1) (3)

3.3
3.3.1 Reflective
3.3.2 Leading
3.3.3 Leading
3.3.4 Probing
3.3.5 Close-ended
3.3.6 Open-ended

(6 × 1) (6)

3.4 Referral prospecting involves seeking new clients or customers through recommendations from existing clients, customers or business contacts.
The current customer gives the salesperson the names of other potential customers and the sales person can reward the customer if the referral also become the customer. ✓✓

Nonreferral prospecting is the process of finding and approaching potential clients or customers through methods that do not rely on direct recommendations. The salesperson does not get names of prospects from the satisfied customers but gather a lot of names from variety of sources such as directories, newspapers, yearbooks, trade publications, company records, personal observations, cold canvassing etc ✓✓

(Any relevant 2 + any relevant 2) (4)

3.5
- Private or personal matter
- Not wanting want to hurt the salesperson's feelings by not buying
- Feeling uncomfortable to reveal real feeling
- Feeling the salesperson's presentation is too bad to listen to any longer

(Any 3 × 1) (3)

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3.6
- Improves relationships with customers
- Increases sales
- Higher productivity
- Cultivates new leads
- Increases productivity
- Better marketing
- Essential analysis
- Improves customer services
- Simplified collaboration
- Better data security
- Sales forecasting
- Better segmentation

(Any 6 × 1) (6)
[30]

QUESTION 4

4.1 4.1.1 Personal records
4.1.2 Referral sales
4.1.3 Media scanning

(3 × 1) (3)

4.2
- Being rude and aloof
- Not greeting customers
- Do-not-care attitude
- Being too eager
- Personal appearance
- Boring and irritating customers with the commonly used: 'How can I help you?'
- Looking customers up and down
- Treating customers as if you are doing them a favour
- Pursuing customers who indicated that they want to browse first
- Judging customers on their physical appearance and age
- Not taking teenagers seriously
- Customers not served immediately
- Salespeople ignoring customers while serving others
- Salespersons appearance that offends customers like tasteless clothes etc
- Customers being bored by “How can I help you?”
- The “next please”
- Salespeople using poor language like “uncle”
- Asking customers name and pronounce it incorrectly
- Salespeople not introducing themselves to customers
- Salespeople who do not wear uniform
- Unprofessional salespeople who yell across the sales floor (Any 5 × 1) (5)

4.3 **Routine decision-making process**

- Recognition of need: Usually triggered by running out of the product or noticing it is needed.
- Information search: Limited or no information search – consumers often rely on habit, brand familiarity or store proximity.
- Evaluation of alternatives: Few, if any, alternatives considered – consumers often stick to their preferred brand.
- Purchase decision: Quick and straightforward – often made in-store without much deliberation.
- Post-purchase evaluation: Minimal or no post-purchase evaluation – satisfaction is generally assumed unless a significant issue arises.

Limited-purchase decision-making process

- Recognition of need: Triggered by a specific need or desire, but not as urgent as routine purchases.
- Information search: Moderate information search – consumers may compare features, prices and reviews of several options.
- Evaluation of alternatives: Multiple options considered but not an exhaustive list – may have a few brands or models in mind.
- Purchase decision: More thought into and consideration of decision –may visit multiple stores or websites before making a choice.
- Post-purchase evaluation: Moderate post-purchase evaluation – consumers may assess whether the product met their expectations.

(5 + 5) (10)

4.4 Culture shapes what individuals consider essential needs, desires and luxuries, e.g. in some cultures, owning a car may be considered a necessity; while in others it may be viewed as a luxury.✓✓ (Any relevant answer) (2)

4.5.1

- LG
- Defy
- Ponds
- Nivea
- HP
- Hisense
- Sony
- Samsung (Any relevant 5 × 1) (5)

4.5.2

- Cellphone
- Stove
- Vanishing cream
- Body lotion
- Laptop
- Washing machine
- PlayStation
- TV (Any relevant 5 × 1) (5)

[30]

QUESTION 5

5.1
- After making a purchase, consumers evaluate their level of satisfaction with the product or service. If they are satisfied, it reinforces a positive perception of the brand and increases the likelihood of future purchases.✓✓
- Satisfied customers are more likely to share positive experiences with friends and family. This can lead to word-of-mouth referrals, which can influence the decision-making process of others.✓✓
- Negative post purchase evaluation refers to customer's dissatisfaction with the product or the service after making purchase. It can lead to feeling of
- regret, anxiety, discomfort, uncertainty, and can negatively impact a customer perception of the brand✓✓
- Customers can show dissatisfaction by requesting for refund after late delivery, damaged product, no shipping protection etc

(Students can discuss positive or negative post purchase behaviour) (2 × 2) (4)

5.2
- Be informed: It is your responsibility as the consumer to read all the information provided by the manufacturers.✓✓
- Prompt payment: If you buy on credit, it is your responsibility to pay the shop owner.✓✓
- Guard against shoplifting: It is your responsibility to take care that nobody shoplifts.✓✓
- Guard against damaging goods: Do not fit too tight garments.✓✓
- Complain through the right channels: Be sure of your facts before complaining.✓✓ (5 × 2) (10)

5.3
- Reducing transaction costs: Intermediaries can consolidate small orders from multiple buyers, allowing for economies of scale in shipping, storage and handling. This helps reduce the overall transaction costs for both producers and buyers.✓✓
- Facilitating exchange: Intermediaries facilitate the exchange of goods and services by providing a platform where buyers and sellers can meet. They create a market presence for the product, making it accessible to a wider audience.✓✓
- Providing storage and warehouses: Intermediaries often have facilities for storing goods. This is especially important for products that need to be stored for extended periods before they reach the end consumer.✓✓
- Increasing communication: The greater the number of intermediaries, the bigger the channel of communication between the producer and consumer.
- Financial advantage: By selling to intermediaries before consumer demand is developed, financial advantages are provided for the producer.✓✓
- More equitable distribution of goods throughout the market: Because products are available at more outlets, they are more generally available than they would be if only available at one outlet.✓✓
- Specialist activities performed: Number of gaps exist between producers and consumers. Each of these gaps has intermediaries who specialises in filling them. ✓✓
- Location advantage: because intermediaries are next to consumers, their location provides opportunities for better satisfaction of consumer needs. ✓✓ (Any 4 × 2) (8)

5.4 Price is the primary source of conflict. Intermediaries often want to maximise their own profits. Wholesalers may feel pressured to negotiate lower prices from producers to increase their own margins, while retailers may seek lower wholesale prices to maintain competitive retail prices.✓✓ (2)

5.5
- Offering an apology shows empathy and acknowledges customers' feelings, letting them know that their concerns are valid and important.✓✓
- A sincere apology demonstrates a commitment to customer satisfaction. It can help rebuild trust and restore the customers' confidence in the business.✓✓
- A well-handled complaint can even lead to increased customer loyalty, as it shows that the company cares about its customers' experiences and is willing to take responsibility for any mistakes or shortcomings.✓✓

(Any 2 × 2) (4)

5.6 A product warranty is a promise made by a manufacturer or similar party regarding the condition of their product. It is an assurance of product quality and it provides potential buyers with an added level of confidence in the product to be purchased. ✓✓ (2)

[30]

QUESTION 6

6.1 Glide to leg**:**
•The company will provide an explanation, an apology, a free sample or a refund.
•The idea is to silence the complainant without getting too involved.
•The company will provide short term solutions.

Pathfinders:
•They encourage customers to complain and they work hard to treat the underlying problem.
•Rather than waiting for the dissatisfied customers to get in touch with them, they actively seek them out and find out what is making them unhappy.

(2 + 2) (4)

6.2 Step 1: Find the best solution
Step 2: Discuss the solution with the customers
Step 3: Implement the solution
Step 4: Follow up (4)

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6.3
- Identify and eliminate bottlenecks.
- Assist planning by forecasting and inventory planning.
- Provide point-of-purchase advertising material.
- Establish a consulting committee to eliminate bottlenecks.
- Eliminate uncooperative intermediaries.
- Provide managerial assistance to an intermediary.
- Organise competition.
- Supply free samples.

(Any 5 × 2) (10)

6.4 The goal of intensive distribution is to maximise availability and accessibility of the product to a wide range of consumers.✓✓
The exclusive distribution strategy is normally used for products that require a more specialised or controlled approach to reach the target market.✓✓ (2 + 2) (4)

6.5
6.5.1 Informative labels
6.5.2 Grading labels
6.5.3 Trade labels

(3 × 1) (3)

6.6
- Improved inventory control
- Improved utilisation of shelf space
- Improved productivity of cash registers
- Accurate price indicators
- Removes need for price marking
- Eliminates human error

(Any 5 × 1) (5)
[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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