higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

# MARKING GUIDELINE

## NATIONAL CERTIFICATE (VOCATIONAL)

## CONSUMER BEHAVIOUR
## NQF LEVEL 3

**27 November 2023**

**This marking guideline consists of 7 pages.**

Copyright reserved

## SECTION A

## QUESTION 1

1.1 C✓✓
1.2 B✓✓
1.3 D✓✓
1.4 A✓✓
1.5 B✓✓
1.6 C✓✓
1.7 D✓✓
1.8 A✓✓
1.9 D✓✓
1.10 C✓✓

(10 × 2) **[20]**

## QUESTION 2

2.1 False
2.2 False
2.3 False
2.4 True
2.5 True
2.6 False
2.7 True
2.8 False
2.9 True
2.10 False

(10 × 1) **[10]**

**TOTAL SECTION A: 30**

Copyright reserved 

## SECTION B

## QUESTION 3

3.1 3.1.1

- Individual consumers✓ – a person on his/her own, separate from other people. They buy clothes to use themselves. Individual consumers also buy for other people e.g., when the mother buys groceries for the whole family.✓
- Group consumers✓ – they consist of more than one individual consumer. They buy products and consume as a group. e.g., the local soccer team bought soccer uniforms.✓
- Business consumers✓ –consumers who buy products and services from businesses so that they can make new products to sell and use them.✓ (3 × 2) (6)

3.1.2 Business consumer✓✓ (2)

3.1.3

- To manufacture other products and services.✓✓
- To sell the same products to other organisations or household consumers, which include individual and group consumers.✓✓
- To help them carry on the business of the organisation.✓✓
- To use in their business activities. (Any 3 × 2) (6)

3.1.4

- New task buying – This kind of buying happens when the organisation has never bought that product or service. The business consumer must gather a lot of information about the product or the suppliers.✓✓
- Straight rebuy – buying the same product again and again because they like it, and it works well. The organisation knows exactly what they want to buy and where to buy it. They simply repeat the order.✓✓
- Modified rebuy – the business buys the same product with little changes or small differences. It might be a change of model, design or colour of the same product.✓✓ (3 × 2) (6)

3.1.5

- Centralised buying centre – All buying takes place at the central office which is usually the head office.✓✓
- Decentralised buying centre – Each branch buys its own products from its suppliers.✓✓ (2 × 2) (4)

3.2 3.2.1 A market is any place where buyers and sellers meet to buy products and services.✓✓ (2)

3.2.2

- Consumer market
- Industrial market
- Reseller market
- International market (4 × 1) (4)

**[30]**

## QUESTION 4

4.1 4.1.1 Context of markets are the circumstances or environment in which the market operates and the consumers who buy and sell in that market.✓✓ (2)

4.1.2
- Lloyd comes from a well-up family and Sammy comes from a poor family.✓✓
- Lloyd lives in better housing than Sammy who lives in an informal settlement.✓✓
- Lloyd has a source of income, but Sammy does not have any source of income.✓✓
- Lloyd drives to school but Sammy walks to school.
- Lloyd has a better living standard than Sammy. (Any 3 × 2) (6)

4.1.3 The reasons why marketers are interested in knowing the socio-economic contexts of their consumers are:
- the socio-economic context has a very important influence on the market.✓✓
- the marketer will offer products that will meet the needs of their consumers at the right price and place.✓✓
- the marketer has to know who their consumers are, how much they earn, where they live and their living standards.(Any 2 × 2) (4)

4.2 4.2.1
- The customer market is the overall market in which buying and selling take place.✓✓
- The consumer market – it consists of end users of products and services who buy them for their use. A consumer market is a subset of a customer market. This means that the consumer market forms part of the customer market.✓✓ (4)

4.2.2
- Process and make other products or provide other services.
- Use themselves.
- To sell to other buyers.
- To help them to deliver a service. (Any 2 × 1) (2)

4.3
- Suppliers
- Competitors
- Manufacturers
- Wholesalers
- Retailers (Any 4 × 1) (4)

4.4 4.4.1 Market segment✓✓
4.4.2 Target market✓✓
4.4.3 Market segmentation✓✓
4.4.4 Mass market✓✓
(4 × 2) (8)
**[30]**

## QUESTION 5

5.1 5.1.1 ladies/women✓✓ (Any 1 × 2)

5.1.2
- Foschini
- Donna Claire
- Truworths
- Woolworths
- Edgars (Any 2 × 1)

5.1.3 Female segment market✓✓ (Any 1 × 2)

5.1.4 Miladys only sells ladies clothes. They only sell female clothes.✓✓ (Any 1 × 2)

5.1.5
- They may ask consumers to fill in questionnaires in the shops where the products are sold.
- They may phone their clients to hear if they are satisfied with the products and services. (telephone interviews)
- They can do studies of what the perceptions of the target market are about products.
- Marketers may ask consumers to arrange different products according to what they prefer to buy. (Any 2 × 1)

(5 × 2) (10)

5.2
- How much do consumers know about the products or similar products?
- What is the consumers' attitude towards the products?
- How often do the consumers buy and use this product?
- What are their interests and in what activities do they participate?
- What do they do in their spare time? (Any 4 × 1) (4)

5.3
- Umbrella positioning – refers to an overall image of the total organisation and not of separate products that it sells.✓✓
- Positioning against competition – refers to where an organisation positions its products directly against the competition. Organisations compare themselves or their brands with their competitors. Care should be taken to avoid comparative advertising.✓✓
- Positioning based on a specific benefit – marketers base their positioning on the advantages or benefits of a particular product. In other words, they tell consumers how that product will improve their lives. This positioning strategy emphasises the benefit of this product in its advertisements. This strategy can also be used by showing how the benefits of a product will prevent something negative from happening.✓✓
- Find a new positioning – this is where the organisation finds a totally new position which is not occupied by any other product or organisation.
- Filling more than one position – when a marketer finds an open position in the market, the organisation may create several brands to fill that position. In this way, the organisation makes sure that there is no space for competitors. (Any 3 × 2) (6)

Copyright reserved 

5.4
- The product may not have been positioned correctly in the first place.✓✓
- Competitors enter the market and position their products in a similar position.✓✓ This will mean that the target market is divided among too many products.✓✓
- Factors outside the organisation may change e.g., economic factors may change.
- Technology creates new opportunities.
- Demographics changes – the organisation might want to target a different category of consumers from before.
- Social changes. – Changes in the social environment may force the organisation to reposition its products. (Any 3 × 2) (6)

5.5
- The product survives the introductory phase and moves to the growth stage.
- More and more consumers buy the product for the first time.
- Some consumers make repeat purchases leading to product adoption.
- Sales increase rapidly.
- Profits also increase.
- Costs associated with the products decline because more products are being bought.
- Manufacturing costs become cheaper because of economies of scale.
- Competitors can enter the market as they see that the product is selling well. (Any 4 × 1) (4)

**[30]**

## QUESTION 6

6.1 6.1.1
- Qualitative research methodology – relates to the qualities of something rather than quantity. The research focuses on qualities or characteristics of consumer perceptions, rather than specific numbers.✓✓
  Qualitative research aims to find out about the respondents' honest beliefs and opinions about organisations, products, and services.
- Quantitative research methodology – relates to amounts or numbers rather than the qualities or standards of something.✓✓ (2 × 2) (4)

6.1.2
- By watching/observing consumers or potential consumers.✓✓
- By experimenting – e.g., by moving products around in the store, or by putting new products in the store to test how consumers react.✓✓
- By doing surveys such as questioning people to find out how often they buy kitchen appliances, and from which stores they prefer to buy them. (Any 2 × 2) (4)

Copyright reserved 

6.1.3
- Cross-tabulation
- Complex statistical techniques (2)

6.1.4
- Validation
- Editing
- Coding
- Data entry
- Data cleaning (Any 2 × 1) (2)

6.2 6.2.1 Makers✓✓
6.2.2 Actualisers✓✓
6.2.3 Experiencers✓✓
(3 × 2) (6)

6.3 6.3.1
- Access control – most organisations employ security personnel to monitor who comes into and leaves the building. Visitors and staff members wear identity cards, visitors must sign in a register at the entrance and write down their personal information before they are allowed into the building.✓✓
- Shops usually put cameras that record everyone entering and leaving the shop. There are also security guards at the entrance who seal customers' bags as they enter the shop to prevent shoplifting.✓✓
- Security of information – Employees must sign the secrecy of information form. Employees must keep the organisation's information safe. Employees may not be allowed to take photos of the products being made. When employees resign, they may be asked to leave immediately to prevent them from taking confidential information about the company's marketing strategy.✓✓
- Armed attacks and robberies – the security staff must take charge. Give robbers what they want. Don't try to be heroes.✓✓
- Bomb threats – never ignore a bomb threat. Call the police immediately then follow an evacuation procedure of your organisation. (Any 4 × 2) (8)

6.3.2
- To listen to the problems and concerns of employees regarding health and safety.✓✓
- Identify existing and potential safety hazards.✓✓
- Determine the cause of the health or safety problem.
- Make suggestions about how to solve the health or safety problem. (Any 2 × 2) (4)

**[30]**

**TOTAL SECTION B: 120**
**GRAND TOTAL: 150**

Copyright reserved