

UMALUSI



Council for Quality Assurance in
General and Further Education and Training

The case of NC (V) Consumer Behaviour?

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tourism

Department:
Tourism
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Background

- In the research Consumer Behaviour was not analysed in the same depth as the subjects in the two programmes under scrutiny.
- The curriculum was considered but not evaluated.
- The 2011- examination paper was analysed
- The work was undertaken because it was felt that Consumer Behaviour is a related subject to the ones evaluated in the Hospitality and Tourism Programmes

Place and role of the subject Consumer Behaviour

- Consumer Behaviour is an optional subject in the Marketing programme of the NC (V).
- Focus: Consumer Behaviour related to Products and Services
- Certain topics in this subject compliment topics dealt with in Tourism and Hospitality.
- It was felt that certain topics in Consumer Behaviour **might be considered for:**
 - the Entrepreneurship component of Level 3 Tourism Operations
 - and that some elements might strengthen CSHR in Hospitality/Tourism

The format of the 2011 final examination paper

- All 3 levels similar in format and difficulty
- None stands out as making greater demands on students
- Mark allocation: 150 (all levels) and 3 hours
- **Section A:** 30 marks short questions
- **Section B:** 120 medium to long responses
- While all 3 papers are weighed towards knowledge and comprehension, the questions in Level 2 is more appropriately worded for Level 2
- Mark allocations are not consistent i.e. sometimes x 2 per listed fact but 1 mark for an explanation.

Format cont...

- Some use of case studies and scenarios from all different types of businesses in the consumer market i.e. supermarkets, coffee shops, clothing shops, product manufacturers etc
- Levels 2, 3 and 4 **not clearly structured in Topics** and the **student has to shift focus from one topic to another** within the same question – not conducive to logical thinking process especially given the number of learning outcomes.

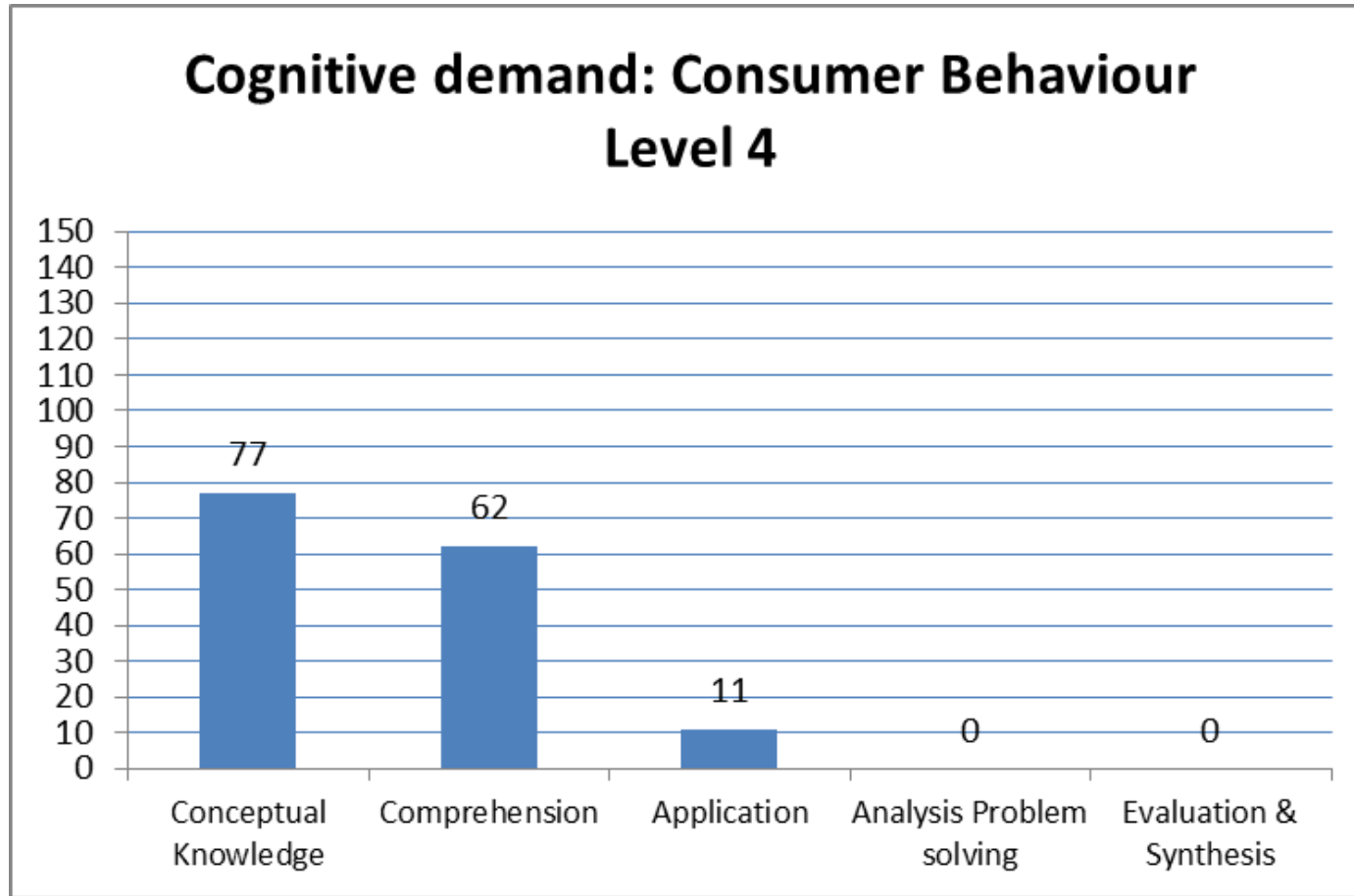
Compliance with Assessment Guidelines (AGs) L4

Topic No.	Topic	Required by Subject Guidelines	Actual Marks Exam Paper 2011
1	Consumer behaviour and decision making	30	46
2	Branding & packaging	30	38
3	Channels and logistics	30	27
4	Identify customers	15	13
5	Liaise with customers	15	16
6	Take orders from customers	15	0
7	Handling complaints	15	10
	Total	150	150

Compliance with Assessment Guidelines (AGs)

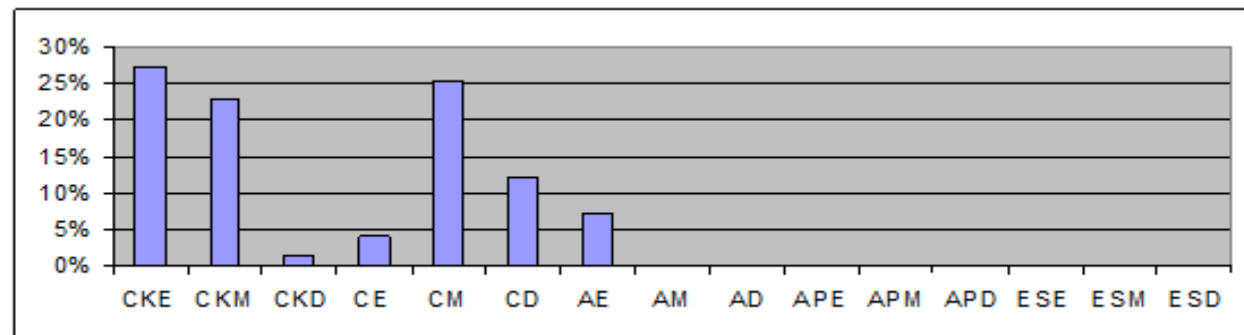
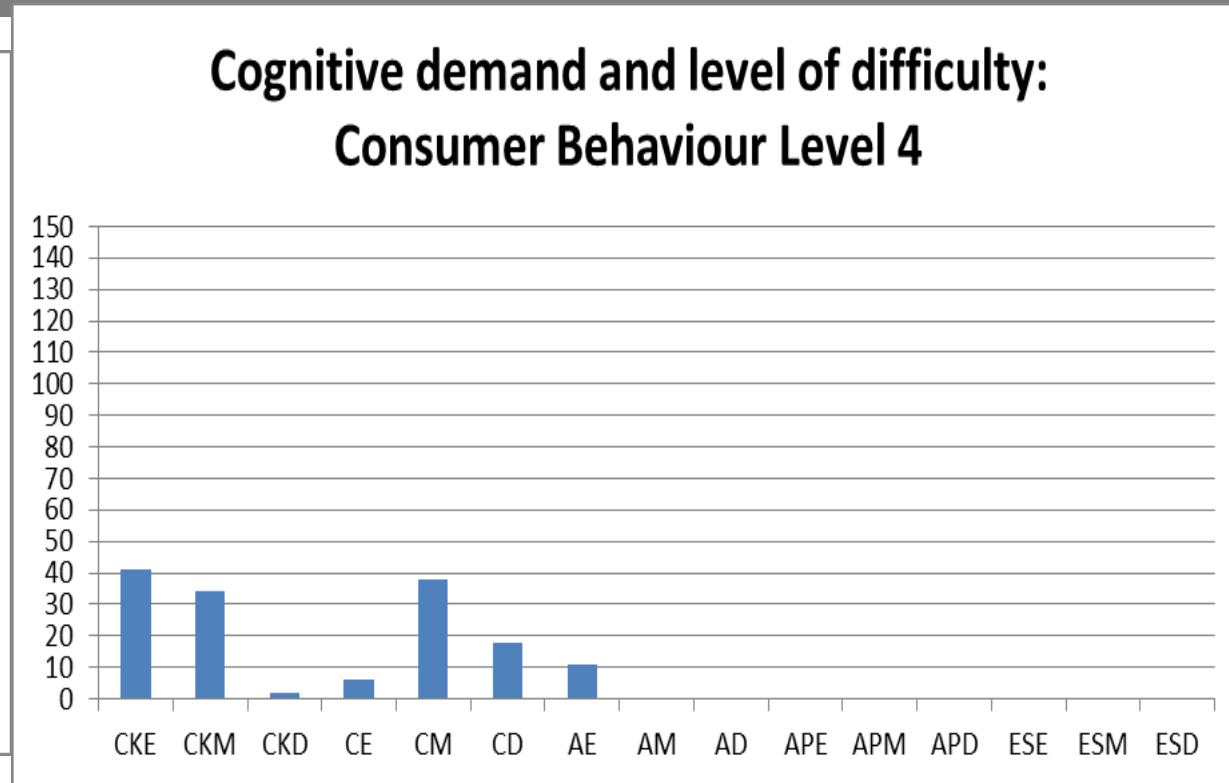
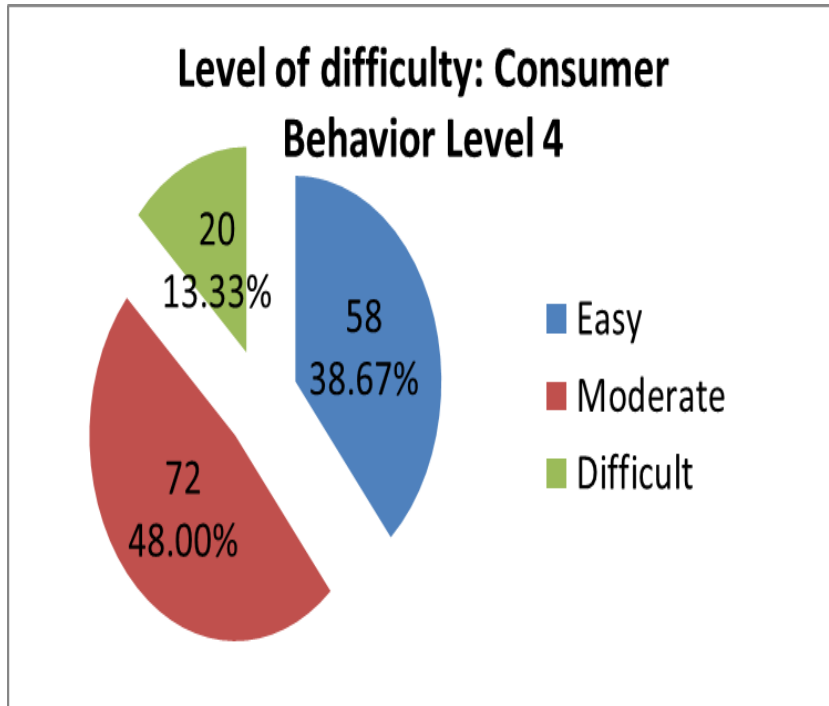
Type of cognitive demand	% Required by Assessment Guidelines	Actual percentage in 2011 paper	Marks required out of 150	Actual marks out of 150 in 2011 paper
Knowledge and Comprehension	55-75%	93%	82,5 – 112,5	139
Application	20-35%	7%	30-52,5	11
Analysis, Evaluation and Synthesis	5-15%	0%	7.5-22,5	0
TOTAL	100%	100%	150	150

Cognitive categories / Levels of difficulty:



Marks indicated out of a total of 150

Cognitive categories / Levels of difficulty:



Progression across levels

- **Very little progression across the L2, L3, L4** content in terms of the same topic being followed through from L2 – L4 as in the school content
- **18 topics across L2 – L4**
- Each new topic deals with many outcomes
- **L2 – 76 Outcomes**
- On closer inspection the topics can be arranged to show more progression
- Identify customers of a business could appear in L3 as it links more with the other topics
- The content however does become more complex in nature from L2 – L4

Concluding remarks: Enhancing effective assessment

- The subject guidelines provide too broad a % for each cognitive demand e.g. (55%-75%) for Knowledge and Comprehension. Should be more precise.
- CB papers should be more consistent with other NC (V) papers with regard to time and mark allocation i.e. Level 4: 200 marks – 3 hrs
- Questions **to become more industry focused using industry based examples** – can be contextualised using Hospitality and Tourism examples
- **Careful moderation practices** on usage of language for second language learners, cognitive demand and topic weightings and coverage, duplication of questions
- **Scaffolding of questions is recommended** within each question so that it is accessible for the learner and does not become more difficult as the paper progresses.

Findings and recommendations

- **Consumer Behaviour has a definite link to the world of work:** we live in a consumer driven economy and therefore the content is relevant
- The assessed curriculum must be carefully aligned to the intended curriculum: at present text book focused rather than looking at the world of work.
- Recommend that during curriculum revision the **Entrepreneurship on L3 in Tourism Operations** be strengthened with topics from **Consumer Behaviour**.
- **CSHR also be strengthened as a hospitality/tourism subject:** The market, the target market, branding, packaging and labelling

Types of employment opportunities/ further studies

- With the inclusion of the Topics such as Branding, packaging and labelling.
- Both Tourism and Hospitality students can be provided with an opportunity to widen their prospects in terms of Entrepreneurship.
- Work opportunities in advertising and marketing the brand of food products, hospitality establishments, tour operations etc
- Analysis of Consumer Behaviour for the development of new products
- Food magazines/lifestyle magazines
- Travel magazines
- Research for companies of food/tourism products on the market

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THANK YOU



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