

## College of Agriculture and Environmental Sciences

### Research focus areas for 2021: Department of Life and Consumer Sciences - Consumer Sciences

Focus area	Researchers in the focus area	Specialisation of researchers in the focus area	Profile of the researcher	Research project themes	Capacity per researcher for 2021
<p><b>1.Consumer Education, Food Stuffs, Clothing and Nutrition behaviour (perception, attitudes, value and consumer decision making)</b></p> <p><b>Contact person:</b>  <b>Prof E Kempen</b>  <a href="mailto:kempeel@unisa.ac.za">kempeel@unisa.ac.za</a></p>	<p>Prof E Kempen  <a href="mailto:kempeel@unisa.ac.za">kempeel@unisa.ac.za</a></p>	<p>Consumer behaviour and decision making</p>	<p>Prof Elizabeth Kempen is a professor in the Department of Life and Consumer Sciences. She holds a PhD from The University of Liverpool. Her research focus is on Consumer behaviour and the drivers of consumer decision to purchase. Methodology expertise: Qualitative research</p>	<ol style="list-style-type: none"> <li>1. Consumer attitude and perception towards food and food products (specifically focussing on milk and UHT milk use and consumption but applications will be considered for any other food related proposals such as food items or healthy food etc.)</li> <li>2. Factors that influence different consumer groups consumption and purchase decision of food and food products</li> <li>3. Consumer values and the influence on the decision to purchase</li> </ol>	<p>Masters: 2            PhD: 2</p>

Focus area	Researchers in the focus area	Specialisation of researchers in the focus area	Profile of the researcher	Research project themes	Capacity per researcher for 2021
				<ul style="list-style-type: none"> <li>4. Green consumerism, social and corporate responsibility and decision making</li> <li>5. Consumer socialisation on the decision to purchase</li> <li>6. Consumer culture on the decision to purchase</li> <li>7. Country of origin and branding on the decision to purchase</li> </ul>	
	Dr L Christie <a href="mailto:chrisl@unisa.ac.za">chrisl@unisa.ac.za</a>	<b>The entire focus area i.e.</b> perception, attitudes, value and consumer decision making regarding consumer products	Dr Lorna Christie is a lecturer in the Department of Life and Consumer Sciences. She obtained her PhD in Consumer Sciences from Unisa, and will graduate with a Masters' degree in Open Distance Learning in 2019. Her research thus focusses on Consumer Behaviour, in general, but also more specifically on sustainable consumption and conscientious decision-making. Additionally, she focusses on ODeL research also.	<ul style="list-style-type: none"> <li>1. Consumer attitude and perception towards food and food products (specifically focussing on milk and UHT milk use and consumption but applications will be considered for any other food related proposals such as food items or healthy food etc.)</li> <li>2. Factors that influence different consumer groups consumption and purchase decision of food and food products</li> <li>3. Consumer values and the influence on the decision to purchase</li> <li>4. Green consumerism, social and corporate responsibility and decision making</li> </ul>	Masters: 1 PhD: 2

Focus area	Researchers in the focus area	Specialisation of researchers in the focus area	Profile of the researcher	Research project themes	Capacity per researcher for 2021
				<ol style="list-style-type: none"> <li>5. Consumer socialisation on the decision to purchase</li> <li>6. Consumer culture on the decision to purchase</li> <li>7. Country of origin and branding on the decision to purchase</li> </ol>	
	Prof FT Tabit <a href="mailto:tabitft@unisa.ac.za">tabitft@unisa.ac.za</a>	Food product development, food safety and food microbiology	Prof Frederick T Tabit is a professor in the Department of Life and Consumer Sciences. He holds a Masters in Bio-and Food Technology from Lund University (Sweden) and PhD in Food Science from University of Pretoria (South Africa). Methodology expertise: Experimental research	<ol style="list-style-type: none"> <li>1. Consumer attitude and perception towards food and food products (specifically focussing on milk and UHT milk use and consumption but applications will be considered for any other food related proposals such as food items or healthy food etc.)</li> <li>2. Factors that influence different consumer groups consumption and purchase decision of food and food products</li> <li>3. Consumer values and the influence on the decision to purchase</li> <li>4. Green consumerism, social and corporate responsibility and decision making</li> </ol>	Masters: 0 PhD: 0
	Dr TS Van Eeden <a href="mailto:veedets@unisa.ac.za">veedets@unisa.ac.za</a>	Nutrition and food security, African	Dr van Eeden obtained her MSc from the University of Potchefstroom for	<ol style="list-style-type: none"> <li>1. Consumer attitude and perception towards food</li> </ol>	Masters: 0 PhD:0

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		indigenous foods, therapeutic nutrition with the focus on chronic disease of lifestyle and functional foods	CHE and her DPhil from the University of Pretoria. She is currently a senior lecturer in the Department of Life and Consumer Sciences and the community engagement project leader for the community engagement project: Health and Life skills training.  Methodology expertise Quantitative	and food products (specifically focussing on milk and UHT milk use and consumption but applications will be considered for any other food related proposals such as food items or healthy food etc.) 2. Factors that influence different consumer groups consumption and purchase decision of food and food products 3. Consumer values and the influence on the decision to purchase 4. Green consumerism, social and corporate responsibility and decision making	
	Dr EA Symington <a href="mailto:syminea@unisa.ac.za">syminea@unisa.ac.za</a>	Nutrition and health behaviour and practices during the first 1000 days (pregnancy, infancy and young children)	Dr Symington obtained her PhD in Nutrition from the North-West University. She is currently a Lecturer in the Department of Life and Consumer Science. Her research focus is health and nutrition during pregnancy and early life development.  Methodology expertise: Quantitative	1. Consumer attitude and perception towards food and food products (specifically focussing on milk and UHT milk use and consumption but applications will be considered for any other food related proposals such as food items or healthy food etc.) 2. Factors that influence different consumer groups	Masters: 2 PhD:1

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				<ul style="list-style-type: none"> <li>consumption and purchase decision of food and food products</li> <li>3. Consumer values and the influence on the decision to purchase</li> <li>4. Green consumerism, social and corporate responsibility and decision making</li> </ul>	
	Dr M Strydom <a href="mailto:strydm1@unisa.ac.za">strydm1@unisa.ac.za</a>	Clothing related consumer behaviour	Dr Mariette Strydom is a lecturer in the Department of Life and Consumer Science. She completed her PhD in Consumer Science at UNISA. Her research focus is small scale apparel product design and development with special interest in small scale production and related consumer behaviour, as well as sizing and fit issues. Methodology expertise: Qualitative	<ul style="list-style-type: none"> <li>4. Green consumerism, social and corporate responsibility and decision making</li> <li>5. Consumer culture on the decision to purchase</li> </ul>	Masters: 1 PhD: 1
<b>2. Food product development, quality and safety assurance</b> Contact person: Prof FT Tabit <a href="mailto:Tabitft@unisa.ac.za">Tabitft@unisa.ac.za</a>	Prof FT Tabit <a href="mailto:Tabitft@unisa.ac.za">Tabitft@unisa.ac.za</a>	Food product development, food safety and food microbiology	Prof Frederick T Tabit is a professor in the Department of Life and Consumer Sciences. He holds a Masters in Bio-and Food Technology from Lund University (Sweden) and PhD in Food Science from University of Pretoria (South Africa). Methodology expertise: Experimental research	<ul style="list-style-type: none"> <li>1. Development of novel food products</li> <li>2. Food safety assurance measures</li> </ul>	Masters: 2 PhD: 1
	Dr Florence Malongane <a href="mailto:malonf@unisa.ac.za">malonf@unisa.ac.za</a>	Nutrition and food security, African indigenous foods, therapeutic nutrition with the focus on chronic	Dr Florence Malongane is a Lecturer in the Department of Life and Consumer Sciences. She holds a PhD from the University of South Africa. Her research focus area is in	<ul style="list-style-type: none"> <li>1. Food product development</li> <li>2. Food microbiology</li> </ul>	Masters: 3 PhD: 1

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		disease of lifestyle and functional foods	food and nutrition security, nutrition and chronic disease of lifestyle and functional foods.  Methodology expertise: Quantitative		
<b>3. Nutrition knowledge and Consumption Patterns, Nutrition and food security</b> <b>Contact person:</b> <b>Dr TS Van Eeden</b> <a href="mailto:veedets@unisa.ac.za">veedets@unisa.ac.za</a>	Dr TS Van Eeden <a href="mailto:veedets@unisa.ac.za">veedets@unisa.ac.za</a>	Nutrition education and practices, nutrition and food security, Food consumption patterns and behaviour	Dr van Eeden obtained her MSc from the University of Potchefstroom for CHE and her DPhil from the University of Pretoria. She is currently a senior lecturer in the Department of Life and Consumer Sciences and the community engagement project leader for the community engagement project: Health and Life skills training.  Methodology expertise Quantitative	<ol style="list-style-type: none"> <li>1. Consumers' nutrition knowledge, their nutritional behaviour and nutritional status.</li> <li>2. Food consumption patterns of vulnerable groups – report on food behaviour and nutritional adequacy</li> <li>3. The impact of nutrition education on the nutritional practices and knowledge of health care workers</li> <li>4. Food and Nutrition Security</li> </ol>	Masters: 1 PhD: 0
	Dr EA Symington <a href="mailto:syminea@unisa.ac.za">syminea@unisa.ac.za</a>	Nutrition and health behaviour and practices during the first 1000 days (pregnancy, infancy and young children)	Dr Symington obtained her PhD in Nutrition from the North-West University. She is currently a Lecturer in the Department of Life and Consumer Science. Her research focus is health and nutrition during pregnancy and early life development.  Methodology expertise: Quantitative	<ol style="list-style-type: none"> <li>1. Consumers' nutrition knowledge, their nutritional behaviour and nutritional status.</li> <li>2. Food consumption patterns of vulnerable groups – report on food behaviour and nutritional adequacy</li> <li>3. The impact of nutrition education on the nutritional practices and</li> </ol>	Masters: 3 PhD:1

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				<p>knowledge of health care workers</p> <ol style="list-style-type: none"> <li>4. Food and Nutrition Security</li> <li>5. Nutrition and health studies with focus on BMI and body fat index</li> </ol>	
	Mr R Mathye <a href="mailto:mathyr@unisa.ac.za">mathyr@unisa.ac.za</a>	Nutrition education and practices, nutrition and food security, Food consumption patterns and behaviour as well as dietary intakes of GDM women.	Mr R Mathye is a Lecturer in the Department of Life and Consumer Sciences. He holds a master's degree from the University of Pretoria and currently enrolled for a PhD in Nutrition at the University of Cape Town. His research focus area is in food and nutrition security, nutrition and chronic disease of lifestyle.  Methodology expertise: Quantitative	<ol style="list-style-type: none"> <li>1. Consumers' nutrition knowledge, their nutritional behaviour and nutritional status.</li> <li>2. Food consumption patterns of vulnerable groups – report on food behaviour and nutritional adequacy The impact of nutrition education on the nutritional practices and knowledge of health care workers</li> <li>3. The impact of nutrition education on the nutritional practices and knowledge of health care workers</li> <li>4. Food and Nutrition Security</li> </ol>	Masters: 1 PhD: 0
	Dr B van der Westhuizen <a href="mailto:vdwesb1@unisa.ac.za">vdwesb1@unisa.ac.za</a>	Obesogenic environments; Evidence informed decision making; nutrition leadership.	Bianca van der Westhuizen is a senior lecturer in Nutrition at the Department of Life and Consumer Sciences. She completed her Ph.D. in Nutrition at the Centre of Excellence for Nutrition (CEN), NWU. She is currently conducting research	<ol style="list-style-type: none"> <li>1. Assess the availability of healthy and unhealthy foods in consumer retail environments using geo-coding technology in South Africa</li> </ol>	Masters:3 PhD:1

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			in public health nutrition focusing on the obesogenic environment of South Africa and how that affects the non-communicable disease profile of the country. Other research interest includes knowledge translation and how to bridge the gap between research and decision makers in terms of public health nutrition related problems. She is also passionate about nutrition leadership development in Africa. Her goal is to make her research useful. Methodology expertise: Quantitative	<ol style="list-style-type: none"> <li>2. Assess the availability of healthy and unhealthy foods in community retail environment in South Africa</li> <li>3. Investigating the use of evidence in nutrition policy formulation</li> <li>4. Investigating the impact of leadership training on the nutrition landscape in Africa</li> </ol>	
<b>4. 3D Body Scanning For Apparel, Health And Consumer Research</b> Contact person: Ms K Pandarum <a href="mailto:pandak@unisa.ac.za">pandak@unisa.ac.za</a>	Ms K Pandarum <a href="mailto:pandak@unisa.ac.za">pandak@unisa.ac.za</a>	Theme Group Leader, with 13 years of specialisation in 3D body scanning for apparel sizing and fit studies inclusive of developing standards for use in the clothing, textiles and in ergonomic applications.	Ms Pandarum is a Lecturer in the department of Life and Consumer Sciences. She hold a MSc. (Textile Science) from the Nelson Mandela University and her Honours and Masters qualifications were obtained using 3D scanning technology and she is a current PhD student in the Faculty of Science at NMU in the Department of Clothing and Textiles. Her focus areas are 3D body scanning in apparel and ergonomic applications; consumer apparel behaviour; cleaner production applications in the textile and clothing industries and, in clothing and textiles standards development both nationally and internationally.	<ol style="list-style-type: none"> <li>1. Apparel, Sizing and Fit projects</li> <li>2. Apparel, Consumer Behaviour projects</li> </ol>	Masters: 1 PhD: 0



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			Methodology expertise: (mixed method) Quantitative and Qualitative		
	Prof Kempen <a href="mailto:kempeel@unisa.ac.za">kempeel@unisa.ac.za</a>	Consumer behaviour and decision making	Prof Elizabeth Kempen is a professor in the Department of Life and Consumer Sciences. She holds a PhD from The University of Liverpool. Her research focus is on Consumer behaviour and the drivers of consumer decision to purchase. Methodology expertise: Qualitative research	1. Apparel, Consumer Behaviour projects	Masters: 1 PhD: 1
	Dr M Strydom <a href="mailto:Strydm1@unisa.ac.za">Strydm1@unisa.ac.za</a>	Sizing and fit related consumer behaviour	Dr Mariette Strydom is a lecturer in the Department of Life and Consumer Science. She completed her PhD in Consumer Science at UNISA. Her research focus is small scale apparel product design and development with special interest in small scale production and related consumer behaviour, as well as sizing and fit issues. Methodology expertise: Qualitative	1. Apparel, Sizing and Fit projects 2. Apparel, Consumer Behaviour projects	Masters:1 PhD:0
	Dr L Christie <a href="mailto:chrisl@unisa.ac.za">chrisl@unisa.ac.za</a>	Apparel Consumer Behaviour	Dr Lorna Christie is a lecturer in the Department of Life and Consumer Sciences. She obtained her PhD in Consumer Sciences from Unisa, and will graduate with a Masters' degree in Open Distance Learning in 2019. Her research thus focusses on Consumer Behaviour, in general, but also more specifically on sustainable consumption and conscientious decision-making. Additionally, she focusses on ODeL research also.	1. Apparel, Consumer Behaviour projects	Masters: 1 PhD: 0

<b>5. Sustainable Apparel Enterprises Contact person: Dr M Strydom, <a href="mailto:strydm1@unisa.ac.za">strydm1@unisa.ac.za</a></b>	Dr M Strydom <a href="mailto:strydm1@unisa.ac.za">strydm1@unisa.ac.za</a>	Apparel product development and fashion entrepreneurship	Dr Mariette Strydom is a lecturer in the Department of Life and Consumer Science. She completed her PhD in Consumer Science at Unisa. Her research focus is small scale apparel product design and development with special interest in small scale production and related consumer behaviour, as well as sizing and fit issues.  Methodology expertise: Qualitative	<b>Apparel product design and development:</b> <ol style="list-style-type: none"> <li>1. Creativity and innovation in apparel product development</li> <li>2. Sustainable apparel product development, production and consumption</li> <li>3. Motivational factors of women in apparel entrepreneurship</li> <li>4. Consumer behaviour with regards to custom-made apparel</li> </ol> <b>1. Apparel SMMEs</b> <b>2. Apparel Product Development</b>	Masters: 1 PhD: 1
	Prof E Kempen <a href="mailto:kempeel@unisa.ac.za">kempeel@unisa.ac.za</a>	Consumer apparel and textile purchasing behaviour	Prof Elizabeth Kempen is a professor in the Department of Life and Consumer Sciences. She holds a PhD from The University of Liverpool. Her research focus is on Consumer behaviour and the drivers of consumer decision to purchase.  Methodology expertise: Qualitative research		Masters: 1 PhD: 0
	Dr L Christie <a href="mailto:chrisl@unisa.ac.za">chrisl@unisa.ac.za</a>	Consumer perception, attitudes, value and consumer decision making relating to sustainable clothing consumption	Dr Lorna Christie is a lecturer in the Department of Life and Consumer Sciences. She obtained her PhD in Consumer Sciences from Unisa, and will graduate with a Masters' degree in Open Distance Learning in 2019. Her research thus focusses on Consumer Behaviour, in general, but also more specifically on sustainable consumption and conscientious decision-making. Additionally, she focusses on ODeL research.  Methodology expertise: Quantitative research		

	Ms M Makopo	Entrepreneurial orientation on small apparel business owners	Ms Mirriam Makopo is a lecturer in the Department of Life and Consumer Sciences. She holds a Masters in Clothing Management, from the University of Pretoria. She will register for a PhD in Consumer Science in 2021. Her research focus is on the sustainability of apparel small, medium, and micro apparel enterprises, with specific focus on the entrepreneurial aspects. Her interest is also with consumer behaviour related to small apparel businesses, as well as sizing and fit issues.		Masters: 1
6. Hospitality Management, hospitality education	Ms R Motlogelwa <a href="mailto:motlor@unisa.ac.za">motlor@unisa.ac.za</a>	Guest house grading schemes and quality management	Ms Reba Motlogelwa is a junior lecturer in the Department of Life and Consumer Sciences. She is registered for a Masters (awaiting results) at Tshwane University of Technology. She holds a PGCE from The University of South Africa. Her research focus is guest house grading and quality management.	<ol style="list-style-type: none"> <li>1. Perceptions of guest house managers regarding grading (TGCSA)</li> <li>2. Star grading and quality management in the accommodation sector</li> </ol>	Masters:1 PhD: 0
					<b>Masters: 27 PhD: 8</b>