

College of Agriculture and Environmental Sciences

Research focus areas for 2020: Department of Life and Consumer Sciences - Consumer Sciences

Research focus area	Researchers in the focus area	Specialisation of researchers in the focus area	Profile of the researcher	Research project theme	Supervision Capacity for 2020
1. Consumer education, food stuffs, clothing and nutrition behaviour (perception, attitudes, value and consumer decision making) Contact person: Prof E Kempen kempeel@unisa.ac.za	Prof E Kempen kempeel@unisa.ac.za	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. Consumer attitude and perception towards food and food products. 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 5. Consumer socialisation on the decision to purchase 6. Consumer culture on the decision to purchase	Masters: 3 PhD: 2

				<ul style="list-style-type: none"> 7. Country of origin and branding on the decision to purchase 8. Customer decision preferences for custom made apparel and small apparel business preference 9. Sustainability in the clothing industry from either production or consumption side. 10. Consumer attitude and perception towards and decision making of consumer goods products 11. Consumer values and the influence on the decision to purchase 12. Green consumerism, social and corporate responsibility 13. Consumer socialisation on the decision to purchase 14. Consumer culture on the decision to purchase 15. Country of origin and branding on the decision to purchase 	Masters: 2 PhD: 2
Dr L Christie, chrisl@unisa.ac.za	The entire focus area i.e. 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 focuses on ODeL research also.			
Dr M Strydom strydm1@unisa.ac.za	Clothing related consumer behaviour	Ms Strydom is a lecturer in the Department of Life and Consumer Science. She holds a PhD from the University of South Africa. 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"> 1. Consumer attitude, perception and motivation towards ready-to-wear and/or custom-made clothing products 2. Social-psychology and cultural aspects of clothing consumer behaviour. 		

<p>2. Nutrition, health and food security</p> <p>Contact person: Dr TS Van Eeden veedets@unisa.ac.za</p>	<p>Dr TS Van Eeden, veedets@unisa.ac.za</p>	<p>Nutrition and food security, African indigenous foods, therapeutic nutrition with the focus on chronic disease of lifestyle and functional foods</p>	<p>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.</p> <p>Methodology expertise: Quantitative</p>	<ol style="list-style-type: none"> 1. Consumers' nutrition knowledge, their nutritional behaviour and nutritional status. 2. Food consumption patterns of vulnerable groups – report on food behaviour and nutritional adequacy 3. The impact of nutrition education on the nutritional practices and knowledge of health care workers 4. Food and Nutrition Security 5. Nutrition and health studies 	<p>Masters: -2 PhD: 1</p>
	<p>Dr EA Symington syminea@unisa.ac.za</p>	<p>Nutrition and health behaviour and practices during the first 1000 days (pregnancy, infancy and young children)</p>	<p>Dr Symington obtained her Masters in Nutrition from the University of Pretoria and 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.</p> <p>Methodology expertise: Quantitative</p>		<p>Masters: -2 PhD: 1</p>
	<p>Dr Florence Malongane malonf@unisa.ac.za</p>	<p>Nutrition and food security, African indigenous foods, therapeutic nutrition with the focus on chronic disease of lifestyle and functional foods</p>	<p>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 food and nutrition security, nutrition and chronic disease of lifestyle and functional foods.</p> <p>Methodology expertise: Quantitative</p>		<p>Masters: 1 PhD: 1</p>

	Mr R Mathye mathyr@unisa.ac.za	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		
	Dr B van der Westhuizen Vdwesb1@unisa.ac.za	Public Health Nutrition, salt reduction, investigating the food environment in terms of obesity prevention, evidence informed decision making and nutrition leadership	Dr Bianca van der Westhuizen is a senior lecturer in the Department of Life and Consumer Sciences. She hold a PhD degree in Nutrition from the North West University. Her current research includes investigating the obesogenic environment for prevention of obesity in South Africa. She also has an interest in nutrition leadership and bridging the gap between researchers and policy makers.		Masters:2 PhD: 1
	Ms MN Maluleke malulmn1@unisa.ac.za	Nutrition promotion and education, Food practices, food security	Ms Maluleke is a contract Lecturer in the Department of Life and Consumer Sciences. She holds a Master's degree from the University of South Africa. Her research focus area is in food and nutrition security.		Masters: 0 PhD: 0
3. 3D body scanning for apparel, sizing and fit inclusive of consumer behaviour	Ms K Pandarum pandak@unisa.ac.za	Theme Group Leader, with 13 years of specialisation in	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	3D body scanning for apparel, sizing and fitting 1. Apparel , Sizing and Fit projects	Masters: 3 PhD: 1

<p>Contact person (3D body scanning): Ms K Pandarum pandak@unisa.ac.za</p> <p>Contact person Apparel product design and development using traditional anthropometry in small business sector. Dr M Strydom, strydm1@unisa.ac.za</p>		<p>3D body scanning for apparel sizing and fit studies inclusive of developing standards for use in the clothing, textiles and in ergonomic applications.</p>	<p>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.</p> <p>Methodology expertise: (mixed method) Quantitative and Qualitative</p>	<p>2. Apparel, Consumer Behaviour projects</p>	
	<p>Prof Kempen, kempeel@unisa.ac.za</p>	<p>Consumer behaviour and decision making, Consumer apparel and textile purchasing behaviour</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.</p> <p>Methodology expertise: Qualitative research</p>		
	<p>Dr M Strydom strydm1@unisa.ac.za</p>	<p>Apparel design, sizing, fit using traditional anthropometry and clothing related consumer behaviour for the</p>	<p>Dr Strydom is a lecturer in the Department of Life and Consumer Science. She holds a PhD from the University of South Africa. Her research focus is small scale apparel product design and development with special interest in small scale production and related consumer</p>		

		clothing small business sector.	behaviour, as well as sizing and fit issues. Methodology expertise: Qualitative		
	Ms M Makopo makopmmh@unisa.ac.za	Apparel sizing and fit & consumer behaviour related to custom-made apparel.	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 2020. Her research focus in 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.		
4. Food product development Contact person: Prof FT Tabit Tabitft@unisa.ac.za	Prof FT Tabit, tabitft@unisa.ac.za	Food product development, quality and microbial safety	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	1. Physicochemical, nutrition and sensory characterization of novel food products 2. Microbial quality and safety food products 3. Enhancement of phytochemical and nutritional components of snack foods	Masters: 4 PhD: 2

	<p>Dr D Beswa beswad@unisa.ac.za</p>	<p>Development of snack food products with enhanced phytochemical and nutritional components</p>	<p>Dr Daniso Beswa is a senior lecturer in the Department of Life and Consumer Sciences. He holds a Masters in Food Technology from University of Johannesburg (South Africa) and PhD in Food Security from the University of KwaZulu-Natal (South Africa). His research focus is on technological innovation in food product development with more emphasis on nutrition and health benefits of snack foods.</p>		
	<p>Ms OC Sehoole, sehooc@unisa.ac.za</p>	<p>Food Product development and Sensory evaluation of food</p>	<p>Ms Oratile C. Sehoole is a lecturer in the department of Life and Consumer Sciences. She holds a Master's degree in Consumer Science specialising in Food. Management from the University of Pretoria.</p> <p>Methodology expertise: Quantitative</p>		
	<p>Ms M Maoto maotomossa@unisa.ac.za</p>	<p>Food quality assurance, sensory evaluation of food and food commodity processing</p>	<p>Ms M Maoto is a Junior lecturer in the department of Life and Consumer Sciences. She holds a Master's Degree in Food Science and Technology, from University of Venda specialising in natural antioxidants that are found in foods especially fruits. With more emphasis on their impacts on human health.</p> <p>Methodology expertise: Quantitative</p>		

<p>5. Hospitality management, food preparation services, quality and safety assurance</p> <p>Contact person: Dr JJ Sibanyoni ibanjj@unisa.ac.za</p>	<p>Dr JJ Sibanyoni, sibanjj@unisa.ac.za</p>	<p>Quality and safety assurance in food services</p>	<p>Dr Sibanyoni is a Senior Lecturer in the Department of Life and Consumer Sciences. He holds a Magister Technologiae in Food and Beverage Management from Tshwane University of Technology (South Africa) and PhD in Consumer Science from University of South Africa (South Africa).</p> <p>Methodology expertise: Quantitative research</p>	<ol style="list-style-type: none"> 1. Effect of food preparation and service methods on plate waste 2. Evaluation of the participation of the learners to school feeding programmes. 3. Food safety knowledge and awareness of consumers and vendors of food 	<p>Masters: 2 PhD: 1</p>
	<p>Ms R Motlogelwa motlor@unisa.ac.za</p>	<p>Hospitality management and related services</p>	<p>Ms R Motlogelwa is a Junior lecturer in the department of Life and Consumer Sciences. She holds a Bachelor of Technology Degree in Hospitality Management (Tshwane University of Technology), Registered for Masters in Tourism and Hospitality Management (Tshwane University of Technology).</p>		
	<p>Ms WN Phoswa phoswwn@unisa.ac.za</p>	<p>Hypertension in pregnancy, HIV infection and Diabetes mellitus</p>	<p>Ms WN Phoswa is a Lecturer professor in the Department of Life and Consumer Sciences. She holds a Masters in Medical Sciences (Physiology) from University of KwaZulu-Natal (Westville campus) and is currently registered for a PhD in Medicine from University of KwaZulu-Natal (Nelson R Mandela School of Medicine).</p> <p>Methodology expertise: Experimental research</p>	<ol style="list-style-type: none"> 1. Drug/Plant extract that improves the action of PI3K/AKA/mTOR pathway in diabetes mellitus 2. HIV/AIDS and diabetes mellitus (Very few studies reported) 3. Pregnancy related complications and plant extracts 	<p>Masters: 1</p>

6. Sustainable Apparel Enterprises Contact person: Mrs M Strydom strydm1@unisa.ac.za	Dr M Strydom strydm1@unisa.ac.za	Apparel entrepreneurship with special interest in apparel product design and development and small-scale production	Ms Strydom is a lecturer in the Department of Life and Consumer Science. She holds a PhD from the University of South Africa. 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	Apparel product design and development: 1. Creativity and innovation in apparel product development 2. Sustainable apparel product development 3. Motivational factors of women in apparel entrepreneurship 4. Motivational factors of custom-made apparel customers	Masters: 4 PhD: 2
	Prof E Kempen, kempeel@unisa.ac.za	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		
	Dr L Christie, chrisl@unisa.ac.za	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		

			<p>also more specifically on sustainable consumption and conscientious decision-making. Additionally, she focusses on ODeL research.</p> <p>Methodology expertise: Quantitative research</p>		
	Ms M Makopo	Entrepreneurial orientation on small apparel business owners	<p>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 2020.</p> <p>Her research focus in 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.</p>		