

## LITERATUURVERWYSINGSLYS

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## BYLAAG A: GIDS VIR EERSTE INDIVIDUELE ONDERHOUDE

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### BESPREKINGSGIDS VIR EERSTE INDIVIDUELE ONDERHOUDE

- Bou 'n vertrouensverhouding met die deelnemer.
- Bedank vir bereidheid tot deelname.
- Stel deelnemer op haar gemak.
- Jou idees / persepsies is belangrik – daar is geen regte of verkeerde antwoorde nie.
- Is dit in orde as ek gesprek op band neem?
- Vertel my van jouself, jou gesin, jou werk.

### TEMAS OM GESPREK GERIG TE HOU:

- Begrip geriefsvoedsel? Ken jy dit, gebruik jy dit?
  - 'n Foto of 'n regte voorbeeld van die produkte kan as stimulus gebruik word om die deelnemer te pols oor haar indrukke van die produkte (indien hulle nie oor onderwerp kan praat nie).
- Wat gebruik jy?
  - Pols vir eienskappe, voor- en nadele, redes.
  - Wat is belangrik omtrent die produk?
  - Word dit met tuisbereide ekwivalente vergelyk?
- Wanneer gebruik jy dit?
  - Pols vir week, naweek, gaste - redes.
  - Omstandighede, geleenthede - redes
- Wat sal jy nooit koop of nooit weer koop nie? (redes, motiverings)
  - Moontlike risikopersepsie.
  - Vergelyk met tuisbereide ekwivalente?
  - Word daar aan die veiligheid van geriefsvoedsels gedink wanneer gekoop word?
  - Voedingswaarde?

- Hoe hou gebruik van geriefsvoedsels verband met:
  - Gesinsvoorkeure – mans en kinders
  - Huiswerker
  - Vaardighede en belangstelling
  - Hoe laat dit haar voel? (selfpersepsie, rolle)
  
- Invul van projektiewe tegniek (kyk Bylaag B.)
  
- Bedank
  - Toestemming om verbatim aanhalings in tesis te maak (identiteit sal beskerm word).
  - Versoek dat getranskribeerde weergawe van onderhoud geverifieer word, aangevul word waar nodig.
  - Gee geskenkie en groet.

## BYLAAG B: PROJEKTIEWE TEGNIEK

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Beste deelnemer

Baie dankie vir u tyd en insette in my studie. Dit word opreg waardeer.

Lees asseblief die opdrag deur en voltooi dit op die vorm.



Skryf 'n advertensie vir televisie om geriefsvoedsel te adverteer onder die volgende opskrifte:

- Die **teikengroep** waarop die advertensie gemik is, ter wille van die regte tydgleuf en die toon van die advertensie.
- 'n **Beskrywing van die produk** wat in die advertensie voorgestel gaan word.
- Die **idee of storielyn** wat u wil oordra, met ander woorde die idee wat die produk moet verkoop.

Teikengroep

Beskrywing van produk

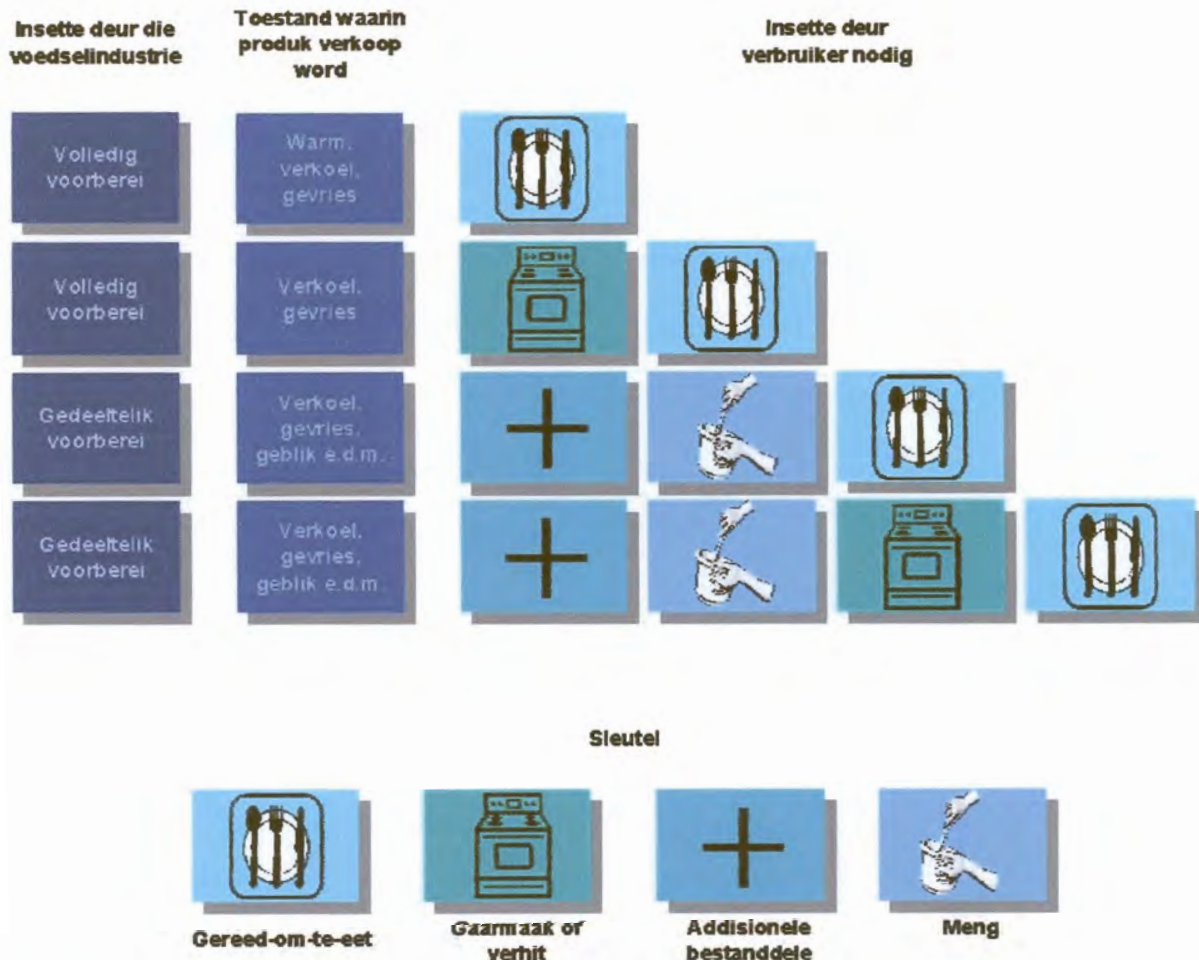
Idee of storielyn wat produk moet verkoop



## BYLAAG C: BESKRYWING VAN PRODUK OP VERPAKKING OF BEMARKINGSBOODSKAP

### BESKRYWING VAN PRODUK OP VERPAKKING

Om akkurate produkbeskrywings te kan doen, kan die voedselindustrie die geriefsprodukt beoordeel in terme van die verskillende dimensies. Deur van eenvoudige, eenvormige taal en visuele voorstellings gebruik te maak, sou die voedselindustrie presies kon aandui watter waarde reeds tot die produk toegevoeg is en watter insette nog van die verbruiker verwag word.



FIGUUR 5.3 VISUELE VOORSTELLING VIR DIE BESKRYWING VAN GERIEFSVOEDSELPRODUKTE