



NATIONAL SENIOR CERTIFICATE EXAMINATION  
NOVEMBER 2022

**CONSUMER STUDIES  
MARKING GUIDELINES**

Time: 3 hours

200 marks

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**These marking guidelines are prepared for use by examiners and sub-examiners, all of whom are required to attend a standardisation meeting to ensure that the guidelines are consistently interpreted and applied in the marking of candidates' scripts.**

**The IEB will not enter into any discussions or correspondence about any marking guidelines. It is acknowledged that there may be different views about some matters of emphasis or detail in the guidelines. It is also recognised that, without the benefit of attendance at a standardisation meeting, there may be different interpretations of the application of the marking guidelines.**

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**SECTION A FOOD AND NUTRITION AND CONSUMER-RELATED ISSUES****QUESTION 1 MULTIPLE CHOICE**

Question	1.1	1.2	1.3	1.4	1.5	1.6	1.7	1.8
Answer	B	A	D	B	D	B	C	A

**QUESTION 2**

**2.1 Identify the food-related health condition that is depicted in this picture.**

- High cholesterol
- Arteriosclerosis
- Coronary heart disease

**2.2 Name the substance labelled B in the picture.**

- Plaque
- Cholesterol
- Fatty deposits/waxy substance
- Low-density lipoprotein (LDL)

**2.3 Explain TWO possible outcomes/consequences of this disease.**

When plaque breaks away, it can form blood clots that cause heart attacks. The heart and brain do not receive oxygen-rich blood, resulting in a possible stroke.

Decreased blood flow (narrowing of arteries) to the limbs and lower extremities can cause gangrene.

Cholesterol plaque can clog the renal arteries and cut blood flow to the kidneys, resulting in high blood pressure and kidney failure.

*(Candidates must explain a specific outcome to be awarded two marks. 1 mark for the outcome and 1 mark for the explanation.)*

**QUESTION 3****3.1 What are *pre-and probiotics*?****Pre-biotics**

- Acts as a fertiliser for our gut flora
- Prebiotics are specialised plant fibres/high in fibre
- They help to stimulate and grow the 'good' bacteria
- Food for pro-biotics

**Pro-biotics**

- Help to keep gut bacteria balanced by limiting the growth of bad bacteria
- Probiotics are live cultures of bacteria
- Probiotics compete with 'bad' bacteria for prebiotic food

**3.2 Define *gastro-enteritis*.**

Gastro-enteritis, also known as infectious diarrhoea and gastro, is inflammation of the gastrointestinal tract, stomach, and intestine in reaction to an infection caused by a virus, bacterium, toxic substances or medication. Symptoms may include diarrhoea, vomiting, nausea, blood in the stool and abdominal pain. Fever, lack of energy, and dehydration may also occur.

**3.3 Define *constipation*.**

Constipation refers to an abnormal frequency or irregularity of defecation, abnormal hardening of stools that makes their passage difficult and sometimes painful, decreased stool volume, or prolonged stool retention in the rectum.

**3.4 What is the benefit of using pre- and probiotics for the above-mentioned digestive conditions?**

Diarrhoea is a common digestive symptom of gastroenteritis. Both diarrhoea and constipation are the results of an imbalance in the normal population of 'good' bacteria in the gut. Thus, taking pre-and probiotics may help prevent and treat diarrhoea and constipation by repopulating beneficial gut bacteria and correcting the growth of the 'good' bacteria.

**QUESTION 4****4.1 Explain the term *glycaemic index*.**

The glycaemic index (GI) is a number from 0 to 100 assigned to food, with pure glucose randomly given the value of 100, which represents the relative rise in the blood glucose level two hours after consuming that food. The GI of a specific food depends primarily on the quantity and type of carbohydrate it contains but is also affected by the amount of entrapment of the carbohydrate molecules within the food, the fat and protein content of the food, the number of organic acids (or their salts) in the food, and whether it is cooked and, if so, how it is cooked. GI tables, which list many types of foods and their GIs, are available.

**4.2 What are the health benefits of low glycaemic diets and low glycaemic food?**

- Decreased risk of cardiovascular disease/lower low-density lipoprotein (LDL) levels.
- Reduces risk of and manages type 2 diabetes.
- More successful weight management/appetite control/insulin sensitivity/ keeps you fuller for longer.
- Optimal blood glucose control in people with diabetes (hyperglycaemia), low blood sugar (hypoglycaemia), children with attention deficit disorder (ADD), and sportspeople (endurance).
- Slow release of energy throughout the day.

**4.3 Explain the ranking of carbohydrates according to the glycaemic index.**

- Low-GI foods are foods with a GI ranking of less than 55. These foods cause a slower and lower rise in blood **glucose** levels.
- Intermediate/medium-GI foods are foods with a GI ranking between 55 and 70. These foods cause blood **glucose** levels to increase at a moderate rate.
- High-GI foods are foods with a GI greater than 70. These foods cause a rapid rise in blood **glucose** levels.

*(If candidates refer to blood sugar levels NO marks are awarded for the explanation.)*

**4.4 What will be the possible results of a diet consisting mainly of high-GI foods?**

- Possible weight gain or obesity/cravings/overeating.
- Possible type 2 diabetes/insulin resistance.
- Possible heart disease/hypertension.
- Possible over-stimulation of the pancreas which produces too much insulin.
- Constipation if there is not sufficient fibre in these foods.
- High-GI foods often make individuals feel tired faster, increase feelings of hunger, and often provide a 'quick energy fix'.
- Cancer.
- ADD/ADHD/Hyperactivity.

**QUESTION 5****5.1 Define the term *eating disorder*.**

An eating disorder is a mental (psychological) disorder defined by abnormal eating behaviours that negatively affect a person's physical or mental health. Distorted body image. Over/undernutrition

**5.2 Name TWO possible causes of eating disorders.**

<b>Biological factors</b>	Genetic predisposition Abnormal brain and hormone traits Personality traits/Perfectionism/OCD Nutritional deficiencies Substance abuse
<b>Psychological factors</b>	Trauma Negative body image Poor self-esteem Anxiety disorders/Stress Depression Grieving Bullying
<b>Environmental factors</b>	Dysfunctional family/relationship dynamics Careers and professions that promote weight loss and thin bodies Aesthetically oriented sports Expectations of high grades in school Stressful life changes and transitions Peer pressure
<b>Sociocultural factors</b>	Media – constant obsession with thin, ideal body and increased access to media

(Any 2)

**5.3 Name the eating disorder most associated with binge eating, purging, and laxative abuse.**

Bulimia or Bulimia Nervosa

**5.4 Critically analyse possible management strategies (treatment options) for the eating disorder identified in Question 5.3.**

Maintaining healthy body weight and obtaining information about healthy nutrition + explanation.

Dieticians can create an eating plan with enough carbohydrates (to prevent food cravings), as well as enough proteins and fats (to make the sufferer feel full for longer). This eating plan should also include the necessary mineral and vitamin supplements. In this way, a healthy body weight, normal eating habits, and good nutrition can be achieved. Low-GI foods make the person feel full for longer.

**Psychotherapy + explanation**

Helps to replace unhealthy, negative beliefs and behaviour with healthy, positive ones. Teaches behavioural skills to deal with stress, control emotions, and develop good relationships. Helps the family to support the bulimic person.

**Medication/hospitalisation + explanation**

The right antidepressant together with psychotherapy may help to reduce the symptoms of bulimia.

**QUESTION 6****6.1 Evaluate why organic food production is seen as a sustainable farming method by referring to economic, environmental, and social sustainability.**

Economic sustainability considers business development-related factors such as the cost of food production and supply, profitability, and contribution to the local economy. Organically produced foods are more expensive due to higher production costs that include, labour, pest control, lower yields, and the cost of transporting these products to organic food markets. However, organic farmers will be able to sell these products at higher prices, thus increasing the profitability of their products due to the current 'niche' market of organic products. These organic farmers can also sell their products in their local community and contribute to the social sustainability of their community.

Environmental sustainability considers environmental burdens such as greenhouse gas emissions, resource depletion, and damage to biodiversity. Organic food products are cultivated without the use of chemical pesticides, herbicides, fertilisers, or GMOs. Consequently, no air and water pollution from these chemicals. However, there is a shortage of locally produced organic food products, thus the increase in imports of these products contributes to pollution and global warming. Furthermore, organic pesticides, e.g., blue vitriol (copper sulphate), are toxic to earthworms and fish.

Social sustainability addresses issues such as food safety, food quality, consumer health, consumer satisfaction, societal food security, animal welfare, and the working environment for society involved in the food sector. More employment opportunities are available due to the labour intensity of this farming practice. However, farmers must have exceptional skills and knowledge. The fact that these organic products are produced without the use of harmful chemicals/antibiotics/GMOs/growth stimulants or additives aids in food quality and consumer health. These organic foods are safer to consume than their conventional counterparts.

**6.2 Outline the THREE main principles of food security.****Food availability**

Nutritious, safe food and water are available regularly to all households and all citizens.

**Food accessibility**

All people have enough resources to access the available food and water.

**Food utilisation/use**

If the government assures food availability and accessibility, it is the consumers' responsibility to use their basic knowledge of nutrition to make safe use of food and water to maintain a healthy life.

**Food stability**

Even if your food intake is adequate today, you are considered food insecure if you have insufficient access to food on a regular basis, risking a deterioration of your nutritional status. Adverse weather, political instability, or economic factors (unemployment, rising food prices) can all have an impact on your food security.

**6.3 Explain the negative impact of an increased CPI (Consumer Price Index) on food security.**

The continuous increase in the prices of food brings about an increased CPI as the CPI shows the change in the cost of a hypothetical basket of goods bought by a typical household. The inflation rate is calculated once the CPI figures are made public. An increased CPI will result in an increased inflation rate and consequently a decrease in the purchasing power of money. This means that the average consumer can buy less 'today' than they could buy 'yesterday' with the same amount of money. Thus, there will be a decrease in food availability.

**SECTION B CLOTHING AND CONSUMER-RELATED ISSUES****QUESTION 7 MULTIPLE CHOICE**

Question	7.1	7.2	7.3	7.4
Answer	C	B	B	D

**QUESTION 8**

- 8.1 **Contemporary fashion refers to new garment styles that are worn by a few fashion leaders.**

False – Haute Couture/High fashion/High

- 8.2 **Depression is seen as an economic factor that influences fashion change.**

True

- 8.3 **The natural textile, cotton, is environmentally unsound and should be avoided.**

True

- 8.4 **The peak of one fashion wave overlaps the decline of the previous wave.**

False – rise

- 8.5 **Brand name clothing has a negative impact on a country's economy.**

False – Counterfeit/Pirated/Fake/Imitation/Replica



**QUESTION 9****9.1 Identify the different fashion concepts shown in A–C above.**

A = Fashion fad

B = Fashion trend/Contemporary/Standard

C = Classic style

**9.2 Define the fashion concepts as selected in Question 9.1.**

**A = Fashion fad** = it is fashion that is rapidly accepted and worn by a relatively small group of consumers. These fashion items suddenly become popular but disappear again just as quickly.

**B = Fashion trend** = it is the general direction that a fashion style takes.  
**= Contemporary (standard)** = these styles are currently accepted and worn by many people, are mass-produced and then sold in chain stores at fair, affordable prices and generally remain in fashion for 2–3 years.

**C = Classic style** = These styles are timeless and remain in fashion because of their simplicity. They are a good investment as they remain popular over a long period. It is considered elegant and is usually of good quality.

**QUESTION 10****10.1 Why is the above-mentioned statement true when dressing for a work interview?**

First impressions are a vital form of communication.

We often have only one chance to create an impression.

There is nothing that makes a greater impact whether it is good or bad, than the way we present ourselves to others. This is especially important when we dress for an interview.

A person who is dressed appropriately and smartly for an interview will give the impression that he or she is confident, ready to learn and ready to do a good job at the company.

However, if you arrive at an interview and do not look the part, it will take time before your colleagues or boss realise that you can do the work and offer you the job.

**10.2 List FIVE clothing tips for dressing for an interview.**

- Dress neatly (not stained or wrinkled).
- Wear a smart pair of shoes.
- Keep your accessories minimal and professional.
- Dress to suit the work environment.
- Classic styles are usually a good choice.
- If the dress code is casual, select smart trousers or a skirt with a smart T-shirt, shirt or blouse.
- Find out about the dress code of the company and dress accordingly.
- It is better to over-dress than to underdress.

- Dress according to your body shape/age.
- Wear clothing items that fit and is comfortable.
- Avoid wearing potentially offensive clothing.
- Avoid wearing anything too revealing.

**10.3 State TWO things to avoid when creating a professional clothing look.**

- Shorts
- Ripped jeans
- Tight or short skirts
- Undergarments (pants, bras, boxers) that show outside of your dress or that are visible to others/visible underwear
- Tops that are too short or too low cut and reveal the belly button or cleavage
- Pants that are too low-rise or that reveal the top of your underwear
- Too strong cologne
- Flashy clothing and flashy jewellery (too bright or too colourful)
- An outfit that gives you discomfort
- A dirty and rumpled outfit
- Earbuds or headphones
- Do not wear excessively high-heeled shoes to work
- Do not wear controversial clothes that might offend some people
- Limit the number of accessories/jewellery you wear.

**10.4 Evaluate the wearing of a uniform to work.**

**Advantages**

- Employees can be identified/Ensures conformity.
- A basic standard of appearance is ensured/ensures professionalism.
- Money is saved by employees as it is often cheaper to buy uniforms than to wear civilian clothing every day.
- Less stress for employees as they do not have to worry about what to wear to work.
- Saves time getting ready in the morning because you just have to put on your uniform.
- Companies use uniforms as a marketing tool to boost their brand.

**Disadvantages**

- Employees are unable to express their individuality through their clothes.
- The colour and shape of the uniform may not suit all figure types.
- Employees in uniform represent the company, so certain behaviours are expected.

**QUESTION 11****11.1 What is *eco-fashion*?**

*Eco* refers to ecological, eco-friendly, or environmentally friendly. *Eco-fashion* is also called sustainable fashion or green fashion. It focuses on bettering the social and environmental impact of fashion with sustainable and ethical practices.

**11.2 List FOUR conditions a clothing item must satisfy to be classified as *eco-fashion*.**

Eco-fashion involves materials made from renewable sources,  
sustainable management of resources (water and electricity) and waste,  
recycling,  
renewable energy/bio-degradable  
carbon-neutral shipping,  
transparency,  
and fair working conditions.  
no chemicals/artificial dyes  
less packaging is used locally produced  
produced locally

**11.3 What role do celebrities/fashion leaders play in the promotion of *eco-fashion*?**

Celebrities/fashion leaders endorsing eco-friendly looks will also inspire others to spend their money on eco-friendly outfits.

Often celebrities/fashion leaders are seen as role models, thus by wearing eco-fashion they will influence their followers to do the same.

Celebrities/fashion leaders are often used in the marketing of brand products/fashion, therefore as soon as brands produce eco-friendly fashion the public will follow.

These eco-fashion items will become popular as there is a greater awareness of what celebrities/fashion leaders are wearing.

Wearing eco-fashion will boost the consumer's self-image as they identify with certain celebrities.

These celebrities/fashion leaders wearing eco-fashion will consequently create consumer demand and increase production, making it more affordable.

## SECTION C HOUSING AND FURNISHINGS AND CONSUMER-RELATED ISSUES

### QUESTION 12 MATCH THE COLUMNS

Question	12.1	12.2	12.3	12.4	12.5
Answer	D	A	F	E	B

### QUESTION 13

#### 13.1 What is meant by the term *interest rate*?

An interest rate is the amount of interest due per period, as a proportion of the amount lent, deposited, or borrowed (called the principal sum). The total interest on an amount lent, deposited or borrowed depends on the principal sum, the interest rate, the compounding frequency, and the length of time over which it is lent, deposited, or borrowed.

#### 13.2 Identify TWO differences between fixed and variable interest. Tabulate your answer as shown below.

Fixed	Variable
<ul style="list-style-type: none"> <li>A fixed interest rate applies to a loan when the interest rate remains the same for the full period and does not fluctuate.</li> <li>If the interest rate increases, the instalments remain the same and no additional interest is paid.</li> <li>If the interest rate drops, the loan repayment does not decrease as the instalments remain the same.</li> <li>Easier to budget as it is a set amount, thus predictable.</li> </ul>	<ul style="list-style-type: none"> <li>A variable interest rate applies to a loan where the interest rates fluctuate as the bank's interest rate changes.</li> <li>This is beneficial when interest rates drop because the repayment instalments will be lower.</li> <li>But when the interest rates rise, the repayment instalments will rise too.</li> <li>More difficult to budget because the amount changes monthly.</li> </ul>

#### 13.3 Justify the increase in first-time house buyers from May to July, by referring to the benefits of homeownership.

##### Security + explanation

- Buying your own home will give you a sense of achievement. Becoming a homeowner is generally one of the most important goals for people, personally and financially. Owning your own home enhances your quality of life and that of your family.
- Knowing that you have a roof over your head and a place that belongs to you gives you a sense of security and protection.

**Stability + explanation**

- When you buy your own home, you are not subject to rent increases at the whim of the landlord, or constantly searching for a better rental deal. When the house is yours, your stability, and that of your family, improves 100%, saving you both money and time.

**Investment + explanation**

- Over the long run, real estate remains a safe investment, as the value of housing tends to increase year after year.
- This is especially true for new housing developments in prime locations with good amenities that offer great value for money.
- You can bequeath the house

**Your own space + explanation**

- When your home belongs to you, you can remodel it, adapt it to your tastes and needs, extend it, etc. You can plan for the long term and step by step create the house of your dreams, something which can be a great motivation, being able to finally achieve all your expectations.

**Independence + explanation**

- You finally get to do whatever you want. You no longer need to run every decision past your landlord first. Also, you will avoid any of those awkward landlord inspection visits.
- When you are the owner, you can decorate in the style you wish without any need to consult the landlord. You can have pets (if you want), change the furnishings, or even put in that beautiful wooden flooring that you've always wanted so much.
- Financial independence

**Improve your credit history + explanation**

- It's difficult to buy a house without good credit, but that's not where it ends. Being able to pay your regular mortgage payments can quickly become your best financial reference for other borrowing needs.
- A loan to buy a home is the biggest financial debt most people will take on in their lives. If you get on well with the financial institution that provides it, it will make things much easier in the future, for example, if you decide to buy a bigger and better house, or even a second vacation home.
- Owning your own home has many advantages, and even though it comes with certain responsibilities, overall, it's still a smart move to become a homeowner.

**13.4 Predict the outcome for the following housing options if the interest rate continues to increase.****13.4.1 Buying**

It will become more expensive to buy a house.

Housing ownership will become challenging for low-to-middle income consumers.

Consumers will have to borrow more money from the bank, thus raising interest rates. Repo Rate ...

### 13.4.2 Selling

These increased prices will benefit sellers.  
They will see a better return on their original investment.  
Home sellers might be able to make a bigger profit.  
Homeowners might be forced to sell as they can no longer afford the house.  
Because the housing market has become oversaturated, homeowners might have to sell their properties at a loss.  
Difficult to find a buyer.

### 13.4.3 Renting

Short-term it will have no effect because a rental/lease contract is signed, which establishes the rental amount for a specific period of time.  
Unfortunately, monthly rental is linked to housing prices.  
Investors will pay more for property and consequently, monthly rental amounts will be higher.  
Consumers will be unable to afford to buy a home, so renting will become a popular option for accommodation.

## QUESTION 14

### 14.1 What is an *employment contract*?

- An employment contract is an agreement between an employer and an employee.
- It is a legal contract, and the terms and conditions are legally binding.
- It is to the advantage of both the employer and the employee and protects both parties in terms of contractual obligations and service conditions.

### 14.2 By law, an employment contract must include certain information to make it legally binding. List FIVE reasons why the contract on page 23 is not legal.

- The contract must be signed and dated by the employer, employee, and two witnesses/Consent.
- The name of the employer and employee must form part of the contract.
- Commencement date must be included.
- Wage/salary must be included.
- Hours of work.
- Leave including annual, sick, maternity and family responsibility.
- Rules and regulations/code of conduct/terms and conditions.
- Bonus/ash payments/commission.
- Address.
- Benefits.
- Length of contract.
- Area to be covered by the estate agent.

**14.3 List FOUR other types of contracts.**

- Insurance policies
- Credit agreements (Retail/Hire purchase/Instalment sale)
- Leases/Building/Deeds of sale/Title deed
- Purchase/Sale/Lay-bye agreements
- Gym membership
- Cell phone contracts
- Newspaper or internet subscriptions
- Business contracts/partnership agreements
- Medical aid
- Loans/Mortgage
- Marriage contracts

**14.4 Discuss the advantages of using an estate agent when buying a property.****Trust + explanation**

In general, buyers and sellers trust estate agents more than they do For Sale By Owners (FSBOs). With estate agents, you have an advocate working on your behalf – and that alone creates an air of comfort.

You will know exactly who is representing you, be it, sellers or buyers, while with FSBOs (in many cases), you are dealing with private citizens.

Estate agents are licensed professionals; they have passed exams and must abide by certain codes of conduct. So, whether it's listing your home or looking for a property, there is peace of mind in knowing that an agency behind them protects both buyer and seller.

**Local knowledge + explanation**

Although you may be familiar with your local market, it can be hard to know just how big your market is. An estate agent understands the intricacies of your city and county and can guide you through some of these nuances when deciding where to list your home.

Estate agents can also determine which homes have been on the market for too long, which could indicate that something is wrong with those homes (i.e., they're overpriced or need expensive repairs).

Ultimately, a real estate agent can help ensure that you get more eyeballs on your home at optimal times to increase your chances of selling quickly and for top dollar.

**Communication + explanation**

One of the biggest benefits of using an estate agent is that you'll have someone to help you navigate local laws and regulations. They'll also be able to share contacts and recommendations with you.

If you go FSBO on your own, it can be tough figuring out who should perform property inspections and draft contracts. This is where having an expert in your corner comes in handy!

**Marketing skills + explanation**

There is no doubt that estate agents have more skills in marketing your home than you do. If you want to sell your house easily, you need an estate agent. All estate agents come from an extensive education program and training period designed to market and sell homes for clients.

Without their knowledge of technology, their understanding of markets, and their experience with selling homes, it will be impossible for you to effectively market your home without investing large amounts of time and money into learning how best to do so yourself.

**Settlement processes + explanation**

When you sell your home yourself, you're still required to deal with things like pre-settlement, title insurance, and closing costs.

You may think you can do these on your own, but it often ends up taking an emotional toll on first-time home sellers.

A good estate agent has years of experience dealing with all these issues, which means they can handle any problem before it becomes one.



**QUESTION 15****15.1 Identify FOUR products in this picture that can be recycled.**

- Paper/Cardboard
- Tins
- Plastic
- Bottles
- Chains
- Glass
- Fishing/Nylon net

**15.2 Explain why it is important for South African consumers to manage waste and recycling.**

- When a material is used to make something, it must break down organically, be reused, or recycled into something else. Otherwise, that material only serves one purpose before it ends up in a landfill long term where it will not break down.
- Recycling creates jobs.
- It saves money because it requires far less energy/natural resources to recycle than to produce products from raw materials.
- Saves money because less is produced, requiring fewer raw materials. The most important reason for waste collection is the protection of the environment and the health of the population.
- Rubbish and waste can cause air and water pollution that contributes to global warming and soil erosion.
- Rotting garbage is also known to produce harmful gases that mix with the air and can cause breathing problems in people. Managing waste effectively and recycling reduces this problem.

**15.3 List SIX strategies that consumers can implement at home to reduce waste.**

- Buy products with less packaging/refills or buy unpacked goods instead of packed goods as there is less packaging.
- Create a compost site and use your compost instead of conventional fertiliser. Use electronic media instead of paper.
- Avoid single-serving containers as this produces more waste.
- Buy bulk and purchase only the amount you can use before expiry.
- Use your cloth/mesh shopping bags. Avoid buying plastic shopping bags./ Reusable bags instead of disposable ones.
- Buy reusable containers to limit the amount of waste.
- Buy reusable products such as towelling nappies.
- Donate old things that are no longer required/join recycling groups.
- Store food product correctly to enhance shelf life and reduce wastage.
- Avoid unnecessary purchase/Buy only what you need.
- Usage beeswax wrap (biodegradable) instead of cling wrap.

**15.4 Suggest ONE creative way to reuse a plastic 2-litre bottle.**

Candidates may suggest any logical ideas to be awarded the mark.

**SECTION D INTEGRATED WRITING RESPONSE****QUESTION 16**

**Read the sources below and use them to answer the question that follows.**

**Source 1****Fashion**

Fashion trends change so quickly that it can be difficult to keep up. We don't just mean staying in the know about what celebrities and fashion icons are wearing – there's also a lot of pressure on the average consumer to purchase the latest designs in clothing.

Not everyone can afford to purchase designer clothes, which has led to a boom of brands and department stores that offer cheaper lines. These cheaper brands are examples of fast fashion, an effect of globalisation.

[Source: <<https://stylevanity.com/2020/07/>>]

**Source 2****Housing in Europe: The Impact of Globalisation on a Once Local Issue**

The European region is strongly influenced – politically, socially, and economically – by the European Union on the matter of housing. This influence is increasingly evident since globalisation, which has encouraged the free movement of capital and enterprises, heavily changed urban structures and attracted massive migration from within and outside Europe.

[Source: <[https://www.socialwatch.org/sites/default/files/Eu\\_SW2010\\_Housing\\_eng.pdf](https://www.socialwatch.org/sites/default/files/Eu_SW2010_Housing_eng.pdf)>]

**Source 3****The Impact of Globalisation on Food Availability and Access in Developing Countries**

Globalisation has affected food systems in the world and the world's poor in so many ways.

The increased process of globalisation has had a major impact on food security around the world and with it a greater impact on and increased importance to the lives of producers and food consumers.

[Source: <<https://scholar.sun.ac.za/bitstream/handle/10019.1/1/>>]

Debate the impact of **globalisation** on **consumer behaviour**. In your argument refer to the fashion, housing, and food industries.

Study the rubric to guide your response.

Criteria	Performance Indicators				
	6 marks	5–4 marks	3–2 marks	1 mark	0 marks
<b>Introduction &amp; Conclusion</b>	<p>An introduction with a clear and concise definition of both globalisation and consumer behaviour.</p> <p>The conclusion is a consolidation of all facts with a clear argument against or for globalisation.</p>	<p>An introduction that shows an understanding of the terminology, but only one of the terms was defined. A conclusion is present, but the facts were not consolidated OR there is no clear argument for or against globalisation.</p>	<p>An introduction was attempted but it shows a poor understanding of the terminology.</p> <p>The conclusion and consolidation of facts are attempted but lack clarity.</p> <p>Either the introduction or conclusion was not attempted.</p>	<p>The introduction and conclusion were attempted but they are vague, lacking cohesion, rambling or repetitive.</p>	<p>No introduction or conclusion.</p>
	10–8 marks	7–5 marks	4–3 marks	2–1 marks	0 marks
<b>Effect of globalisation on the fashion, housing, and food industry</b>	<p>The response shows a thorough understanding of globalisation and its effect on consumer behaviour in all three industries. Advantages and disadvantages are clearly argued. No factual errors.</p>	<p>The response shows a good understanding of globalisation and its effect on consumer behaviour in two industries. Some advantages and disadvantages are argued. Minor factual errors.</p>	<p>The response shows an understanding of globalisation and its effect on consumer behaviour in only one of the industries. Vague advantages and disadvantages. Some important information is missing/incorrect.</p>	<p>The response shows a weak understanding of globalisation and its effect on consumer behaviour. Vague and repetitive. No advantages or disadvantages</p>	<p>The response shows a poor or no understanding of globalisation or consumer behaviour.</p>
	4 marks	3 marks	2 marks	1 mark	0 marks
<b>Quality of the article</b>	<p>The article written is clear and concise. Flow is logical. Focus is consistently maintained. The use of terminology is accurate.</p>	<p>For the most part, the article is clear, the flow is logical, the focus is maintained, and the use of terminology is accurate. There are minor lapses.</p>	<p>The response has some flaws relating to clarity, reasoning, focus and terminology, which affect the quality of the article.</p>	<p>The article is often vague, lacking cohesion, rambling or repetitive. The terminology used is often incorrect.</p>	<p>The article is meaningless.</p>

**The essay is marked holistically using the IEB's essay rubric with the following guidelines.**

Candidates will use different examples and structure their essays differently.

## **Introduction**

### **Definition of globalisation**

Globalisation is the process of meshing culture, food, or design across national lines.

Globalisation is the process of interaction and integration among people, companies, and governments worldwide.

The term globalisation refers to the integration of the economy of the nation with the world economy. It is a multifaceted phenomenon. It is a result of the collection of multiple strategies that are directed at transforming the world towards greater interdependence and integration.

It includes the creation of networks and pursuits transforming social, economic, and geographical barriers.

To put it in other words, globalisation is the method of interaction and union among people, corporations, and governments universally.

### **Definition of consumer behaviour**

Consumer behaviour is the study of individuals, groups, or organisations and all the activities associated with the purchase, use and disposal of goods and services. Consumer behaviour consists of how the consumer's emotions, attitudes and preferences affect buying behaviour.

## **BODY OF ESSAY (FACTUAL INFORMATION)**

### **Impact of globalisation**

#### **Economic effect + reference to housing, clothing & food industries**

Financial capital, for example, aid by wealthy nations to poorer nations, equity, debt, credit and lending.

Increase in international trade at a much faster rate than the growth in the world economy.

Increase in the international flow of capital, including foreign direct investment.

The creation of international agreements led to the establishment of organisations like the World Trade Organisation.

The development of global financial systems, for example, bitcoin.

The increase of economic practices, like outsourcing, by multinational corporations.

The same holds for fashion. In a different light, globalisation also refers to the outsourcing of labour. By using workers from countries that are willing to accept low wages, the production of any good costs a fraction of what it would otherwise.

Cheaper cost of clothing – there are plenty of designers who hold influence throughout the world. Of course, it's nearly impossible for the average person to access those clothes for a reasonable amount of money. As such, fashion has been globalised, too.

There are two sides to the affordability coin. On one side are the consumers who want fashionable clothing that's also affordable. On the other side are businesses who want to meet the demand but can't do so with labourers from their home country.

To save money and sell clothes, many fashion brands are creating mass quantities of their clothes to sell at bargain prices throughout the world. Of course, this is an unsustainable business model if you pay workers fair wages. As such, brands such as Nike had begun to rely on international labour.

The cost of cheap labour – businesses must cut corners somewhere if they want to sell their fashion products at a low price. In developed countries with widespread labour laws, it's impossible to find a large enough group that will work for such low wages. Instead, these companies turn to international labour.

Businesses like Nike are famous for hiring people to work in sweatshops or facilities with long hours, inhumane conditions, and unliveable wages. This negatively impacts the global economy as businesses aim to hoard wealth and sell clothes for cheaper than they ought to.

### **Cultural effect + reference to housing, clothing & food industries**

Greater international cultural exchange.

Spreading of multiculturalism, and better individual access to cultural diversity.

However, the imported culture can easily supplant the local culture, causing a reduction in diversity through hybridisation or even assimilation. The most prominent is Westernisation.

Greater international travel and tourism.

Greater immigration, including illegal immigration.

Spread of local foods to other communities.

Worldwide fads and pop culture.

Loss of individuality and culture – the brands that adopt trendy designs also contribute to a lack of individuality. Many regions have long histories of unique fashion influence. However, the fashion industry is becoming Westernised. Most brands choose to mass-produce clothes worn by Western celebrities, erasing the individuality that clothing used to offer.

In the same vein, these companies often attempt to gain more wealth from the global economy by putting stores in countries around the world. Doing so has led to a steady decline in culture-specific dress. Many native residents of a country are looked down upon as 'foreigners' if they elect to wear traditional dress.

The Vanishing Heritage of fashion – one aspect of fashion globalisation is often overlooked, and that's the loss of family heritage and domestic skills. For a long time, the ability to sew clothes was passed on from generation to generation. Even if families could afford to buy all their clothes ready-made, they still knew how to darn and repair any damage.

The inherent skill of sewing led to an appreciation for quality garments. Expectations for the durability and longevity of clothing were key, so manufacturers worked hard to craft high-quality items. Now, very few people know how to sew or fix their clothing. We often purchase low-quality clothes simply because we can't tell the difference.

### **Trade effect + reference to housing, clothing & food industries**

The promotion of free trade.

The reduction or elimination of tariffs.

The construction of free trade zones with small or no tariffs.

Reduced transportation costs.

Trends in fashion – not only are top tier designs costly, but they're also difficult to keep up with. As fashion ideals and celebrities are constantly changing, clothing designs must change, too. After all, clothes are a sign of social status throughout much of the world. Lack of proper and attractive attire can have genuine impacts on professional and personal goals in some cases.

Of course, most designers lack the time to stay 'on trend' without cutting a few corners. Companies know that producing fast fashion allows them to churn out new designs with an alarmingly fast turnaround, based on how fashion ideals shift. Those decisions then carry over to consumers who are searching to keep their wardrobe as current as possible.

## **ARGUMENT FOR GLOBALISATION**

### **Advantages of globalisation**

- As a result of globalisation, people all over the world enjoy many advantages.
- **Transfer of Technology:** The transfer of technology all over the globe is excellent for us. Any country can choose to borrow the technology by the agreement and implement it in their country for the overall development. People can easily be in touch with people from any part of the world by using advanced technologies at a minimal cost, effort, and time.
- **Better Services:** Globalisation always offers us better services. With technological advancement, services such as electricity supply, water supply, internet, mobile networking, and other services have become more accessible and better than before. Easy internet access throughout the world is also the result of globalisation.
- **Standardisation of Living:** The critical process of globalisation is the integration of economics, enabling countries to fight against problems like poverty and improve people's living standards. Many researchers have stated that when any country opens up its trade to the world, its economic growth rate is faster, and the living standards tend to improve.
- **Development of Infrastructure:** Technological advancements and their spread throughout the globe help in improving the country's infrastructure. Governments are better enabled to deliver their services to the citizens. Development of the infrastructure implies the overall development of the respective countries. Here it is essential to say that the economic growth and development of a country's infrastructure are compatible with each other.
- **Foreign Exchange Reserves:** By globalisation, countries can build foreign exchange reserves due to the international financial flows.
- **Economic Growth:** Globalisation requires optimum utilisation of the resources wherein the deficit resources are procured, and surplus resources are exported to various other countries. This guarantees overall economic growth.
- **Contribution to the World Growth Domestic Product (GDP) Rate:** Globalisation guarantees the contribution of each country to the world GDP growth rate.

## **ARGUMENT AGAINST GLOBALISATION**

### **Disadvantages of globalisation**

Globalisation is not always to our benefit. It impacts our lives in a multidimensional manner. So, it has a few disadvantages as well.

- **Growing Inequality:** Globalisation increases inequality throughout the globe by expanding specialisation and trade. Even though professions and trade amp up the per-capita income, it might cause relative poverty. To explain this, we will use an example. All dominant Multi-National Corporations around the globe are located in the US. All these businesses are buying cheap labour from developing or under-developed countries for product manufacturing or assembling. India, China and Africa are significant examples of this. It increases the employment rates of these countries, but they are lagging far behind relatively developed countries. Again, these companies coming to such countries for cheap labour also deprive their own country's people of work. So, it showcases that relative unemployment and poverty are being created in these developed countries as well.



- **Increasing the Unemployment rate:** Globalisation is increasing the unemployment rate. Where individuals are getting jobs, how is this possible? Here is the explanation. Globalisation needs higher-skilled workers at cheaper rates. But countries where the institutions are comparatively weaker, aren't capable of producing highly skilled workers. As a result, the unemployment rates are increasing in these countries. When foreign companies invest primarily in developing countries, they hire workers from that country. In some scenarios, their wages are significantly lower compared to other developed countries – the demand for such employees in developed countries is much lower. Moreover, along with the emergence of the Global Economic Crisis, jobs are at risk.
- **Trade Imbalance:** The trade balance refers to the value ratio between the country's export and import services and goods. Due to globalisation, any country can trade with any part of the globe. In some instances, the developing countries are highly dependent on developed countries for import goods, but the export capabilities are lower than the imports. An imbalance in trade has been taking place. So, trade imbalance balances values between any country's import and export of goods and services. It is also known as trade deficits. Trade imbalance might increase in the developed countries.
- **Environmental Loots:** The pace at which industrialisation is increasing is an outcome of globalisation. Industrialisation encourages economic growth. However, it harms the environment. Globalisation destroys nature, and it hurts humans very severely. Let's try to understand the scenario with the example. Coca-Cola is the world's leading soft drink company. This company consumes a large amount of water to make soft drinks. In a north Indian state, Uttar Pradesh, a bottling plant of Coca-Cola was shut down by government orders due to too much water usage. In Kerala, a south Indian state, the Coca-Cola plant was also shut down due to the pollution of water supplied to the local communities. Also, Multi-National Corporations are using the natural resources from different countries extensively for personal gain. Various chemical industries are highly harmful to the health of humans by polluting the soil, water, and air.

**Conclusion + clear stance on whether they are for or against globalisation.  
(2 marks)**

**Total: 200 marks**