



**NUUSBULLETIN**  
**AUGUSTUS 2023**

**NEWS BULLETIN**  
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**INHOUD**

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**1**

**MAANDELIKSE PRAATJIE**

**Maandag 28 Augustus 2023 @ 10:00**  
**Die Waenhuis, Jagersbosch**

**FAKTORE WAT DIE AANKOOPGEDRAG VAN INDIVIDUELE VERBRUIKERS BEÏNVLOED.**

**Roy Kretzen**

Verbruikersgedrag is die studie van individue, groepe of organisasies en al die aktiwiteite wat verband hou met die aankoop, gebruik en wegdoening van goedere en dienste. Verbruikersgedrag bestaan uit hoe die verbruiker se emosies, houdings en voorkeure koopgedrag beïnvloed.

Verbruikersgedrag het in die 1940-1950s na vore gekom as 'n duidelike sub-dissipline van bemarking, maar het 'n interdisciplinêre sosiale wetenskap geword wat elemente van sielkunde, sosiologie, sosiale antropologie, antropologie, etnografie, etnologie, bemarking en ekonomie (veral gedragseconomie) vermeng.

Hierdie aanbieding poog om die oorsprong van verbruikersgedrag te ondersoek, wat dit behels, die motiewe en prosesse betrokke en die sleutelfaktore wat die aankoopgedrag van individuele verbruikers beïnvloed.

Dr Roy Kretzen is in Worcester, Wes-Kaap, gebore en het daar gematrikuleer.

**MONTHLY MEETING**

**Monday 28 August 2023 @ 10:00**  
**Die Waenhuis, Jagersbosch**

**FACTORS INFLUENCING THE PURCHASING BEHAVIOUR OF INDIVIDUAL CONSUMERS**

**Roy Kretzen**

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.

Consumer behaviour emerged in the 1940-1950s as a distinct sub-discipline of marketing, but has become an interdisciplinary social science that blends elements from psychology, sociology, social anthropology, anthropology, ethnography, ethnology, marketing, and economics (especially behavioural economics).

This presentation attempts to examine the origins of consumer behaviour, what it entails, the motives and processes involved and the key factors that influence the purchasing behaviour of individual consumers.

Dr Roy Kretzen was born in Worcester, Western Cape, and matriculated there.

Hy het vol- en deelyds aan die Universiteit van Stellenbosch en verskeie ander plaaslike en oorsese akademiese instellings studeer en onder meer die volgende noemenswaardige kwalifikasies behaal: BSc (Bio. Sc.), MBA en PhD (Bus. Admin. - Bemarking).

Roy het sy loopbaan begin by die destydse Navorsingsinstituut vir Vrugte en Vrugtetegnologie (NIVV) in Stellenbosch waar hy 2 poste beklee het. Hy het daarna by Shell Chemikalieë (Landbou) aangesluit as Navorsings- en Ontwikkelingsbeampte in Suid- en Suider-Afrika waar hy verskeie biotegniese en later senior bestuursposte beklee het.

Met die verkoop van Shell se wêreldwye Landbouchemikalieë besigheid aan American Cyanamid gedurende die vroeë 1990's, het hy by Shell se Afstroom besigheid (vanaf raffinadery tot verbruiker) aangesluit waar hy verskeie bestuurs- en uitvoerende poste in Smeermiddels, Kommersieël, Finansies, Korporatief en die Regsafdeling in Suid-, Oos- en Wes-Afrika en Europa beklee het met plaaslike, streeks- en wêreldwye verantwoordelikhede.

Hy het sy eie konsultasiebesigheid in Suid-Afrika gevestig en bedryf nadat hy Shell in 2011 verlaat het en uiteindelik in 2018 afgetree.

Roy en sy vrou, Linette, het sedert 1977 bande met Stilbaai en hulle het hulself in 2013 permanent hier gevestig.

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Roy se PowerPoint is in Engels en hy praat Afrikaans en Engels.

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Besoekers en gaste is welkom by die praatjie.

He studied full- and part-time at the University of Stellenbosch and various other local and overseas academic institutions and obtained, amongst several others, the following noteworthy qualifications: BSc (Bio. Sc.), MBA and PhD (Bus. Admin. - Marketing).

Roy started his career at what was then the Fruit and Fruit Technology Research Institute (FFTRI) in Stellenbosch where he held 2 positions. He then joined Shell Chemicals (Agriculture) as Research and Development Officer in South and Southern Africa where he held various bio-technical and later senior management positions.

With the sale of Shell's global Agricultural Chemicals business to American Cyanamid during the early 1990s, he joined Shell's Downstream business (from refinery to consumer) where he held various management and executive positions in Lubricants, Commercial, Finance, Corporate and Legal based in South, East, and West Africa and Europe with local, regional and worldwide responsibilities.

He established and operated his own consulting business in South Africa after he left Shell in 2011 and finally retired in 2018.

Roy and his wife, Linette, have had ties to Stilbaai since 1977 and they settled here permanently in 2013.

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Roy's PowerPoint is in English, his talk will be in Afrikaans and English.

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Visitors and guests are welcome at the talk.



## 2

### U3A STILBAAI GROEPE

U3A Stilbaai het verskeie groepe wat aktiwiteite slegs vir lede aanbied. Meer inligting oor die groep aktiwiteite is op ons webtuiste: [www.u3astilbaai.org](http://www.u3astilbaai.org).

Onthou asseblief dat die minimum koste vir deelname aan groep aktiwiteite is R5 per vergadering of uitstappie. R4 hiervan kan vir groep uitgawes aangewend word en word opgeskryf in 'n groepfonds, R1 gaan na algemene U3A fondse. (Nota: alle groepe het nie spesiale fondse nie, hul groepfoote gaan na U3A fondse).

- **Aandele Groep:** Die aandele groep hou gereeld samesprekings waar idees oor die aandelemark uitgeruil word. Kontak Deon Grobler by [deongrob123@gmail.com](mailto:deongrob123@gmail.com) indien u wil aansluit.
- **Astronomie groep:** As u by die groep wil aansluit, kontak Deon by [begemannd@gmail.com](mailto:begemannd@gmail.com). Lees meer oor die groep op [www.u3astilbaai.org/astronomy](http://www.u3astilbaai.org/astronomy).

### U3A STILBAAI GROUPS

U3A Stilbaai has several groups offering activities to members only. More information about the group activities are on our website: [www.u3astilbaai.org](http://www.u3astilbaai.org).

Please remember that the minimum cost of participating in any of the groups, is R5 per meeting or outing. R4 of this is used for group expenses and is recorded in the group's special fund, R1 goes to general U3A funds. (Note: not all groups have special funds, their group fees goes into U3A funds).

- **Artificial Intelligence (AI) User Group:** Contact Karel at [karelnel@mweb.co.za](mailto:karelnel@mweb.co.za) if you want to join this new group  
**The group's first meeting is provisionally on Wednesday 30 August at 14:00 in Die Waenhuis.**
- **Astronomy Group:** If you are interested in joining the group, contact Deon at [begemannd@gmail.com](mailto:begemannd@gmail.com) Read about the group on [www.u3astilbaai.org/astronomy](http://www.u3astilbaai.org/astronomy).

- **Botaniese Uitstappies:** Hierdie groep bestudeer interessante inheemse plante op uitstappies in die veld. Kontak vir Christina by [stilbaai6674@gmail.com](mailto:stilbaai6674@gmail.com) as u belangstel.
- **Fotografie Groep:** Enige lid wat belangstel om by die groep aan te sluit kan Richard by [rwebb01@gmail.com](mailto:rwebb01@gmail.com) kontak. Meer inligting op [www.u3astilbaai.org/photography](http://www.u3astilbaai.org/photography).
- **Kunsmatige Intelligensie (KI) Verbruikersgroep:** Kontak Karel by [karelnel@mweb.co.za](mailto:karelnel@mweb.co.za) as julle belangstel in hierdie nuutgestigte groep.  
**Die groep se eerste vergadering is voorlopig op Woensdag 30 Augustus om 14:00 in Die Waenhuis.**
- **Neurowetenskap Groep:** Kontak Jenni by [jennisharkey@gmail.com](mailto:jennisharkey@gmail.com) indien u by die groep en/of die Zoom praatjies wil aansluit. Lees oor die groep op [www.u3astilbaai.org/neuroscience](http://www.u3astilbaai.org/neuroscience).
- **Stapgroep:** Die groep stap normaalweg op Vrydagoggende. As u by die groep wil aansluit, kontak Karl-Heinz by [karl-heinz@wispnet.co.za](mailto:karl-heinz@wispnet.co.za). Inligting oor die groep is op [www.u3astilbaai.org/hiking](http://www.u3astilbaai.org/hiking).
- **Voëlgroep:** Die Voëlgroep betrek mense wat belangstel in voëls, en koördineer ook die SABAP2 projek in Hessequa. Kontak Krysia by [krysiastenvert@gmail.com](mailto:krysiastenvert@gmail.com) indien u belangstel om by die groep aan te sluit. Meer inligting is op [www.u3astilbaai.org/birdgroup](http://www.u3astilbaai.org/birdgroup).
- **Bird Group:** The Bird Group involves people interested in birds, as well as co-ordinating the SABAP2 project in Hessequa. Contact Krysia at [krysiastenvert@gmail.com](mailto:krysiastenvert@gmail.com) if you are interested in joining the group. More information is available on [www.u3astilbaai.org/birdgroup](http://www.u3astilbaai.org/birdgroup).
- **Botanical Walks:** This group studies interesting indigenous plants during walks in the veld. Please contact Christina at [stilbaai6674@gmail.com](mailto:stilbaai6674@gmail.com) if you are interested.
- **Hiking Group:** The group normally hikes on Friday mornings. If you want to join the group, contact Karl-Heinz at [karl-heinz@wispnet.co.za](mailto:karl-heinz@wispnet.co.za). Information about the group is on [www.u3astilbaai.org/hiking](http://www.u3astilbaai.org/hiking).
- **Neuroscience Group:** Please contact Jenni at [jennisharkey@gmail.com](mailto:jennisharkey@gmail.com) if you are interested joining the group and/or the Zoom talks. Read more on [www.u3astilbaai.org/neuroscience](http://www.u3astilbaai.org/neuroscience).
- **Photography Group:** Any member interested in joining the group can contact Richard at [rwebb01@gmail.com](mailto:rwebb01@gmail.com). More information on [www.u3astilbaai.org/photography](http://www.u3astilbaai.org/photography).
- **Shares Group:** The share group holds regular discussions sharing ideas on the share market. Contact Deon Grobler at [deongrob123@gmail.com](mailto:deongrob123@gmail.com).



### 3

#### NUWE GROEP – KUNSMATIGE INTELLIGENSIE VERBRUIKERSGROEP

'n Nuwe Groep van U3A Stilbaai is gestig – dit is die U3A KI Verbruikersgroep (in hierdie geval staan KI vir Kunsmatige Intelligensie, dit is nie die KI waarna veeboere verwys nie, d.w.s. Kunsmatige Inseminasie!). Die groep sal voorlopig hul eerste groep vergadering hou op Woensdag 30 Augustus om 14:00 in Die Waenhuis. Meer details sal mettertyd uitgestuur word.

Kontak Karel by [karelnel@mweb.co.za](mailto:karelnel@mweb.co.za) as julle belangstel in hierdie nuwe groep.

#### NEW GROUP – ARTIFICIAL INTELLIGENCE USER GROUP

A new Group of U3A Stilbaai has been formed – it is the U3A AI User Group (in this case AI stands for Artificial Intelligence, it is not the AI referred to by stock farmers, i.e. Artificial Insemination!). The group will provisionally have their first group meeting on Wednesday 30 August at 14:00 in Die Waenhuis. More details will be available in due course.

Contact Karel at [karelnel@mweb.co.za](mailto:karelnel@mweb.co.za) if you want to join this new group.



### 4

#### VOORSTELLE VIR PRAATJIES EN KORT KURSUSSE

Met die meningsopname van ons praatjies, het ons ook heelwat voorstelle gekry vir praatjies nie op ons oorspronklike lys nie. Daar was ook 'n aantal voorstelle vir onderwerpe wat tot voordeel van ons lede as kort kursusse, apart van ons maandelikse vergaderings, aangebied kan word.

#### PROPOSALS FOR TALKS AND SHORT COURSES

With the opinion survey of our talks, we also received a number of suggestions for talks that were not on our original list. There were also a number of proposals for subjects that could benefit our members as short courses, separate from our monthly talks.

Al probleem wat ons het is om iemand te kry om of die praatjies te lewer, of die kursusse aan te bied – dit moet iemand wees wat darem 'n mate van kundigheid van die betrokke onderwerp het.

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Onderwerpe vir moontlike praatjies is:

- Argitektuur / Boustyle.
- Biblioteekwetenskap.
- Depressie – hoe om dit te verwerk.
- Hoe om energieverbruik te minimaliseer.
- Sonkragstelsels.

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Onderwerpe vir moontlike kort kursusse is:

- Basiese rekenaar vaardighede (Windows 10, Word, Excel, ens).
- Veldkosse.
- Stokperdjies vir mans en vrouens van 50+.
- Verskeie kursusse oor welstand, oefening, gesondheids onderoek, hoe om goed te lyk, toepaslike haarstyle, style in kleredrag, ens vir 60+e.

Sommige van hierdie kan dalk ook as 'n maandelikse praatjie aangebied word.

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Kontak ons asseblief by [info@u3astilbaai.org](mailto:info@u3astilbaai.org) as u, of iemand wat u ken, enige van hierdie praatjies of kursusse kan aanbied.

The only problem we have is to get somebody to give the talks or present the courses – it must be somebody with some knowledge of the subject.

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Subjects for possible talks are:

- Architecture / Building styles.
- Depression – how to deal with it.
- How to minimise energy consumption.
- Library science.
- Solar energy systems.

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Subjects for possible short courses are:

- Basic computer skills (Windows 10, Word, Excel, etc).
- Food from the veld.
- Hobbies for men and women aged 50+.
- Various courses dealing with wellness, excersing, health screening, looking good, appropriate hairstyles, styles in clothing, etc for 60+s.

Some of these may also be suitable for a monthly talk.

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Please contact us at [info@u3astilbaai.org](mailto:info@u3astilbaai.org) if you, or someone you know, can present any these talks or courses.



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## 5

### HISTORIESE BERGPASSE UITSTAPPIE

Die Langeberge-Outeniqua bergreeks was 'n buffer vir vroeë Europese handelaars, jagters, ontdekkingsreisigers en avonturiers wat gereis het na die binneland van suidelike Afrika. Hulle het gebruik gemaak van diere paadjies oor die berge, wat ook gebruik is deur die plaaslike Khoekhoen wat hul vee na weivelde noord van die berge geneem het.

Die Plattekloofpas is die oudste pas in hierdie gedeelte van die Langeberge, en vanaf die vroeë 1700s tot 1841 was dit, na Attakwaskloof, die tweede belangrikste roete van die Kaap na Kannaland. In 1841 is die pas deur die Gysmanshoekpas vervang, op sy beurt het Gysmanshoek in onbruik geraak nadat Garciapas in 1877 voltooi is. Plattekloof Plaas, by die ingang na Plattekloof- en Gysmanshoek-passe, is in 1727 gestig en is die oudste plaas in die Riversdal distrik. Die ou plaasopstal dateer uit die middel 1740s, reisigers oor Plattekloofpas het dikwels hier oorgeslaap.

Voordat Covid-19 ons lewens omgekrap het, het ons verskeie uitstappies na die passe gereël, byna 100 lede het deelgeneem. Sedertdien was daar verskeie versoeke om die uitstappie te herhaal. Maar, voordat ons begin beplan, wil ons net uitvind min of meer

### HISTORICAL MOUNTAIN PASSES OUTING

The Langeberg-Outeniqua mountain range was a barrier to early European traders, hunters, explorers and adventurers travelling into the hinterland of the southern African continent. They made use of animal trails over the mountains, these were also used by the local Khoekhoen tribes for moving their flocks to grazing areas north of the mountains.

The Plattekloof Pass is the oldest pass in this section of the Langeberge, and from the early 1700s to 1841 it was a major route from the Cape to Kannaland, second only to Attaquaskloof. It was replaced by Gysmanshoek Pass in 1841, in turn Gysmanshoek fell into disuse after Garcia Pass was opened in 1877. Plattekloof Farm, at the entrance to Plattekloof and Gysmanshoek Passes, dates from 1727 and is the oldest farm in the Riversdale district. The old farmhouse dates from the mid 1740s, travellers over Plattekloof Pass often stayed here overnight.

Before Covid-19 disrupted our lives, we had several outings to these passes, nearly 100 members participated. Since then we have had several requests to repeat these outings. But, before we start planning such outings, we would like to establish more or less



hoeveel van ons lede belang sal stel in so 'n uitstappie. Dit is belangrik om die volgende inligting in ag te neem voordat u besluit:

1. Ons ry deur Riversdal na die Langeberge tussen Riversdal en Heidelberg, dan oor die Gysmanshoekpas en keer terug na Riversdal en Stilbaai via die Ladismith pad en Garciaapas. Die totale afstand is ongeveer 170km.
2. 'n Hele dag moet hiervoor opsy gesit word, ons vertrek uit Stilbaai om 09:00, en keer terug tussen 16:00 en 17:00. Ons stop vir 'n piekniek ete bo-op Gysmanshoekpas - deelnemers bring hul eie etes.
3. Langs die roete stop ons op verskeie plekke en praat geskiedenis – internasionale geskiedenis, Suid-Afrikaanse geskiedenis, en plaaslike Hessequa geskiedenis – en sommer baie daarvan. Dit is tog immers 'n "historiese" uitstappie!
4. Die pad van Riversdal tot by die Ladismith pad is gruispad, meestal in redelike goeie toestand, maar daar is rowwe dele in die pas. Ons jongste inligting is dat mens 'n 4x4 voertuig met 'n ashoogte van ten minste 200mm nodig het vir die pas. Deelnemers met 4x4's sal moet deel en passasiers neem.

[Met die vorige uitstappies kon ons met hoë 2-wiel aangedrewe voertuie deurkom, maar na al die reën het die pad verswak – as die uitstappie voortgaan, sal ons eers vooraf kyk hoe gaanbaar die pad is].

5. Reiskostes is vir u eie sak, diegene wat saamry kan moontlik bydra tot brandstofkoste.

Laat ons asseblief weet indien u belangstel om op hierdie uitstappie te gaan, sê ook of u 'n 4x4 voertuig het wat u gewillig is om oor die berge te neem. Op hierdie stadium het ons nie datums of enige ander detail nie, as ons voortgaan sal die uitstappie nie voor einde September of gedurende Oktober wees nie.

Kontak ons op [info@u3astilbaai.org](mailto:info@u3astilbaai.org).

how many of our members would be interested in participating in this outing. The following information is important to consider when deciding:

1. We drive through Riversdale to the Langeberg between Riversdale and Heidelberg, then over the Gysmanshoek Pass and return to Riversdale and Stilbaai via the Ladismith road and Garcia Pass. The total distance is approximately 170km.
2. A whole day is set aside, we depart from Stilbaai at 09:00 and return between 16:00 and 17:00. We stop for a picnic lunch at the top of Gysmanshoek Pass – participants bring their own lunch.
3. Along the route we stop at various places and talk history – international history, South African history and local Hessequa history – and lots of it. After all it is an "historical" outing.
4. The road from Riversdale to the Ladismith road is a gravel road, most of it in good condition, but the Gysmanshoek Pass has some rough patches. Our most recent information is that you will need a 4x4 vehicle with a ground clearance of at least 200mm to negotiate the pass. Participants with 4x4's will have to share and take passengers.

[With the previous outings we managed to get through with high 2-wheel drive vehicles, but the road has deteriorated since then due to the rains – if the outing proceeds, we will first check the condition of the road].

5. Travel costs are for your own pocket, those sharing your vehicle could contribute to petrol costs.

Please let us know if you are interested in going on this trip, also stating whether you have a 4x4 vehicle which you are willing to take over the mountains. We have no dates or other details at this time, if we go ahead the outing will not be before the end of September or during October.

Contact us on [info@u3astilbaai.org](mailto:info@u3astilbaai.org).



## 6

### **SEMINAAR: VERSORGING VAN OUER PERSONE**

Jagersbosch en die Bejaarde Persone Forum hou op 31 Augustus om 09:00 'n halfdag seminaar by Jagersbosch se Melkhoutfontein kampus oor die Versorging van Ouer Persone:

- a. Dit is gratis.
- b. Verskeie persone wat in die veld betrokke is sal aanbiedings maak en ook geleentheid gee vir vrae en besprekings.
- c. Lede van U3A Stilbaai wat daarin belangstel word uitgenooi om by te woon.
- d. Belangstellendes kan Adele Redelinghuys van Jagersbosch kontak by:

[hod-health@jagersbosch.org.za](mailto:hod-health@jagersbosch.org.za)

### **SEMINAR: CARE FOR OLDER PEOPLE**

Jagersbosch and the Aged Persons Forum is presenting a half day seminar on 31 August at 09:00 at Jagersbosch's Melkhoutfontein campus about Care for Older People:

- a. It is free.
- b. Various persons working in this field will make presentations with opportunity for questions and discussion.
- c. Members of U3A Stilbaai who are interested are invited to attend.
- d. Interested persons can contact Adele Redelinghuys of Jagersbosch at:

[hod-health@jagersbosch.org.za](mailto:hod-health@jagersbosch.org.za)



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## 7

### GEHEIME LID ??

Nog 'n Geheime Lid het ledegelde van R30 op 27 Julie betaal. Die geld is per EFO in ons bankrekening inbetaal met die verwysing "membership fee 2023" – ons het geen e-pos wat die betaling bevestig ontvang nie, dus het ons geen naam vir die betaler nie.

As dit 'n nuwe lid is, sal hy/sy nie hierdie nuusbuletin ontvang nie en dus nie hierdie artikel sien nie. As iemand by julle kla oor hoe sleg is U3A is om nie eers hul betaling te erken nie, vind uit of hulle dalk die Geheime Lid is en vra hulle om ons te e-pos.

### MYSTERY MEMBER ??

Another Mystery Member paid membership fees of R30 on 27 July. The money was paid by EFT into our bank account with the reference "membership fees 2023" – we had no email confirming payment from this person, thus we have no name for the payee.

If it is a new member, he/she will not receive this news bulletin, and thus not see this article. If somebody complains to you about U3A's incompetence in not even acknowledging their payment, please ask if they are the Mystery Member and ask them to email us.



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## 8

### 2023 MAANDELIKSE PRAATJIES

Die voorlopige program vir praatjies tot die einde van die jaar is as volg (hierdie program kan dalk verander op kort kennisgewing):

- Sept 25: Pieter du Toit se praatjie oor stap in Nepal word uitgestel. Ons sal mettertyd aankondig wie in September gaan praat.
- Okt 30: Willie van Staden: "Die merkwaardige lewe van Adam Small en sy stryd om erkenning."
- Nov 27: Anton van Eeden: "Die aarde en sterre - feite en flaters"

### 2023 MONTHLY TALKS

The provisional programme for talks till the end of the year is as follows (this program could change at short notice):

- Sept 25: Pieter du Toit's talk about hiking in Nepal is postponed. We will announce who will give the September talk in due course.
- Oct 30: Willie van Staden: "The amazing life of Adam Small and his fight for recognition."
- Nov 27: Anton van Eeden: "Earth and the stars – facts and fallacies"

