



University of Pretoria Yearbook 2020

Consumer behaviour 212 (BEM 212)

Qualification Undergraduate

Faculty Faculty of Economic and Management Sciences

Module credits 16.00

Programmes BCom

BCom Business Management

BCom Informatics Information Systems

BCom Marketing Management

BCom Supply Chain Management

BSc Information and Knowledge Systems

BA Visual Studies

BConSci Clothing Retail Management

BConSci Food Retail Management

BConSci Hospitality Management

BSc Culinary Science

Service modules Faculty of Engineering, Built Environment and Information Technology

Faculty of Humanities

Faculty of Natural and Agricultural Sciences

Prerequisites BEM 120 GS

Contact time 3 lectures per week

Language of tuition Module is presented in English

Department Marketing Management

Period of presentation Semester 1

Module content

Internal and external influencing factors of consumer behaviour, the consumer's decision process and application fields of consumer behaviour, consumerisms and social responsibility, buying behaviour of consumers in both product and service related industries, consumer psychology and the influence thereof on buying behaviour, psychology of pricing, influencing factors in consumer buying behaviour, the impact of various forms of marketing communication on buying behaviour.



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