



University of Pretoria Yearbook 2021

Consumer behaviour 212 (BEM 212)

Qualification	Undergraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	16.00
NQF Level	07
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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