



# University of Pretoria Yearbook 2021

## Consumer facilitation 222 (VBF 222)

<b>Qualification</b>	Undergraduate
<b>Faculty</b>	<a href="#">Faculty of Natural and Agricultural Sciences</a>
<b>Module credits</b>	8.00
<b>NQF Level</b>	06
<b>Programmes</b>	<a href="#">BConSci Clothing Retail Management</a> <a href="#">BConSci Food Retail Management</a> <a href="#">BConSci Hospitality Management</a> <a href="#">BSc Culinary Science</a>
<b>Contact time</b>	1 lecture per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Consumer and Food Sciences
<b>Period of presentation</b>	Semester 2

### Module content

Consumer decision making (determinants of informed, responsible consumer decisions, complexity of consumer decisions), consumer satisfaction, consumer socialisation (consumer education; development of consumer skills); consumerism (consumer protection) and consumer complaint behaviour. Gender issues in consumer decision-making, expenditure patterns of the diverse South African consumer market and globalisation. The UN sustainable development goals #5 and 12 are addressed in this module and all projects are focused on responsible consumption behaviour.

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