

University of Pretoria Yearbook 2022

Consumer facilitation 222 (VBF 222)

Qualification	Undergraduate
Faculty	Faculty of Natural and Agricultural Sciences
Module credits	8.00
NQF Level	06
Programmes	BConSci (Clothing Retail Management) BConSci (Food Retail Management) BConSci (Hospitality Management) BSc (Culinary Science)
Prerequisites	No prerequisites.
Contact time	2 lectures per week
Language of tuition	Module is presented in English
Department	Consumer and Food Sciences
Period of presentation	Semester 2

Module content

Consumer decision-making (determinants of informed, responsible consumer decisions, the 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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