



University of Pretoria Yearbook 2020

Consumer facilitation 222 (VBF 222)

Qualification Undergraduate

Faculty [Faculty of Natural and Agricultural Sciences](#)

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.

Module credits 8.00

Programmes [BConSci Clothing Retail Management](#)

[BConSci Food Retail Management](#)

[BConSci Hospitality Management](#)

[BSc Culinary Science](#)

Contact time 1 lecture per week

Language of tuition Module is presented in English

Department Consumer and Food Sciences

Period of presentation Semester 2

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