



# 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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