

# University of Pretoria Yearbook 2021

## Consumer facilitation 222 (VBF 222)

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| <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><br><a href="#">BConSci Food Retail Management</a><br><a href="#">BConSci Hospitality Management</a><br><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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