

# University of Pretoria Yearbook 2022

## 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>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	2 lectures 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, 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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