

# 102-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	休閒消費者行為	Serial No. / ID	2195 / RMM4005
Dept.	休閒事業管理學系	School System / Class	大學日間部3年1班
Lecturer	呂文博	Full or Part-time	兼任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(一)234 / B509	Language	Chinese

Introduction
Courses addresses the issues and topics of customer behavior, including culture, marketing strategy, psychology etc.

Outline
Chapter 1 Introduction Chapter 2 leisure studies consumer behavior Chapter 3 consumer perception Chapter 4 consumer motivation and involvement Chapter 5 consumer attitudes Chapter 6 consumer personality, lifestyle and demographic variables Chapter 7 reference group influence on leisure consumers Chapter 8 consumer culture on leisure Chapter 9 social class leisure consumers Chapter 10 family and leisure consumption Chapter 11 consumer innovation diffusion and situational factors Chapter 12 consumer purchase decisions

Prerequisite
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