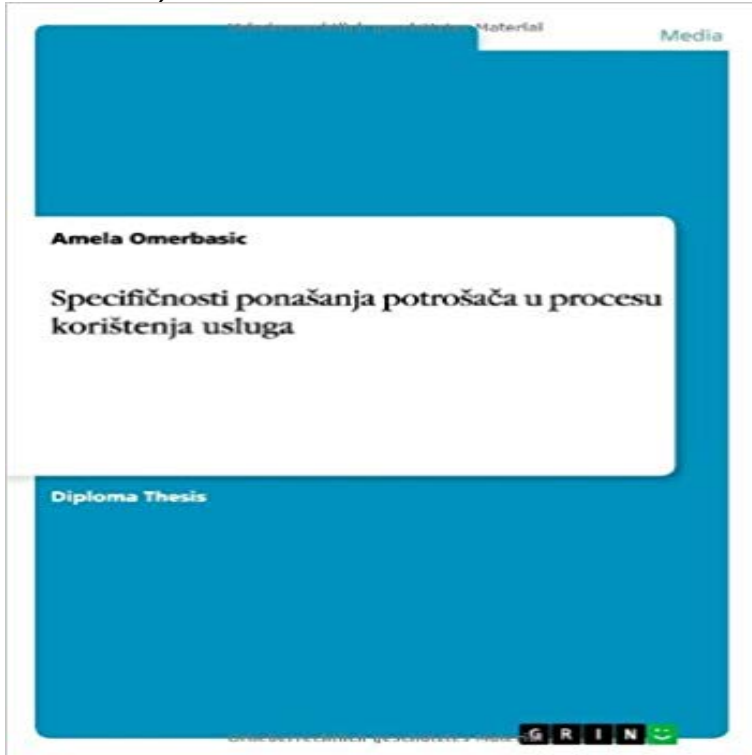


## Specifičnosti ponašanja potrošača u procesu korištenja usluga (Croatian Edition)



Diploma Thesis from the year 2010 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: -, University of Tuzla, language: Croatian, abstract: Potrosaci su sve vise obrazovani i informisani o ponudi proizvoda i usluga. Stoga oni na osnovu sve veceg broja informacija i vlastitog rasudivanja odabiru ono sto je uskladenost s njihovim potrebama. U uslovima sve bogatije ponude proizvoda i usluga razumijevanje i prilagodba potrosacevim motivima i ponašanju postaju sve vise imperativ, a ne opcija za sve preduzetnike koji zele uspjeti na trzistu. Na ponašanje potrosaca moze se uticati jedino uz prilagodavanje elemenata marketinskog spleta potrosacevim potrebama. Uticaji na potrosaca moraju biti drustveno prihvatljivi, jer njihove potrebe i motivi za potrosnju su stvarni, a njihovo zadovoljenje korisnim proizvodima korist je kako za potrosaca, tako i za drustvo u cjelini. Ovo je vazno za kreiranje propagandnih poruka. Poruke kreirane prema standardima dobrog ukusa i etike uticu ne samo na zadovoljavanje zelja i potreba potrosaca, nego sire opcu kulturu i povecavaju proizvodnju, a time doprinose opcoj dobrobiti cjelokupnog drustva. Osjetljivost ponašanja potrosaca je posebno izrazena kod usluživanja. Zbog svega navedenoga, u ovom radu ce se nastojati ukazati na ključne specifičnosti kod ponašanja potrosaca u procesu korištenja usluga. \*\*\*\* Consumers have become more and more educated and informed about the offer of different products and services. Therefore, based on the increased number of information and their own judgement they choose according to their needs. In conditions where there is a rich offer of different products and services, understanding and adjustment to consumers needs and behaviour has become an imperativ, and not just an option for all entrepreneurs who want to

succeed on the market. Consumers behaviour can be influenced only through adjustment of elements of marketing range to consumers needs. [...] The sensitivity

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mreza koristenjem elektronicnih komunikacijskih usluga, kako bi se osigurao medijski pluralizam, kulturna raznolikost  
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jos jednu od specificnosti marketinga usluga. I . odnosno koristenja usluge i ocekivanja s kojima je korisnik usluge tom  
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Croatia as a person who is 55 and . proizvođace (pruzatelje usluga) i razinu njihovog razu- mijevanja i cimbenike koji  
utjecu na ponasanje zelenih potrosaca. Dok su se .. je proces, koji je proveden u nekoliko koraka:.. **Specificnosti  
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Media, University of Tuzla, language: Croatian, abstract: Potrosaci su sve vise obrazovani i informisani o ponudi

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