

**UČNI NAČRT PREDMETA / COURSE SYLLABUS**

<b>Predmet:</b>	Vedenje potrošnikov v digitalni družbi
<b>Course title:</b>	Consumer behavior in the digital society

<b>Študijski program in stopnja</b>	<b>Študijska smer</b>	<b>Letnik</b>	<b>Semester</b>
<b>Study programme and level</b>	<b>Study field</b>	<b>Academic year</b>	<b>Semester</b>

Poslovna informatika, magistrski študijski program druge stopnje	-	Prvi ali drugi	Drugi ali tretji
The second cycle masters study programme Business Informatics	-	First or second	Second or third

**Vrsta predmeta / Course type**

Izbirni / Elective

**Univerzitetna koda predmeta / University course code:**

4-PI-MAG-IP-VPDD-2022-05-27

<b>Predavanja</b>	<b>Seminar</b>	<b>Vaje</b>	<b>Klinične vaje</b>	<b>Druge oblike študija</b>	<b>Samost. delo</b>	<b>ECTS</b>
<b>Lectures</b>	<b>Seminar</b>	<b>Tutorial</b>	<b>work</b>		<b>Individ. work</b>	
30	/	20	/	/	100	5

**Nosilec predmeta / Lecturer:** Prof. dr. Tina Vukasović**Jeziki / Predavanja / Lectures:** Slovenski / Angleški**Languages: Vaje / Tutorial:** Slovenski / Angleški**Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:****Prerequisites:**

Ni posebnih pogojev.

No special prerequisites.

### Vsebina:

1. Uvod v vedenje potrošnikov v digitalni družbi
2. Dejavniki, ki vplivajo na vedenje potrošnikov v digitalni družbi
3. Nakupni proces odločanja potrošnikov v digitalni družbi
4. Vrste nakupnega vedenja potrošnikov v digitalni družbi
5. Vpliv spleta na model potrošnikovega nakupnega odločanja
6. Segmentiranje in pozicioniranje na trgu potrošnikov v digitalni družbi
7. Zadovoljstvo in zvestoba potrošnikov v digitalni družbi
8. Raziskovanje vedenja potrošnikov v digitalni družbi
9. Etično potrošništvo

### Content (Syllabus outline):

1. Introduction to Consumer behavior in the digital society
2. Factors influencing consumer behavior in the digital society
3. Purchase decision making process in the digital society
4. Types of buying behavior in the digital society
5. The impact of the web on the consumer's purchasing decision model
6. Segmentation and positioning on consumer's market in the digital society
7. Satisfaction and consumer loyalty in the digital society
8. Research of Consumer behavior in the digital society
9. Ethical consumerism

### Temeljni literatura in viri / Readings:

#### Obvezna / Required Readings:

- Rihtaršič, T. in Makovec, N. (2020). Vedenje potrošnikov v digitalni dobi. Ljubljana: GeaCollege.
- Vukasović, Tina (2013). Vedenje porabnikov: celovit pristop k raziskovanju vedenja porabnikov, Celje: Mednarodna fakulteta za družbene in poslovne študije.
- Vukasović T. (2018). Consumers' lifestyle and personal characteristics as the basis for market segmentation. Monograph of the DOBA Business School. Str. 286-294.
- Pinki Rani (2014). Factors influencing consumer behaviour. Int. J. Curr. Res. Ac. Rev., 2(9): 52-61. Dostopno prek: <http://www.ijcrar.com/vol-2-9/Pinki%20Rani.pdf>
- Vukasović, T. (2020) "Novi trendi v nakupnem vedenju potrošnikov: <https://www.fakulteta.doba.si/doba-znanja/izr-prof-dr-tina-vukasovic-novi-trendi-v-nakupnem-vedenju-potrosnikov>
- Vukasović, T. (2020) "Kako spoznati potrošnika in ga prepričati, da postane naš zvest potrošnik?" <https://www.fakulteta.doba.si/doba-znanja/izr-prof-dr-tina-vukasovic-kako-spoznati-potrosnika-in-ga-prepricati-da-postane-nas-zvest-potrosnik>
- Gradivo obravnavano na predavanjih in vajah. / Materials discussed during lectures and tutorials.

**Priporočena / Recommended Readings:**

- Vukasović, T. (2020) Koncepti sodobnega trženja. Pearson.
- Kotler, P., Armstrong, G., (2018). Principles of Marketing. Pearson Education. Poglavlje: 5.
- Solomon, M. (2018). Consumer behavior: Buying, having, and being. Boston: Pearson.
- Fatimah F., Latuszyska M. (2012). Methods for gathering data for the study of consumer behavior, Studies & Proceedings of Polish Association for Knowledge Management, No. 58, 2012. Dostopno prek: [http://pszw.edu.pl/images/publikacje/t058\\_pszw\\_2012\\_furajji\\_latuszynska\\_-\\_methods\\_for\\_gathering\\_data\\_for\\_the\\_study\\_of\\_consumer\\_behavior.pdf](http://pszw.edu.pl/images/publikacje/t058_pszw_2012_furajji_latuszynska_-_methods_for_gathering_data_for_the_study_of_consumer_behavior.pdf)

**Cilji in kompetence:****Splošne kompetence:**

1. Splošen pregled nad digitalizacijo poslovanja.
2. Sposobnost pridobivanja, selekcije, ocenjevanja in umeščanja novih informacij in zmožnost njihove interpretacije za reševanje poslovnih problemov.
3. Usposobljenost za poslovno komuniciranje, skupinsko delo in uporabo informacijskih tehnologij v ta namen.
4. Sposobnost fleksibilne uporabe znanja v praksi.
5. Prizadevanje za kakovost strokovnega dela skozi avtonomnost, samoiniciativnost, (samo)kritičnost, (samo)refleksivnost in (samo)evalviranje.
6. Kritično razmišljanje o omejitvah poslovnih podatkov in njihovi etični uporabi.

**Predmetno-specifične kompetence:**

1. splošen pregled relevantnih konceptov vedenja potrošnikov za sprejemanje trženjskih odločitev v praksi,
2. raziskovanje vedenjskih značilnosti potrošnikov v digitalni dobi,
3. krepitev analitske in komunikacijske spretnosti ob uporabi konceptov s področja vedenja potrošnikov

**Objectives and competences:****General competences:**

1. General overview of the digitalization of business.
2. The ability to obtain, select, evaluate and embed the new information, as well as to interpret them to solve business problems.
3. Competences in business communication, teamwork and use of information technology for this purpose.
4. The ability of flexible usage of knowledge in practice.
5. Striving for the quality of professional work through autonomy, self-initiative, as well as (self-)criticism, (self-)reflection and (self-)evaluation.
6. Critical thinking about limitations of business data and their ethical usage

**Subject-specific competences:**

1. general overview of relevant consumer behavior concepts to take marketing decisions in the practice,
2. be able to explore the behavioral consumer's characteristics in the digital society,
3. strengthen analytical and communication skills using the concepts in the field of consumer behavior,

4. analiza faz procesa sprejemanja nakupnih odločitev potrošnikov v digitalni dobi,
5. raziskovanje procesa vedenja potrošnikov v digitalni dobi,
6. analiziranje dejavnikov, ki vplivajo na vedenje potrošnikov v digitalni dobi,
7. segmentiranje in pozicioniranje na trgu potrošnikov

4. analyzing the phases of purchase decision making process in the digital society,
5. researching the consumer behavior process in the digital society,
6. analyzing the factors that influence consumer behavior in the digital age
7. segmentation and positioning on consumer's market

### **Predvideni študijski rezultati:**

Študenti bodo zmožni:

1. uporabljati dobljena znanja in veščine pri razlagi temeljnih teorij, konceptov in vprašanj vedenja potrošnikov,
2. opredeliti pojma potrošnik in potrošništvo, značilnosti vedenjskih procesov potrošnikov,
3. določiti vedenje potrošnikov, ki jih determinirata notranji in zunanji dejavniki,
4. opredeliti raziskovalni problem v nakupnem vedenju potrošnikov, načrtovati raziskavo za rešitev problema, raziskavo izvesti in rezultate uporabiti pri rešitvi problema, argumentirano predstaviti rešitev, analitično sklepati o posledicah predlagane rešitve in izpostaviti dobre rešitve,
5. uporabiti pridobljena znanja pri načrtovanju trženjskega spleta.

### **Intended learning outcomes:**

Students will be able to:

1. use obtained knowledge and skills in interpreting the basic theories, concepts and questions in consumer behaviour,
2. define the concept of the consumer and the consumerism, the characteristics of consumer behavioral processes,
3. determine customer behaviour by the internal and external factors,
4. identify the research problem of consumer behaviour, understand how to systematically approach the research, understand different approaches to solving business research problem, know how to present solution argued, be able to analytically understand the consequences of proposed solution and expose the characteristics of valid solution,
5. use this knowledge in planning the marketing mix.

### **Metode poučevanja in učenja:**

- *Predavanja z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje problemov);*
- *Vaje, kjer študentje na primerih rešujejo konkretne primere in razumejo in osvajajo koncepte vedenja potrošnikov v digitalni dobi, predstavljene na predavanjih;*

### **Learning and teaching methods:**

- *Lectures with active participations by the students (explanation, discussion, questions, cases, problems solving);*
- *Tutorials, where students solve cases and understand and implement elements of consumer behaviour in the digital society on examples;*

- E-učenje (uporaba spletne učilnice in drugih sodobnih IKT orodij)

- E-learning (the use of online classroom and other modern ICT tools)

Delež (v %) /

**Načini ocenjevanja:**

Weight (in %)

**Assessment:**

Način (pisni izpit, ustno izpraševanje, naloge, projekt):		Type (examination, oral, coursework, project):
Pisni izpit	60 %	Written Exam
Projektna naloga	40 %	Project assignment

**Reference nosilca / Lecturer's references:**

1.01 Izvirni znanstveni članek

- VUKASOVIČ, Tina. Covid-19 pandemic influence on consumer buying behaviour. International journal of management, knowledge and learning. [Spletna izd.]. 2021, vol. 10, str. 65-74,
- VUKASOVIČ, Tina, MATIČIČ ZVER, Manca. Environmentally friendly textile products: conceptual buying behavior model. Journal of textile and apparel technology and management: JTATM. spring 2021, vol. 12, iss. 1, str. 1-15.
- MATIČIČ ZVER, Manca, VUKASOVIČ, Tina. Consumers' attitude towards eco friendly textile products = Stališča potrošnikov do okolju prijaznih tekstilnih izdelkov. Tekstilec : glasilo slovenskih tekstilcev. [Tiskana izd.]. 2021, vol. 64, no. 2, str. 159-171.
- VUKASOVIČ, Tina, MIHAČ, Vlaho. Trends in the online booking of hotel accommodation. International journal of e-services and mobile applications. Jan.-Mar.2021, vol. 13, iss. 1, str. 60-76.
- VUKASOVIČ, Tina. Knowledge as an important factor in the process of creating brand equity. International journal of innovation and learning. 2020, vol. 28, no. 2, str. 139-158.
- VUKASOVIČ, Tina. Understanding the consumers' personal characteristics as the starting point for targeted marketing. Management. [Spletna izd.]. spring 2020, vol. 15, no. 1, str. 29-41.
- LUKMAN, Aleš, VUKASOVIČ, Tina. The factors influencing the buying decision of customers behaviour. Management. [Spletna izd.]. fall 2020, vol. 15, no. 3, str. 221-233.
- ADZOVIČ, Almin, PURG, Danica, VUKASOVIČ, Tina. Decision making theories in medicine reimbursement. International journal of Euro-Mediterranean studies. [Print ed.]. 2019, vol. 12, no. 2, str. 67-92.
- VIDMAR, Urška, VUKASOVIČ, Tina. A model for a successful approach to applying for Horizon 2020. International journal of value chain management. 2019, vol. 10, no. 1, str. 26-52.
- JAGODIČ, Gregor, VUKASOVIČ, Tina. Uticaj medija na ponašanje kupaca = Media influence on consumer buying behaviour. Serbian Journal of Engineering Management. 2019, vol. 4, no. 2, str. 39-48.
- VIDMAR, Urška, VUKASOVIČ, Tina. Identifying elements for a successful approach to applying projects. International journal of management, knowledge and learning. [Tiskana izd.]. 2018, vol. 7, iss. 2, str. 217-243, 247-248.
- VUKASOVIČ, Tina, JALEN, Nataša. Predlog marketinškog plana za ulazak novog brenda prehrambenih dodataka na tržište = Marketing plan proposal for the entry of a food

supplement brand into the market. Serbian Journal of Engineering Management. 2018, vol. 3, no. 2, str. 36-50.

- VUKASOVIČ, Tina, STANTON, John L. Going local: exploring millennials preferences for locally sourced and produced fresh poultry in a developing economy. World's Poultry Science Journal. Dec. 2017, vol. 73, iss. 4, str. 757-766.

#### 2.01 Znanstvena monografija

- VUKASOVIČ, Tina. *Koncepti sodobnega trženja*. Pearson, cop. 2020.
- VUKASOVIČ, Tina, JAGODIČ, Gregor. *Osnove trženja in strateškega tržnega načrtovanja*. Harlow. Pearson, cop. 2017.
- VUKASOVIČ, Tina. *Osnove trženja za 21. stoletje*, (Znanstvene monografije MFDPŠ). 2. natis. Celje: Mednarodna fakulteta za družbene in poslovne študije, 2016.
- VUKASOVIČ, Tina. *Poreklo izdelka in vrednost blagovne znamke*, (Znanstvene monografije MFDPŠ). Celje: Mednarodna fakulteta za družbene in poslovne študije, 2013.
- VUKASOVIČ, Tina. *Vedenje porabnikov: celovit pristop k raziskovanju vedenja porabnikov*, (Znanstvene monografije MFDPŠ). Celje: Mednarodna fakulteta za družbene in poslovne študije, 2013.