

Chapter-7

Business Buying Behavior

Makers
Slide Show By
Fahria Jerin

Slide Show Presented By
benzir SHAON
Jummun Chandra Shaha
Mesbah Uddin Ahmed
Azgar Hossain Khan
Fahria Jerin

www.BVUeducation.net.tc
www.SHAON.net.tc



MKT 201

Principle Of Marketing

Chapter 3

Makers

Slide Show By

Jumur Chandra Shaha

Slide Show Presented By

benzir SHAON

Jummun Chandra Shaha

Mesbah Uddin Ahmed

Azgar Hossain Khan

Fahria Jerin

www.EWUeducation.net.tc

www.SHAON.net.tc

Business to Business Marketing

- n Marketing of goods and services that businesses and organization buy for purposes other than personal consumption.
- n Also called organizational market.
- n Generally the same principle true for business and consumer customer.

Types of Business Product

- n Major equipment-Capital goods such as machines, buildings
- n Accessory equipment-Less expensive and short lived eg. fax machine, PC.
- n Raw material-Unprocessed product such as wheat, minerals.
- n Component part –Finished item ready for assembly or need very little processing.

Characteristics of Business Marketing

- n Derived Demand
- n Inelastic Demand
- n Fluctuated Demand
- n Joint Demand

Business vs. Consumers

Market

Characteristics	Business market	Consumers market
Demand	Organizational	Individual
No of customer	Fewer	Many
Location	concentrated	dispersed
Distribution	More direct	More indirect
Negotiation	complex	simpler
Leasing	greater	Lesser
Promotion	Personal selling	Advertising
Nature of buying	Professional	Personal

Process of Business Buying

- n Problem recognition
- n General need description
- n Product specification
- n Supplier Search
- n Proposal solicitation
- n Supplier selection
- n Order routine specification
- n Performance review

The nature of business buying

- n *The buying situation:* A BUY CLASS FRAMEWORK IDENTIFIES THE DEGREE OF EFFORT REQUIRED OF THE FIRM's personnel to collect information and make a purchase decision.
- n Purchase will be in three types
- n New buy
- n Modified rebuy
- n Straight rebuy
- n *The professional buyer:* It focus on the factors beyond the initial price of the product including transportation and delivery charges and so on.

The buying centre

- n The group of people of the organization who participate in the decision making process
- n *Role of buying centre*
- n Initiator
- n User
- n Gatekeeper
- n Influencer
- n Decider
- n buyer

Electronic B2B Commerce

- n Internet exchange between two or more business or organization.
- n Allows marketer to link directly with the supplier, factories, distribution and their customer
- n Reduced time necessary to order and deliver goods, track sales and get feedback.

