

Marketing Applications! Lecture 13: Buying behaviour B to B markets

Key characteristics of industrial buying situation

1. Larger purchases
2. Purchases not for own consumption
3. Professional buyers
4. Often more than 1 person buying
5. Process rather than an isolated event
6. Many different types of purchase situation

2. The decision making unit - Webster and Wind 1972

It's a group of people/departments who are involved for buying for organisations

5 common "people" when buying

- Buyer: people/person who hold the official purchasing role
- Influencer: Influence the final decisions - it's hard to know who they are, they could be someone outside of the buying area
- Decider: Can be the most important who will make the decision
- User: the person/people who uses/handles the item
- Gatekeepers: those who block information flows and indirectly affect the final decision. (Clash between finance and marketing) potentially quite powerful, have to be in a high position could be a PA or secretary.

Industrial buyers buy for organisations rather than themselves... Or do they?

Rarely only one person in the process

Example of a DMU - Fleet car buying for Coca Cola

Users: Sales managers, pool car users

Influencers: Sources of power in organisation e.g. Sales managers/Directors, Finance department - I.e. what size of car, how expensive etc.

Buyers: Likely to be fleet car buyers for large companies like coca cola

Deciders: Purchasing Director/ Fleet car buyer

Gatekeeper: anyone with an interest in a certain brand being purchased who has any power to block information e.g. Finance

How to remember:

Be In Group Unit Decision

Buyer Influencer Gatekeeper User Decider

How does the DMU effect marketing?

- marketers need t know who is in the DMU and what role they play
- They then target their marketing activity to the relevant person/people
- It will indicate the flow of communication during purchase decision process
- They need to know the organisation well

The B2B buying process