



# ANALYZING BUSINESS MARKETS AND BUSINESS BUYING BEHAVIOR

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# OUTLINE

- The difference between business market and consumer market
- Different buying situations
- Systems Buying and Selling
- Participants in the business buying process
- Different type of Purchasing Processes

# CONCEPT 1: BUSINESS MARKET DIFFERS FROM CONSUMER MARKET

**BUSINESS MARKET:** consists of all the organizations that acquire goods and services used in the production of other products or services that are sold, rented, or supplied to others.

- Fewer buyers
- Larger buyers
- Geographically concentrated buyers
- Close relationships with their supplier-customers

# CONCEPT 2: BUYING SITUATION

- New Task
- Straight Rebuy
- Modified Rebuy



# CONCEPT 3: SYSTEMS BUYING

**Buying a total solution to their problem from one seller.**

- Systems Buying
- Systems Selling



# CONCEPT 4: BUYING CENTER

**Seven roles which playing by the all members in the buying center:**

- Initiator
- Users
- Influencers
- Deciders
- Approvers
- Buyers
- Gatekeepers



# CONCEPT 5: PURCHASING PROCESS

## Type of purchasing process

- Routine product
- Leverage product
- Strategic products
- Bottleneck products



# CONCLUSION

- Made up of businesses
- Small number of big customers
- Products are customised
- Purchases are made for others to us





# REFERENCES

- <http://nraomtr.blogspot.cz/2011/12/organizational-buying-processes-and.html>
- <http://www.smartcompany.com.au/marketing/sales/22378-20111007-marketing-strategies-organisational-buyer-behaviour/>
- The Individual and Organizational Purchase - P. Malaval et al., Aerospace Marketing Management, 29 Management for Professionals

# SIMULATION EXERCISE

1 group: buying company

- AIR France
- Need to buy airline seats
- 212 seats, A321



3 groups: selling companies → sell their products

**TASK: Each group has to list purchasing/selling criterias (quality, budget...) and justify them**

- **Buying company: Choose the best company according to their needs**
- **Selling companies: Offer the best choice to the buying company**