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2nd Year Master Marketing

4. Industrial Buyer Behavior

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Behavior of the Industrial Client

Existing industrial clients may have different expectations or Behaviors regarding products.

However, they can be grouped into subsets (segments) where each has the same relevant characteristic.

A specific marketing mix will therefore be applied to each of the subsets that meets the identified needs.



Behavior of the industrial client



While the segmentation approach in an industrial environment is similar to the classic concepts of consumer marketing, there are nevertheless notable differences.

The number of segmentation criteria, the number of stakeholders as well as technological and operational variables will complicate the approach.

Not applying a segmentation strategy will lead the company to diversify its products in an anarchic manner. Hence high production costs and impossible range management at excessive sales costs.

B2B Purchasing Process



The purchasing process in B to B Marketing is carried out in five stages:

1. The emergence of the need
2. Identification of the product/service - specifications
3. Searching for Information (suppliers)
4. Negotiation
5. Choosing the supplier (decision making)

B2B Purchasing Process



1. The emergence of the need: This concerns the awareness of the consumer's need. This understanding comes from an e-mail or an interstitial banner.

2. Identification of the product/service - specifications: After expressing his need, the client identifies the product or service. He then searches for information, mainly on the Internet.

3. Searching for Information (suppliers): Currently Online consumers use online price comparison sites to facilitate the search for suppliers. The information collected will be analyzed and studied

B2B Purchasing Process



4. Negotiation: This process refers to the establishment of an agreement between the client and the company to reach an understanding. It is necessary to reach the act of purchase.

5. Choosing the supplier (decision making): This is the final stage of the purchasing process. However, it can be disrupted if the client is not convinced by the payment method.

B2B Purchasing Process



The
emergence
of the need



Identification
of the product
/service -
specifications



Searching
for
Information
(suppliers)



Negotiation



Choosing the supplier
(decision making)