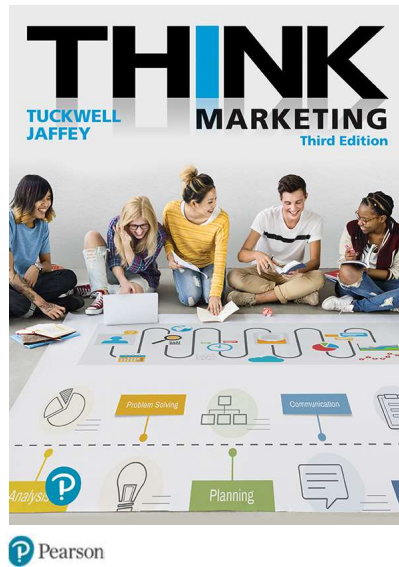


Think Marketing

Third Edition



Chapter 6

Business-to-Business
Marketing and Organizational
Buying Behaviour

6 - 1

The B2B Market

“Individuals and organizations that acquire goods and services that enter into the production of other goods and services that are sold or supplied to others.”

B2B Market Characteristics

1. Fewer buyers in B2B compared to consumer markets.
2. Business markets tend to concentrate by area.
3. Decisions are influenced by **derived demand** and **joint demand**.
4. Buying criteria are practical.

Consumer or Business Characteristic?

1. Products are purchased less frequently.
2. Distributors are offered a list price and a series of discounts.
3. Extensive price negotiation.
4. Personal Selling centric.
5. Increasing Mass advertising focus.
6. Individuals influence buying decision.
7. Formalized purchase decision process.
8. Distribution mainly manufacturer to wholesaler to retailer to purchaser.

B2M Market Composition

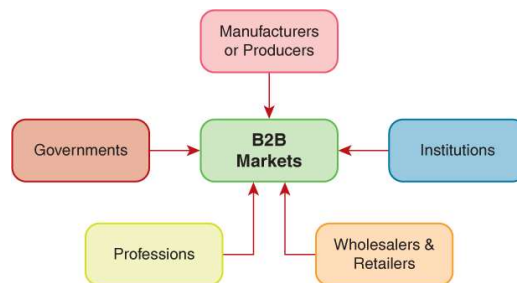


Figure 6.2 The B2B market can be divided into five distinct buying groups.

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Partnership Marketing

“A process that involves cooperation and collaboration among members of a channel of distribution that do business with one another.”

