

PRINCIPLES OF MARKETING

Eighth Edition

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Chapter 6

Business Markets

and

Business Buyer Behavior

What is a Business Market?

- **The Business Market** - all the organizations that buy goods and services to use in the production of other products and services that are sold, rented, or supplied to others.
- Business markets involve many more dollars and items do consumer markets.

Market Structure and Demand

- Fewer, larger buyers
- Geographically concentrated
- Demand derived from consumers
- Inelastic demand
- Fluctuating demand

Nature of the Buying Unit

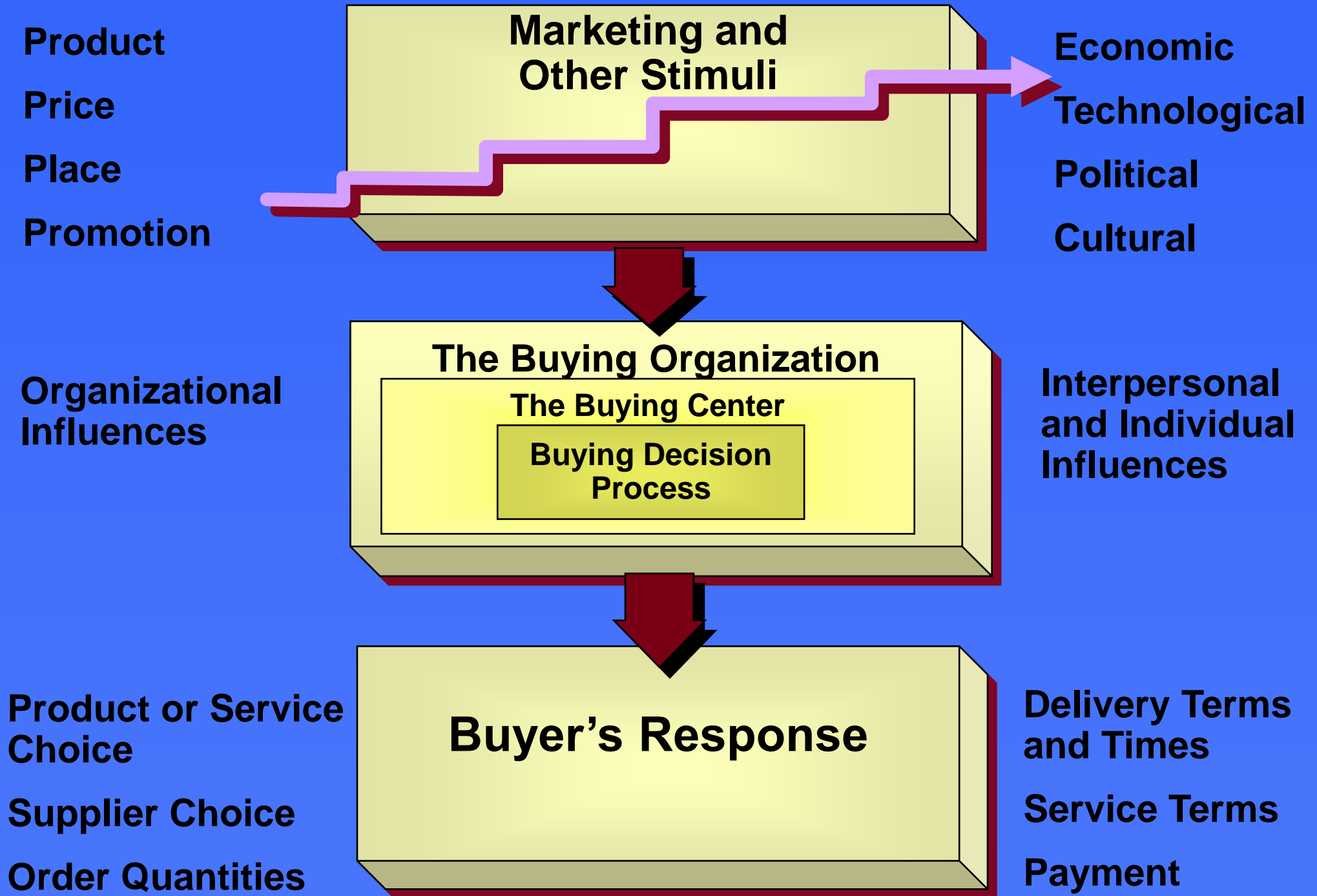
- More buyers
- More professional purchasing effort

Types of Decisions & the Decision Process

- More complex decisions
- Process is more formalized
- Buyer and seller are more dependent on each other
- Build close long-term relationships with customers

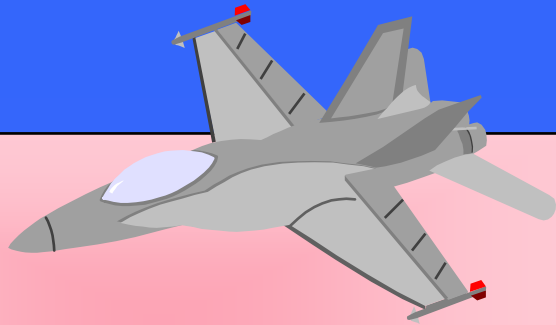
Model of Business Buyer Behavior

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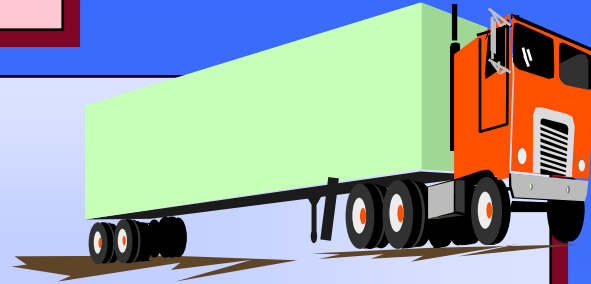
Business Buying Situations

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New Task Buying

Involved Decision Making

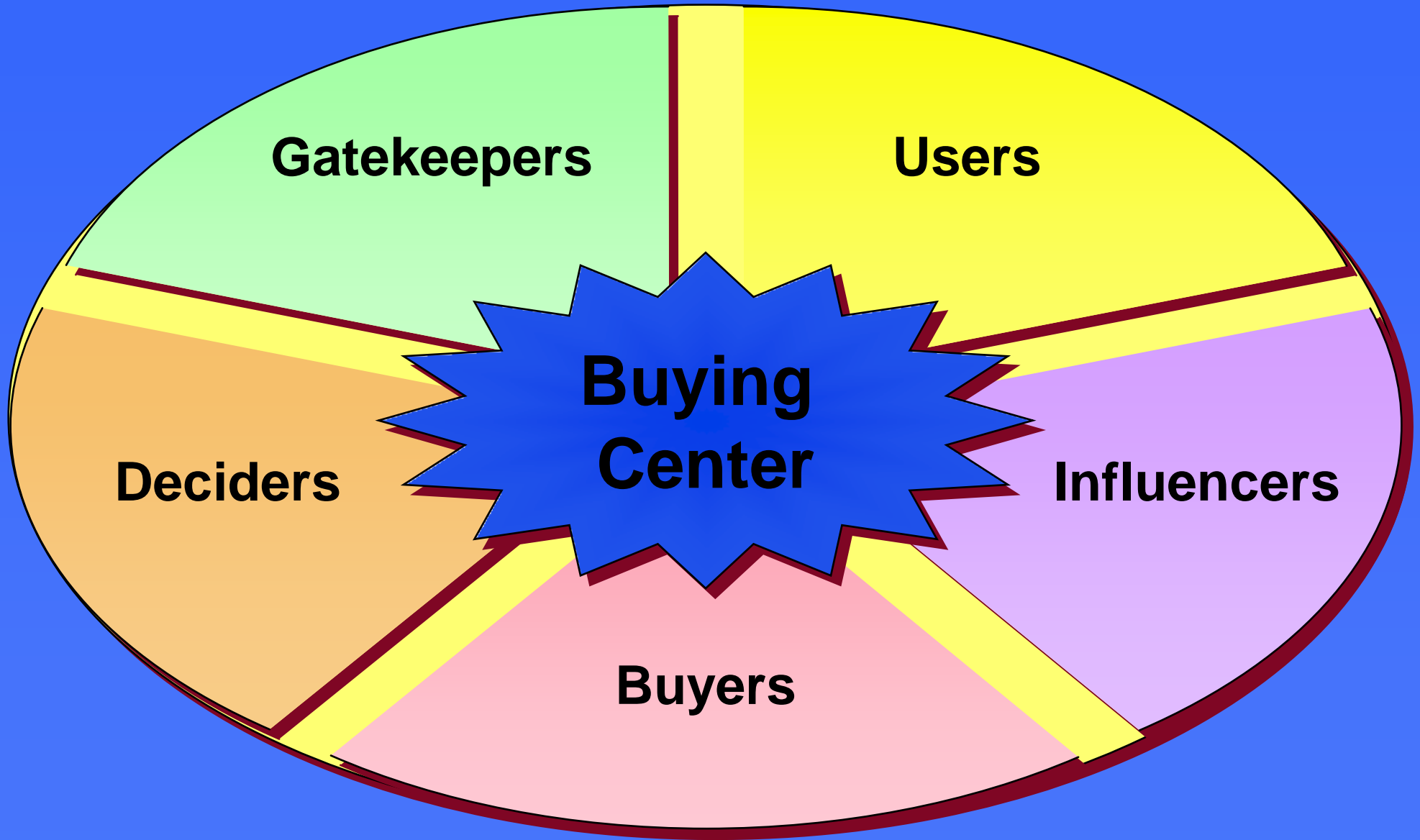


Modified Rebuy



Straight Rebuy

Participants in the Business Buying Process: The Buying Center



Major Influences on Business Buying

6-7



Environmental

Economic, Technological, Political, Competitive & Cultural



Organizational

Objectives, Policies, Procedures, Structure, & Systems



Interpersonal

Authority, Status, Empathy & Persuasiveness



Individual

Age, Education, Job Position, Personality & Risk Attitudes



Buyers

Stages in the Business Buying Process

