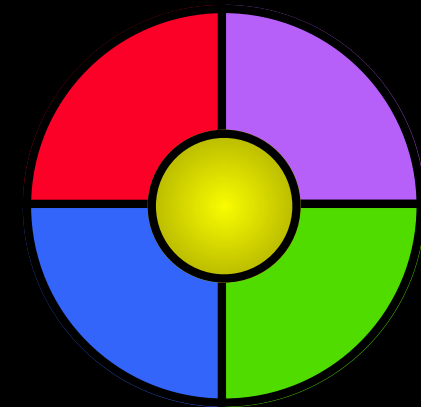
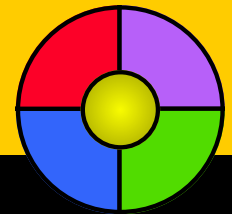


# Lesson 4 (part 2):

Business and  
Organizational  
Customers and  
Their Buying Behavior



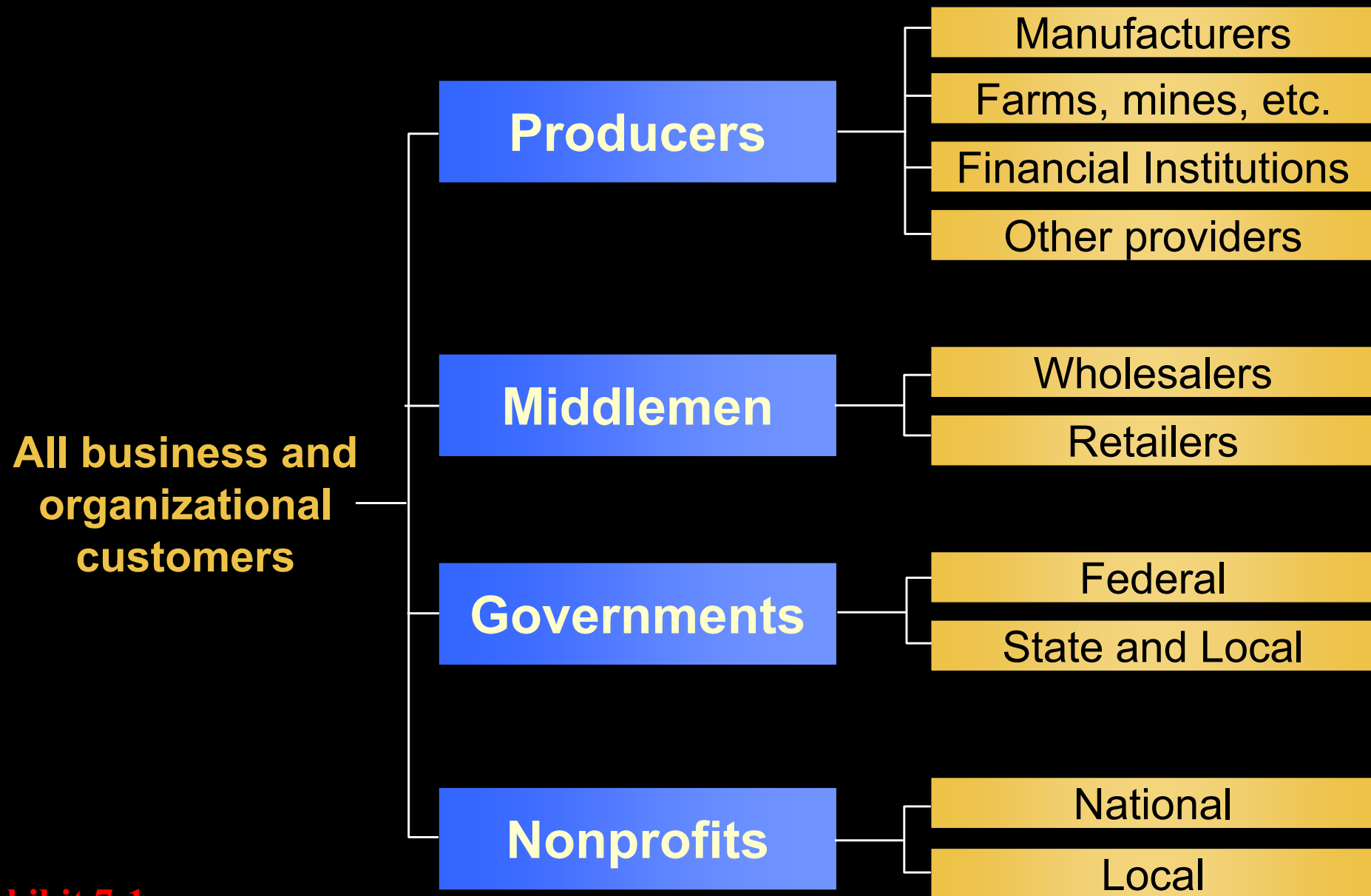
# Chapter 4 Objectives



## When you finish this chapter, you should

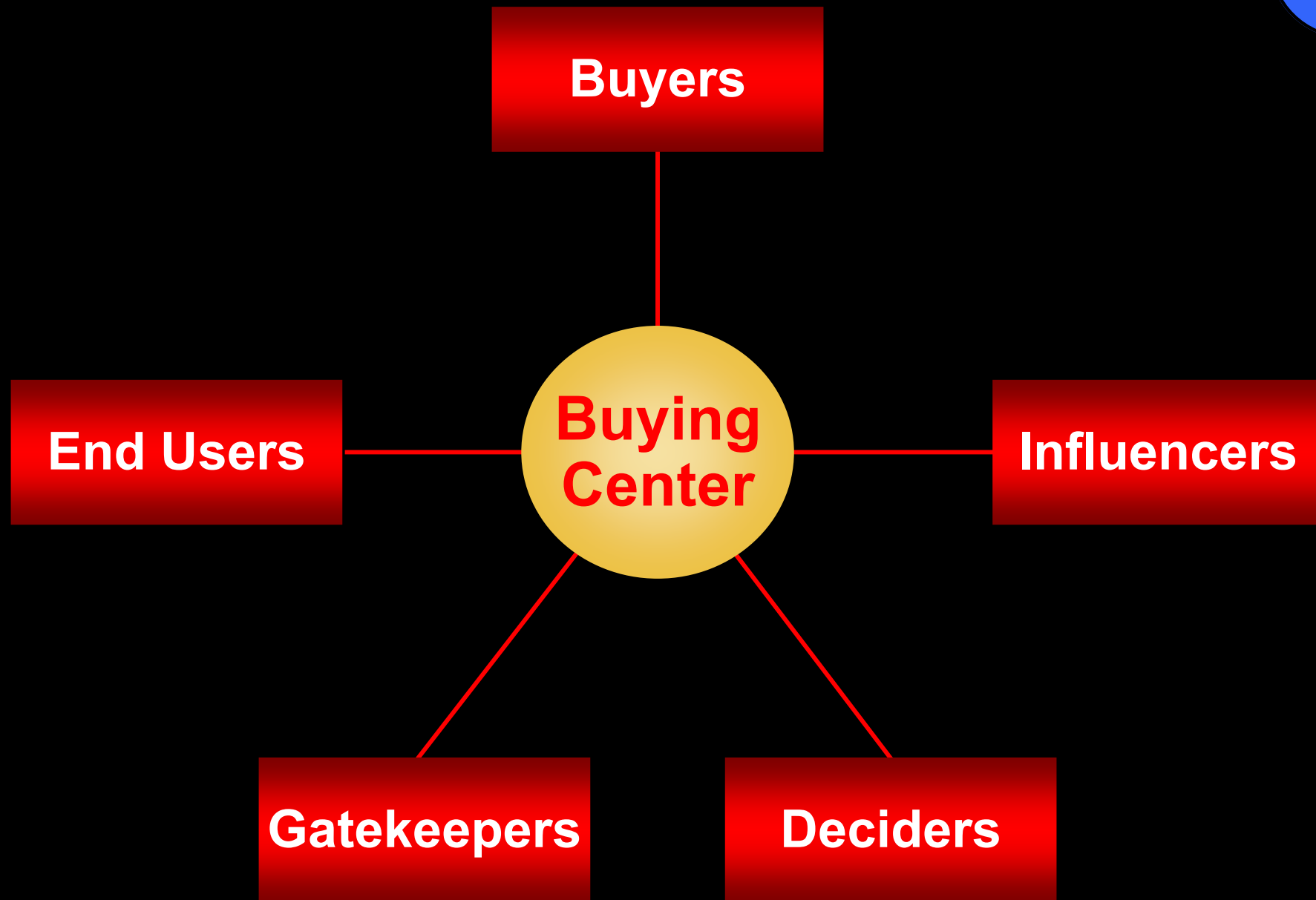
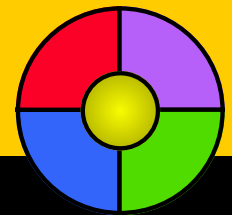
1. Know who the business and organizational customers are.
2. See why multiple influence is common in business and organizational purchase decisions.
3. Understand the problem-solving behavior of organizational buyers.
4. Know the basic methods used in organizational buying.
5. Understand the different types of buyer-seller relationships and their benefits and limitations.
6. Know about the number and distribution of manufacturers and why they are an important customer group.
7. Know how buying by service firms, retailers, wholesalers, and governments is similar to—and different from—buying by manufacturers.
8. Understand the important new terms.

# Different Types of Customers



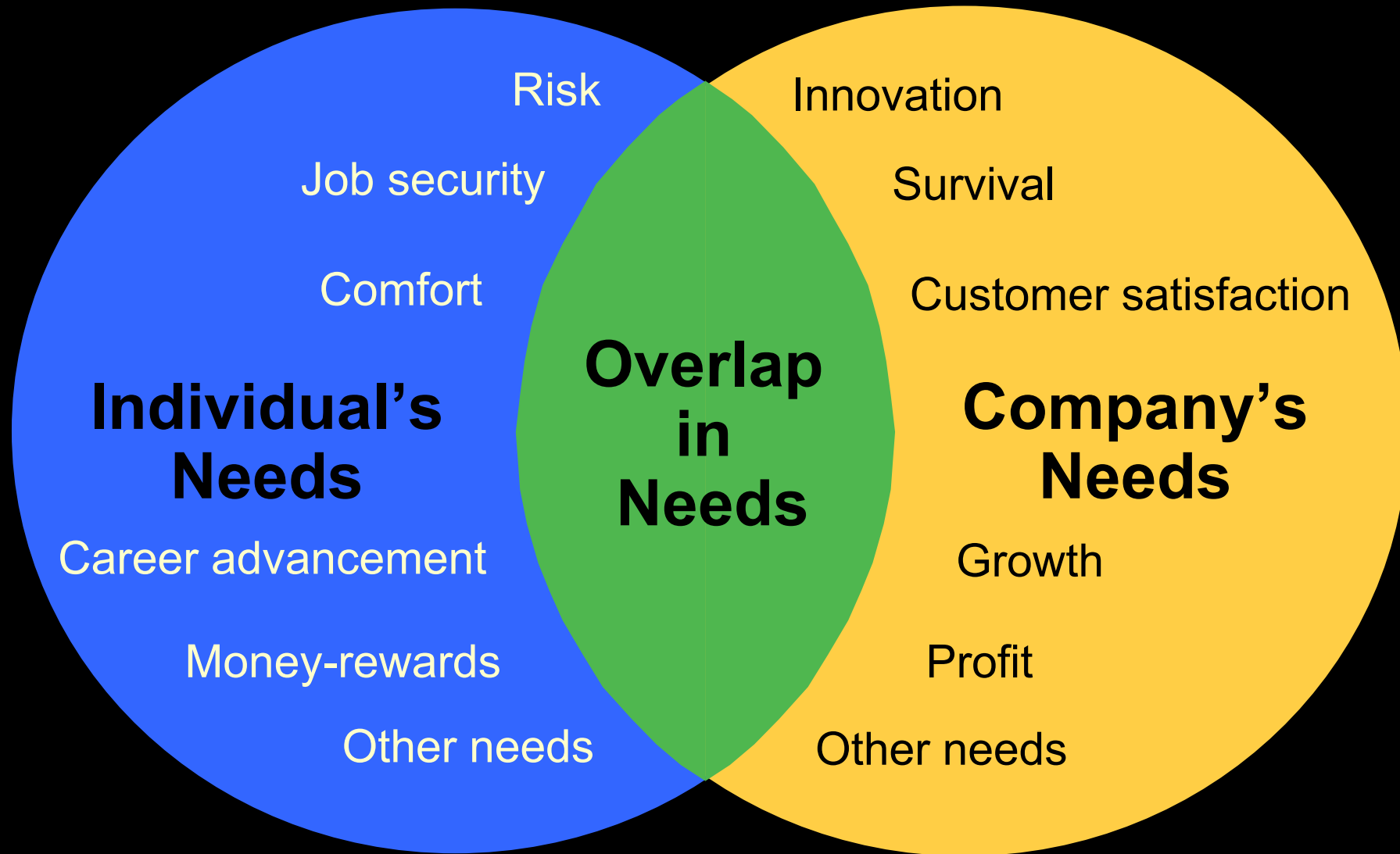
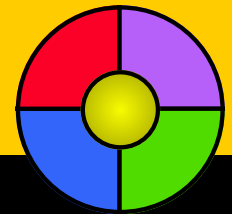
**Exhibit 7-1**

# Buying Center



**Exhibit 7-2**

# Overlapping Needs



**Exhibit 7-3**

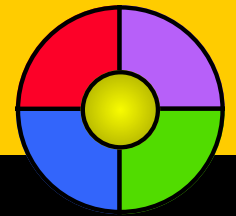
# Organizational Buying Processes



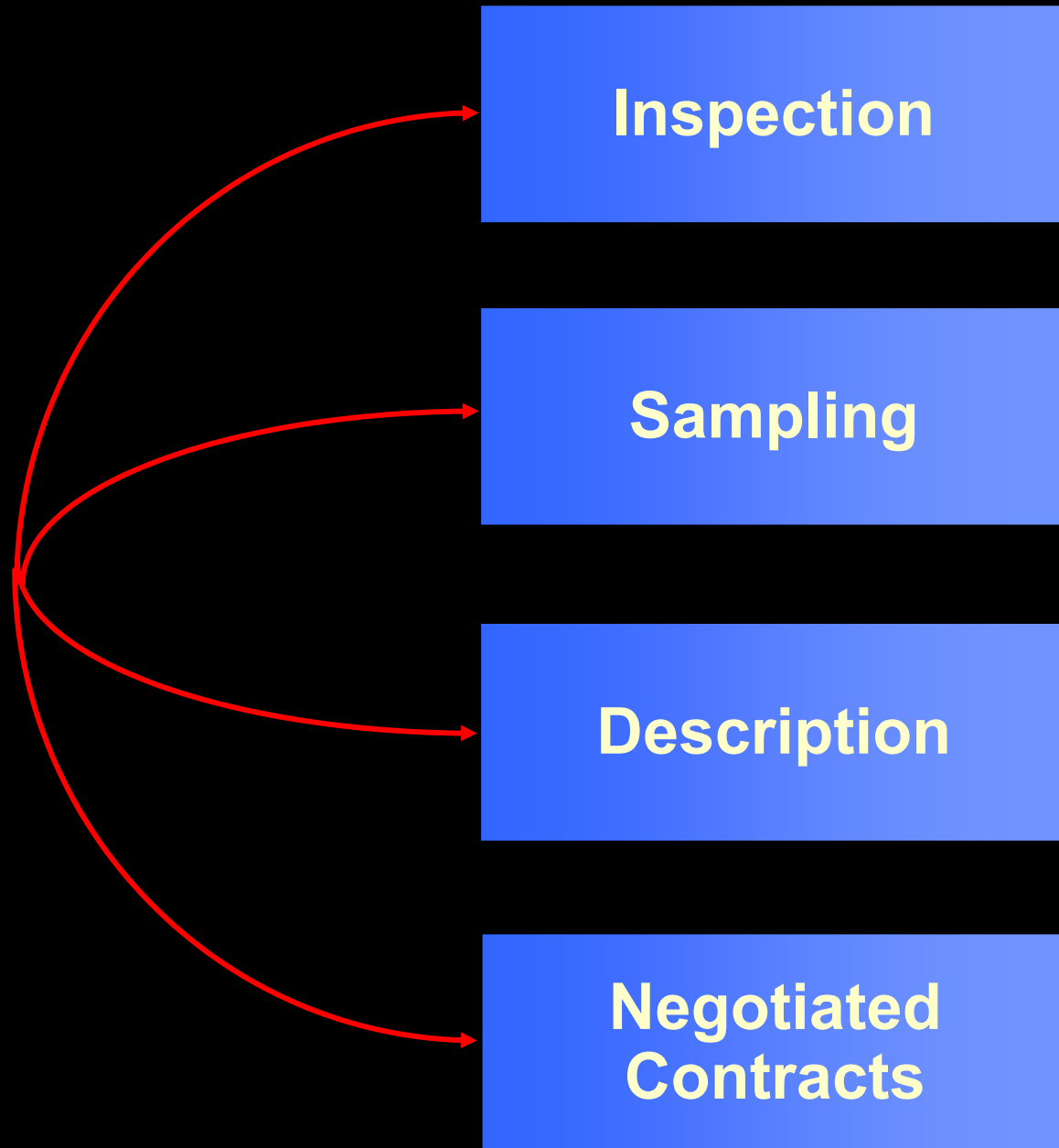
| Characteristics     | Type of Process |                |                |
|---------------------|-----------------|----------------|----------------|
|                     | New-Task Buying | Modified Rebuy | Straight Rebuy |
| Time Required       | Much            | Medium         | Little         |
| Multiple Influences | Much            | Some           | Little         |
| Review of Suppliers | Much            | Some           | None           |
| Information Needed  | Much            | Some           | Little         |

**Exhibit 7-4**

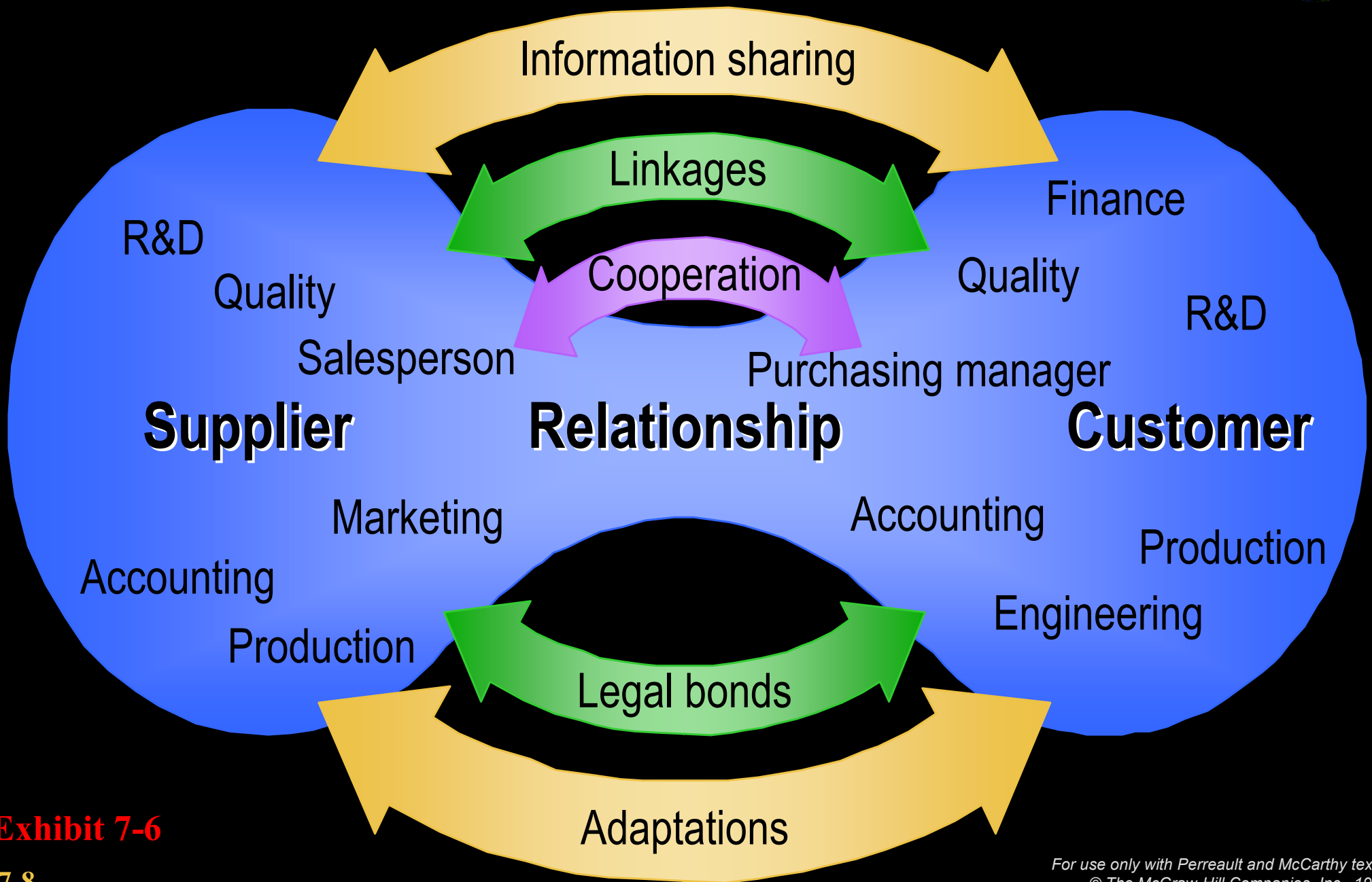
# Basic Methods in Organizational Buying



**Basic  
Methods**



# Buyer-Seller Relationships



**Exhibit 7-6**



# Types of Organizational Buyers



**Manufacturers**

*Focus:*

**Grouped by Industry**

**Service Producers**

*Focus:*

**Close to Customers**

**Retailers &  
Wholesalers**

*Focus:*

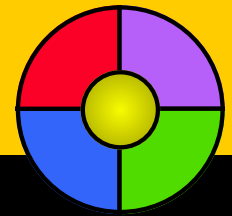
**Buying for Targets**

**Governments**

*Focus:*

**Bids & Regulations**

# Key Terms



**Business and Organizational  
Customers**

**ISO 9000**

**Purchasing Managers**

**Multiple Buying Influence**

**Buying Center**

**Vendor Analysis**

**New-Task Buying**

**Straight Rebuy**

**Modified Rebuy**

**Requisition**

**Inspection Buying**

**Sampling Buying**

**Description Buying**

**Competitive Bids**

**Negotiated Contract Buying**

**Just-in-Time Delivery**

**Reciprocity**

**NAICS Codes**

**Open to Buy**

**Resident Buyers**

**Foreign Corrupt Practices Act**