

Marketing BTC and BTB

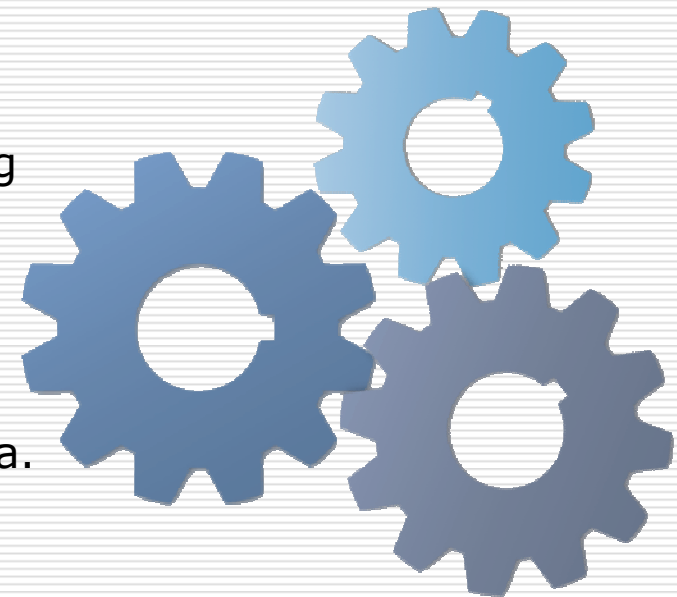
Diana Rovati

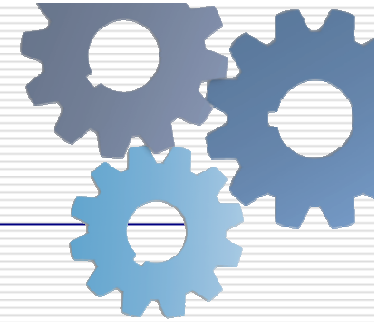
Corso: N90205 Innovazione e Marketing

Titolare del Corso: Raffaella Manzini

Anno Accademico: 2012-2013

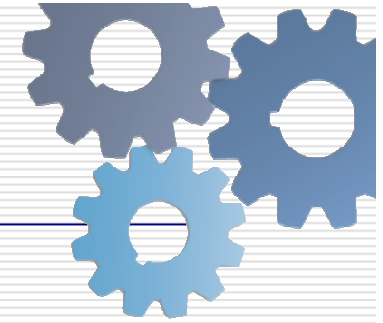
Le slides sono a supporto della lezione in aula.
Per lo studio RIF. KOTLER –Chapter 5,6, 7





What influences consumer behavior?

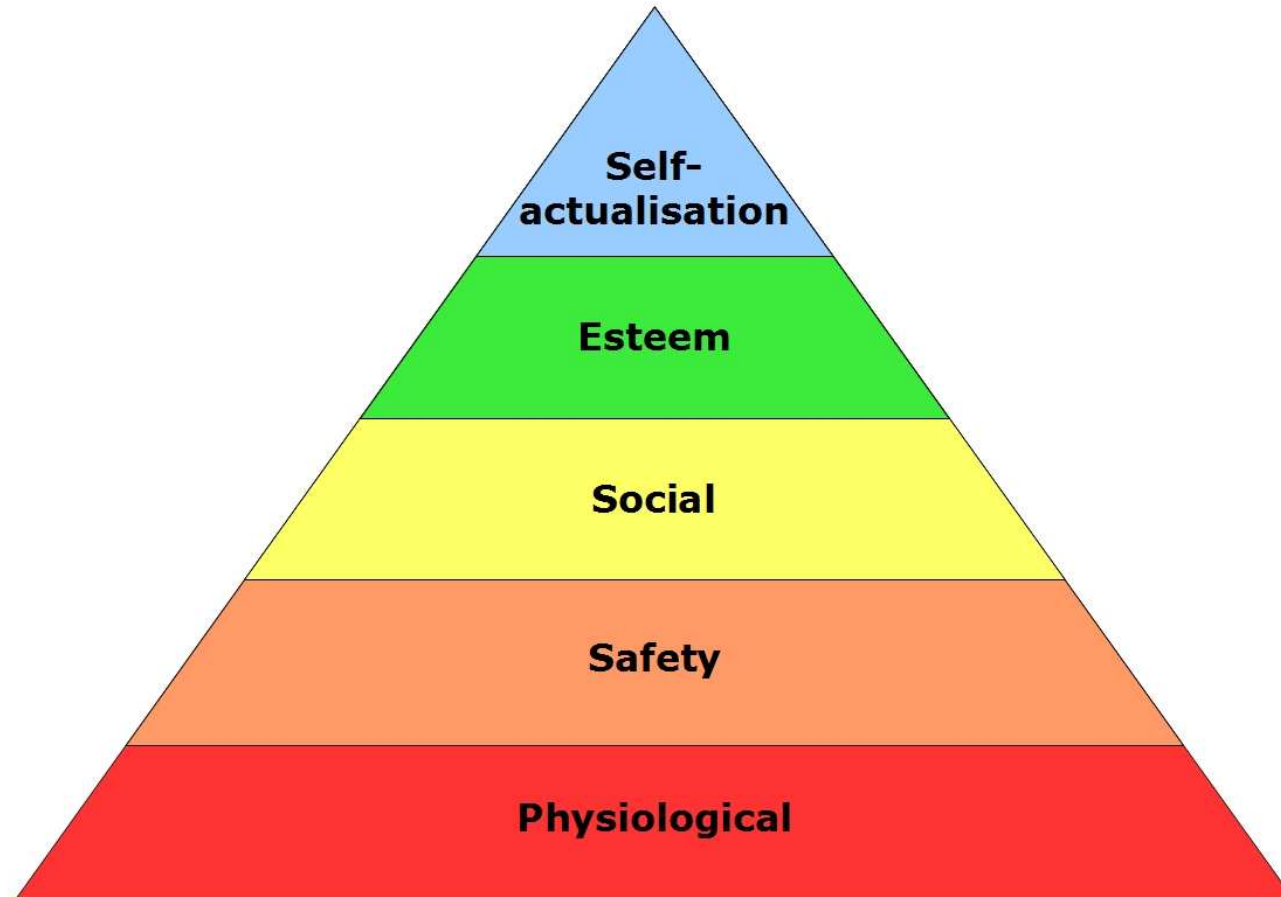
Customer Behavior



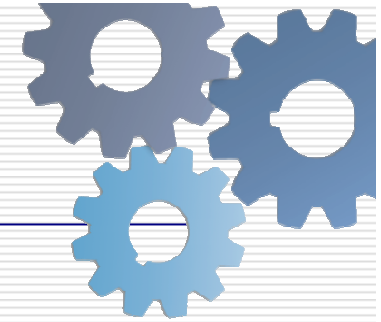
- Cultural factors (subcultures – social classes)
- Social factors: (reference group, family, social roles and statues)
- Personal Factors
- Occupation
- Personality and self concept
- Lifestyle and values

Key Psychological Processes

- Motivation Maslow

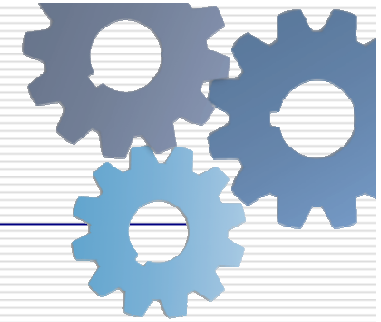


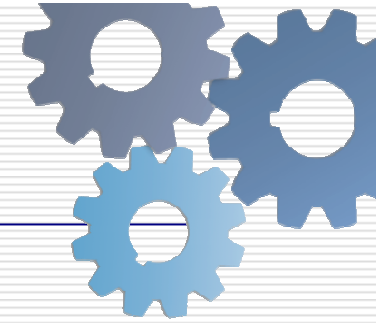
Key Psychological Processes



- Perception
 - Selective attention
 - Selective distortion
 - Selective retention
 - Subliminal perception
- Learning
- Memory
 - Short term
 - Long term

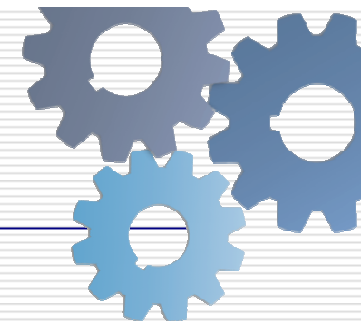
The Buying Decision Process





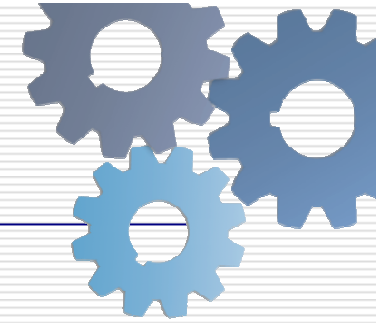
What is Organizational Buying?

Business marketers



- Fewer, larger buyers
- Close supplier -customer relationship
- Professional purchasing
- Multiple Buying influence
- Multiple sales calls
- Derived demand -> final consumer
- Inelastic/Fluctuating demand
- Geographically concentrated buyers
- Direct purchasing

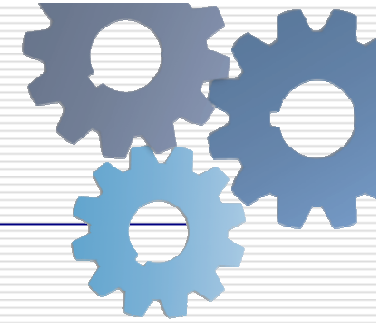
Buying Situation



- Straight rebuy
- Modified Rebuy
- New task

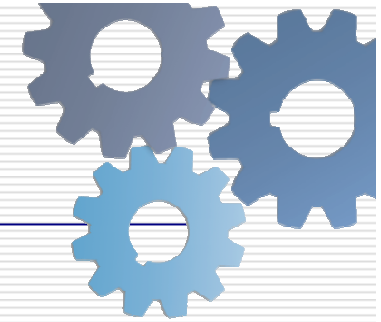


The Buying Center



- Initiator
- User
- Influencer
- Decider
- Approver
- Buyer
- Gatekeeper

Stages in the Buying Process



- Problem recognition
- General Need Description Product specification
- Supplier Search
- Proposal solicitation
- Supplier Selection
- Order routine Specification
- Performance review