

Aims

- To explore consumer and organisational buyer behaviour and decision-making processes
- To understand the various influences on consumer buyer behaviour
- To understand the influences on organisational buyer behaviour

Types of Customers

- **Loyalists**
 - the most satisfied become apostles for your company.
- **Mercenaries**
 - only loyal to low prices and are transaction specific with no intentions of ever establishing a relationship.
- **Hostages**
 - “stuck” with you for a variety of reasons. Complainers.
- **Defectors**
 - various types of dissatisfied former customers.

Jones, T.O., Sasser, W.E. (1995), "Why satisfied customers defect", *Harvard Business Review*, pp.88-99

Types of customers by Relationship Strength

- **Intimate relationships**
 - doctor and patient
- **Face-to-face relationships**
 - customer and small retail store
- **Distant relationships**
 - interactions over phone or online
- **No relationships**
 - manufacturers with final customers who buy through middlemen

Applicability of CRM

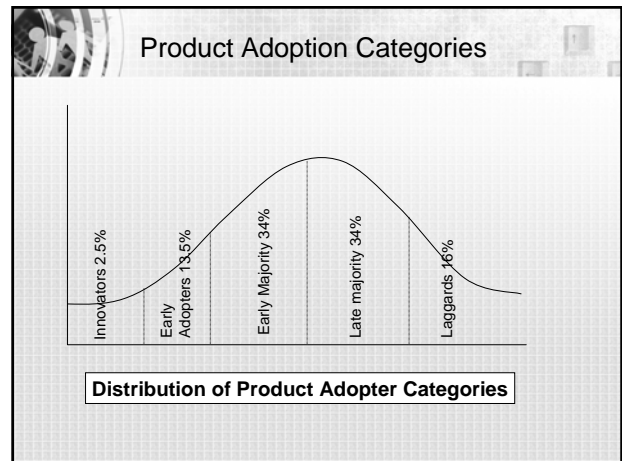
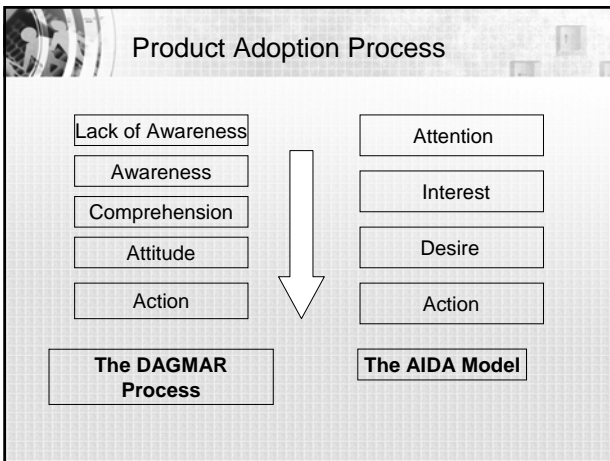
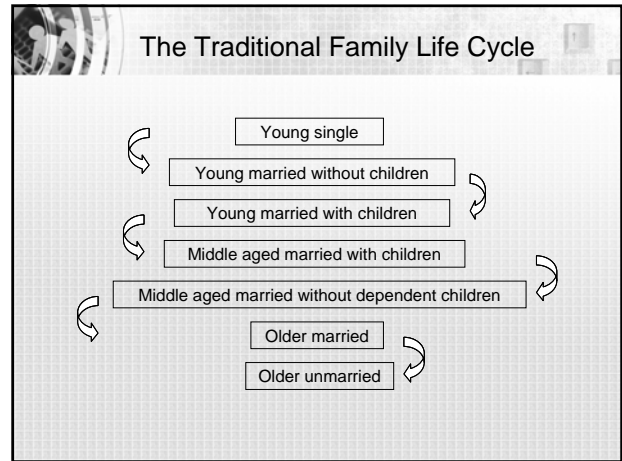
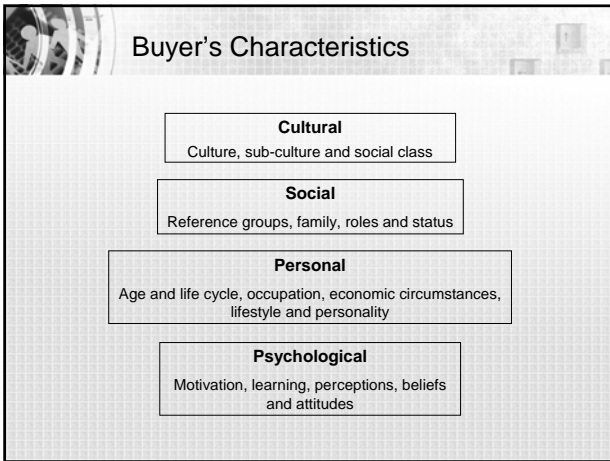
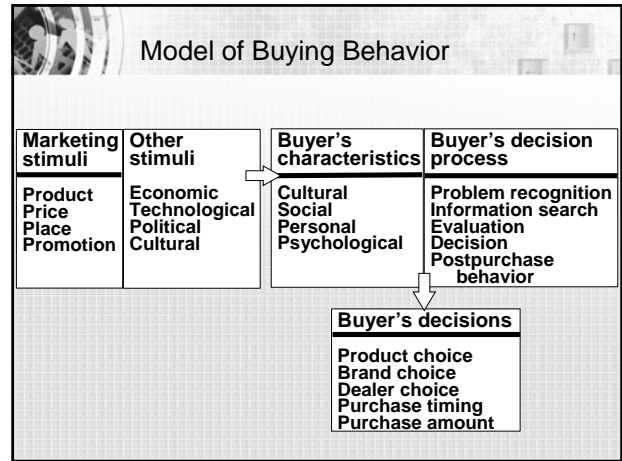
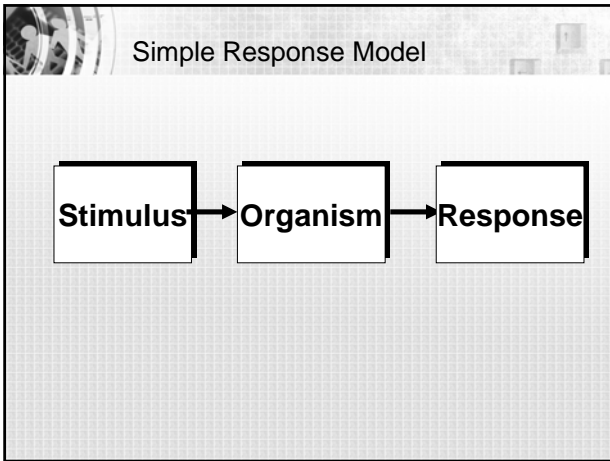
- Goods suppliers
- Service providers
- Competitors as in strategic alliances
- Nonprofit organizations
- Government entities as in joint R&D
- Ultimate customers
- Intermediate customers:
 - Franchisees
 - Channel members
- Functional departments
- Employees
- Other company business units

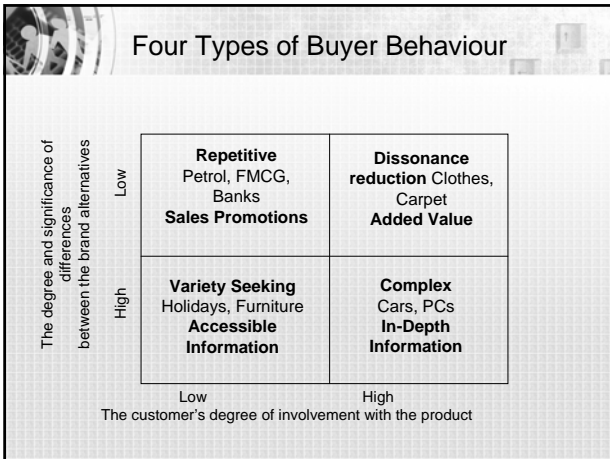
Baran, R. J., R. J. Galka, and D. P. Strunk (2008), *Principles of Customer Relationship Management*: Thomson.

Definitions

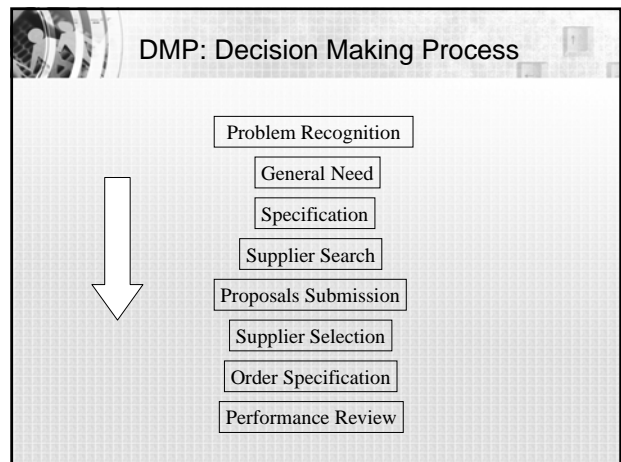
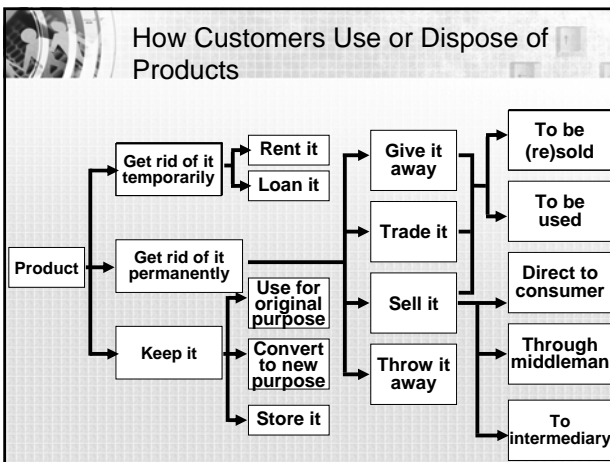
- **Buying behaviour:** 'The decision process and actions of people involved in buying and using products'
- **Customer Attitude:** 'An individual's enduring evaluation, feelings and behavioural tendencies towards an object or activity'

Dibb, Simkin





- ### DMU: Decision Making Units
- 'The group of people within an organisation who are involved in making organisational purchase decisions'
 - Members of the buying centre:
 - Users
 - Influencers
 - Buyers
 - Deciders
 - Gatekeepers



- ### Business vs. Consumer Markets
- Fewer buyers
 - Larger buyers
 - Close supplier-customer relationship
 - Geographically concentrated
 - Derived demand
 - Fluctuating demand
 - Professional purchasing
 - Several buying influences
 - Multiple sales calls
 - Direct purchasing
 - Reciprocity
 - Leasing

