



ORGANIZATIONAL BUYER BEHAVIOR

Dr. S.Thilagavathy
Associate Professor
Jamal Mohamed college,trichy-20



DEFINITION

- Organizational behavior is defined as the rational decision making process in which organization buys goods and services when they have need of any goods or service for their organization.
- The purchased products and services get identified, evaluated, and chosen among alternative brands and suppliers.



THREE TYPES OF BUYING SITUATION

- **The straight rebuy:** it is the buying condition in which the buyers buy the products frequently. Buying of those products will be a routine task for the organization.
- **The modified rebuy:** a business buying condition in which the buyer wants to change the product specification, its price as well as terms or suppliers.
- **The new task:** when the organization buys any products or services for the first time then it is called ne task.

PARTICIPANTS IN THE ORGANIZATIONAL BUYER BEHAVIOR PROCESS

- **User:** the members who uses the products or services.
- **Influencer:** the people who affect the buying decision in an organization are called influencers.
- **Buyer:** In organizational buying Centre, the person who actually purchases the goods and services are called buyers.
- **Deciders:** the people who have formal or informal power in order to select or approve the final supplier in organizations buying center are decider.
- **Gatekeepers:** the person who controls the flow of information to others in organizational buying is called gatekeepers.

PROCESS OF ORGANIZATIONAL BUYER BEHAVIOR

1. Problem
Recognition

2. General
Description
of Need

3. Product
Specifications

4. Supplier
Search

**Organizational
Buying Process**

5. Acquisition
and Analysis
of Proposals

6. Supplier
Selection

7. Selection
of
Order Routine

8. Performance
Review

