

Why is it critical to treat B2B different from B2C?



Rational buying hallmark of B2B

- B2B purchases are driven by a clear tangible need. Products need to address clear benefits based on facts, logic and reason.
- B2C buying is more nuanced. It lends itself to impulse purchases. Meeting of underlying emotional needs such as status or even fear become relevant across product categories.



100% of Customer universe considered

- B2B deals with finite customers, be it, happy, unhappy, potential or even lost. Research focuses on the entire universe of clients. Every organization counts.
- B2C works with a sample representation of the target market. Sampling becomes critical as it should be the ideal representation of the ocean of potential buyers!

(B2B also has a unique prioritization as often 20% of the customers bring in 80% of the business, which leads to “key account management” as an area specific to B2B research)



Complex, multi stakeholder selling in B2B

- The B2B buying typically involves more than one individual – At the minimum, the final decision maker, the influencer/end user and the purchase function. Effective selling needs an understanding of the power dynamics within this team.
- B2C products are usually aimed at satisfying one individual's personal expectations.



The B2B buying is driven by multiple factors

- B2B purchase decisions are high involvement, high cost, and have a long gestation period. The typical buying process involves consideration, evaluation involving prototyping, trials, and feasibility assessment, and intent to buy demonstrated through negotiations, before the final purchase.
- B2C buying is linear where interest leads to desire followed by action. The evaluation is not as stringent.

(B2B buyer persona is layered and influenced by multiple factors including value, innovation, validation and relationship seeking behaviors)



Role of branding is informational and relational

- B2B branding is tailored for careful informed decision making and not spontaneity. It builds on benefits/differentiators that strengthen reasons of consideration of the brand.
- B2C brand awareness and association is the main goal.