

# Organizational buying behavior

[Business](#), [Marketing](#)



Organizational Buyer Behavior al Affiliation) Organization buying is the process involved in decision making while making purchases in an organization. It entails many persons and some decisions for bigger purchases may include people from different departments and management levels. For instance, the purchase of modern software may require decisions made by the IT, procurement and the Human resource department as well as the end users of the software. Some of the factors that may influence the organizational buyer behavior include competition and staying ahead of the competitors, regulatory changes than happen often, the organizational key goals and objectives, a change in the government policy, the changing societal practices, technology levels, and the policies and the procedures involved while purchasing in the organization (Wilson, 2010).

Additionally an organization needs to identify the need to purchase a product then select the product that meets the needs of the organization. Moreover, the organization needs to have a team to manage the purchase process as well as a budget for the particular purchase. Research for the product is done with their suppliers to identify the best model at a reasonable price. In addition, the organization solicits bids from suppliers who prove to have the product that meets all the required specifications, and then the best supplier is awarded with the contract. Lastly, some of the characteristics of organizational buyers include demand for the production and sale of buyers as well as the fluctuations in demand for the product. In addition, the relationship between the seller and buyer is also a factor that should be considered (Wilson, 2010).

#### Reference

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Wilson, D. (2010). Organizational marketing. London: International Thomson Business Press.