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Consumer behavior and customer insights

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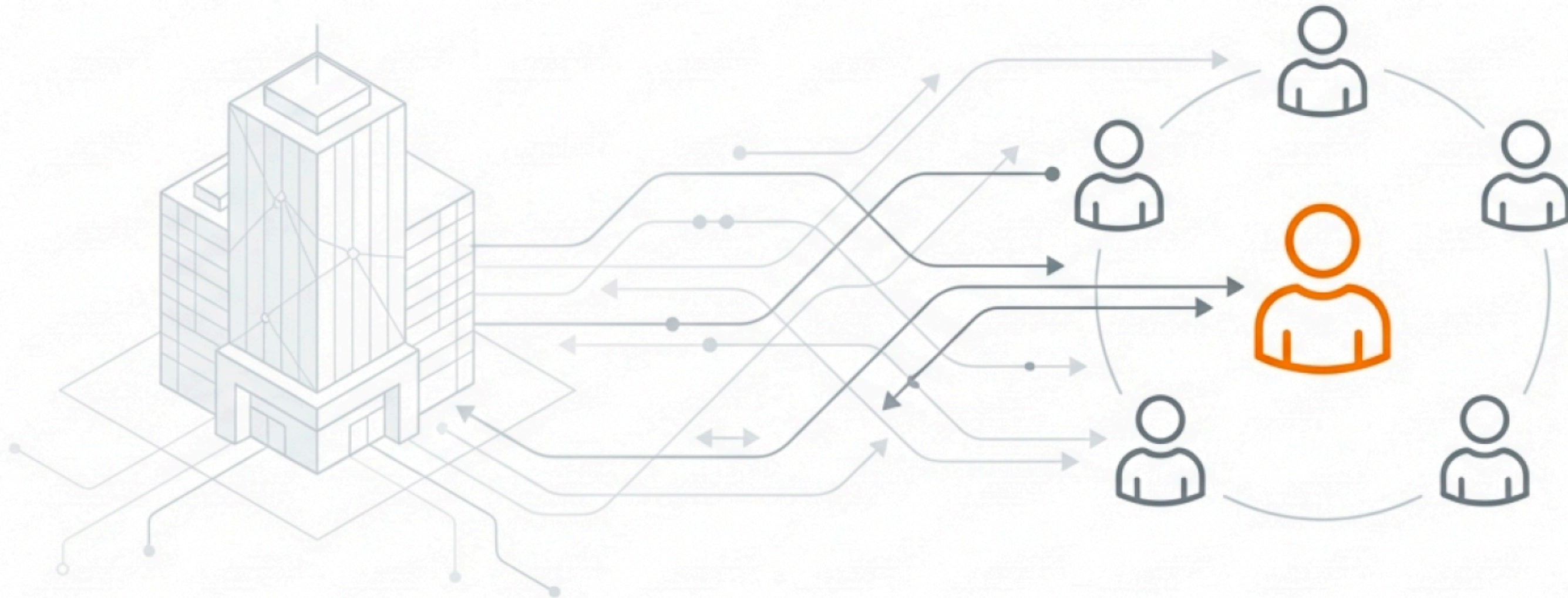
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Corporate consumer behavior
(Business-to-Business: B2B)
and the influence of groups.



Decoding the Organizational Buyer

An Analysis of B2B Behavior and Group Influence



A FOUNDATIONAL GUIDE FOR DIGITAL MARKETERS

Business-to-Business (B2B) vs. Business-to-Consumer (B2C)

B2C (Individual Consumer)



Buyer: Individual or household



Motivation: Driven by personal need, emotion, satisfaction



Process: Shorter, often impulsive sales cycle



Relationship: Focus on brand identity and transactions

B2B (Organizational Consumer)



Buyer: Group of stakeholders (DMU)



Motivation: Driven by logic, ROI, efficiency, business value



Process: Long, complex, formal sales cycle



Relationship: Focus on trust, partnerships, and post-sale support

The Five Pillars of B2B Buying Behavior



Complex Decision-Making:

Purchases involve multiple stages and numerous stakeholders (e.g., procurement, engineering, finance).



Business-Oriented Needs:

The focus is on clear business goals: efficiency, reliability, and return on investment (ROI).



Expectation of Flexibility:

Buyers expect suppliers to adapt to their specific and often complex requirements.



Emphasis on Trust & Relationships:

Long-term partnerships, post-sale service, and supplier reliability are critical factors.



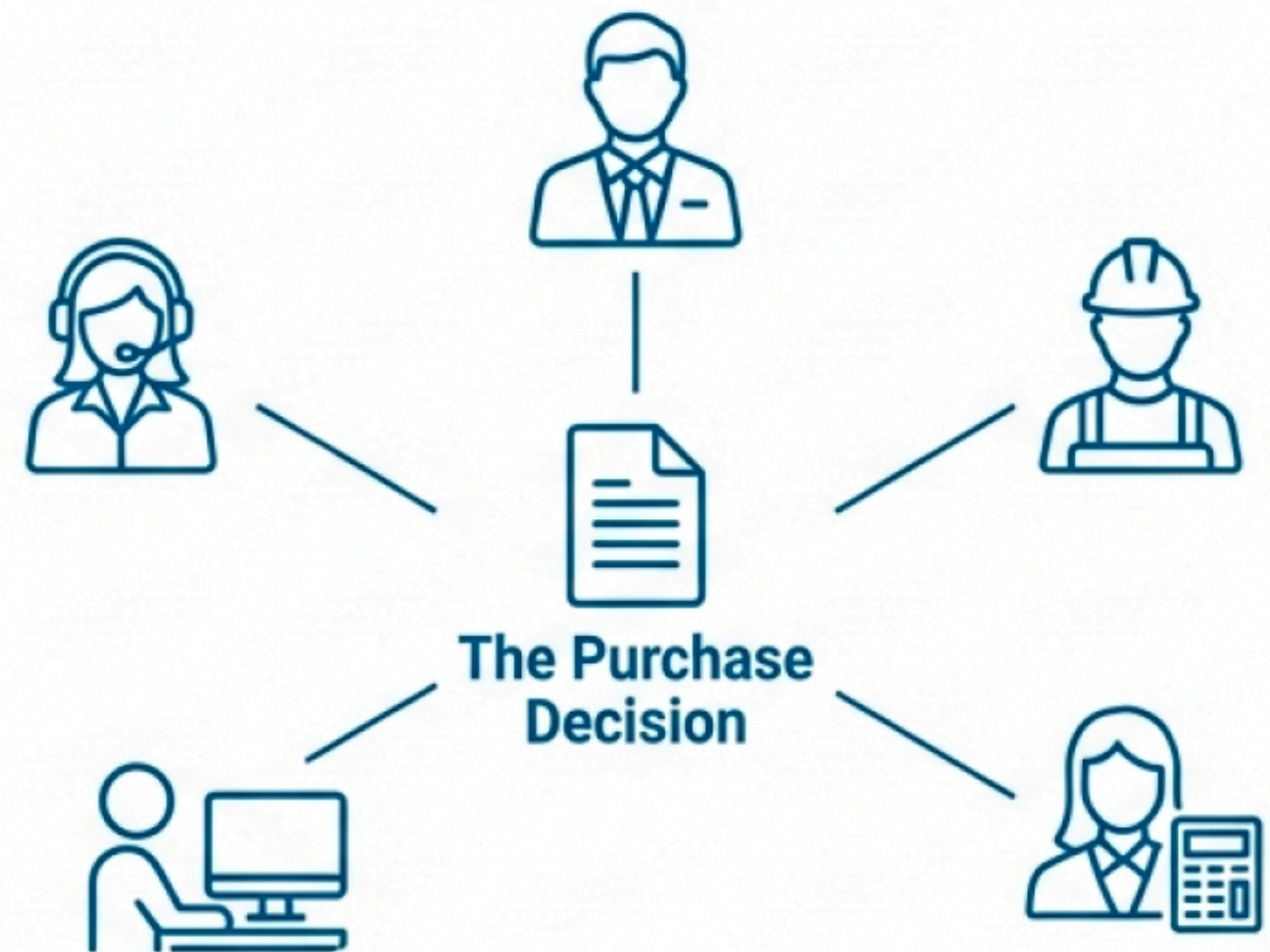
Careful, Data-Driven Evaluation:

Decisions are made based on systematic information, quality data, and thorough analysis.

The 'Buyer' is a Committee, Not an Individual

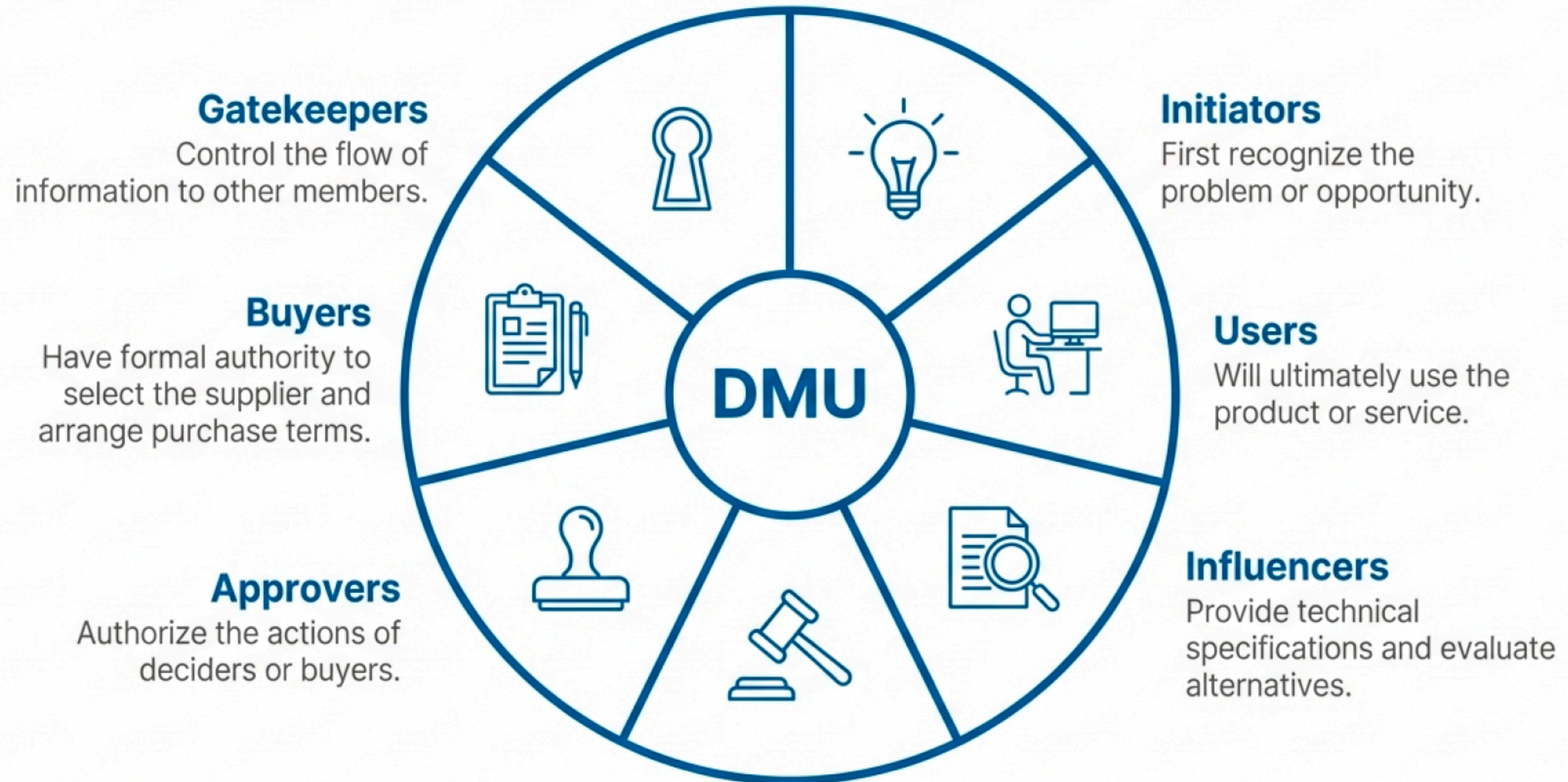
More than 70%
of B2B decisions are
made by a group of
stakeholders.

(Source: Harvard Business Review, via DeOne Academy brochure)



This decision-making group is called the **Buying Center**, or **Decision-Making Unit (DMU)**. It comprises all individuals and groups within an organization who participate in the purchase decision process, sharing common objectives and risks.

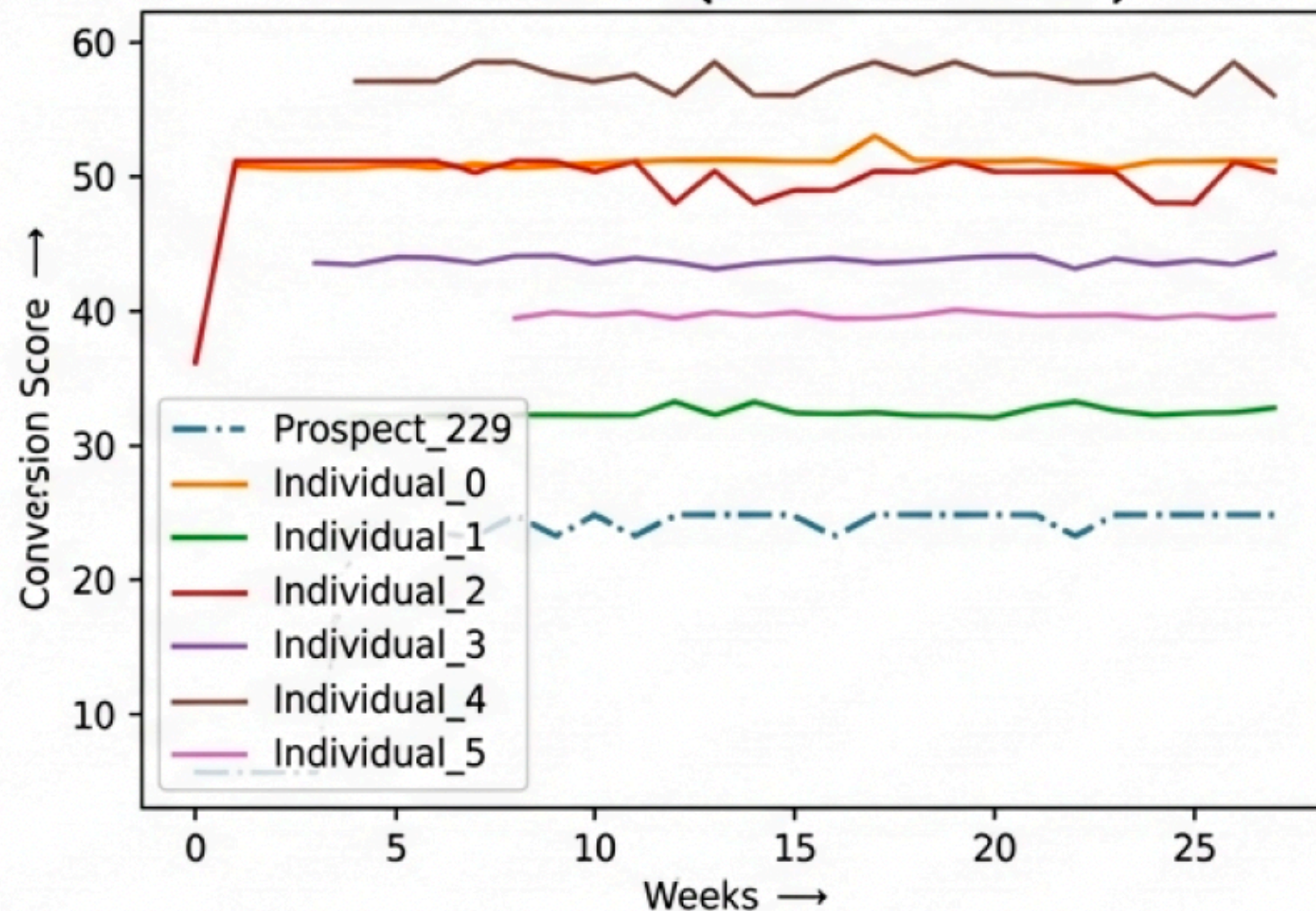
The Seven Key Roles in the Buying Center



Group Influence is Dynamic, Not Static

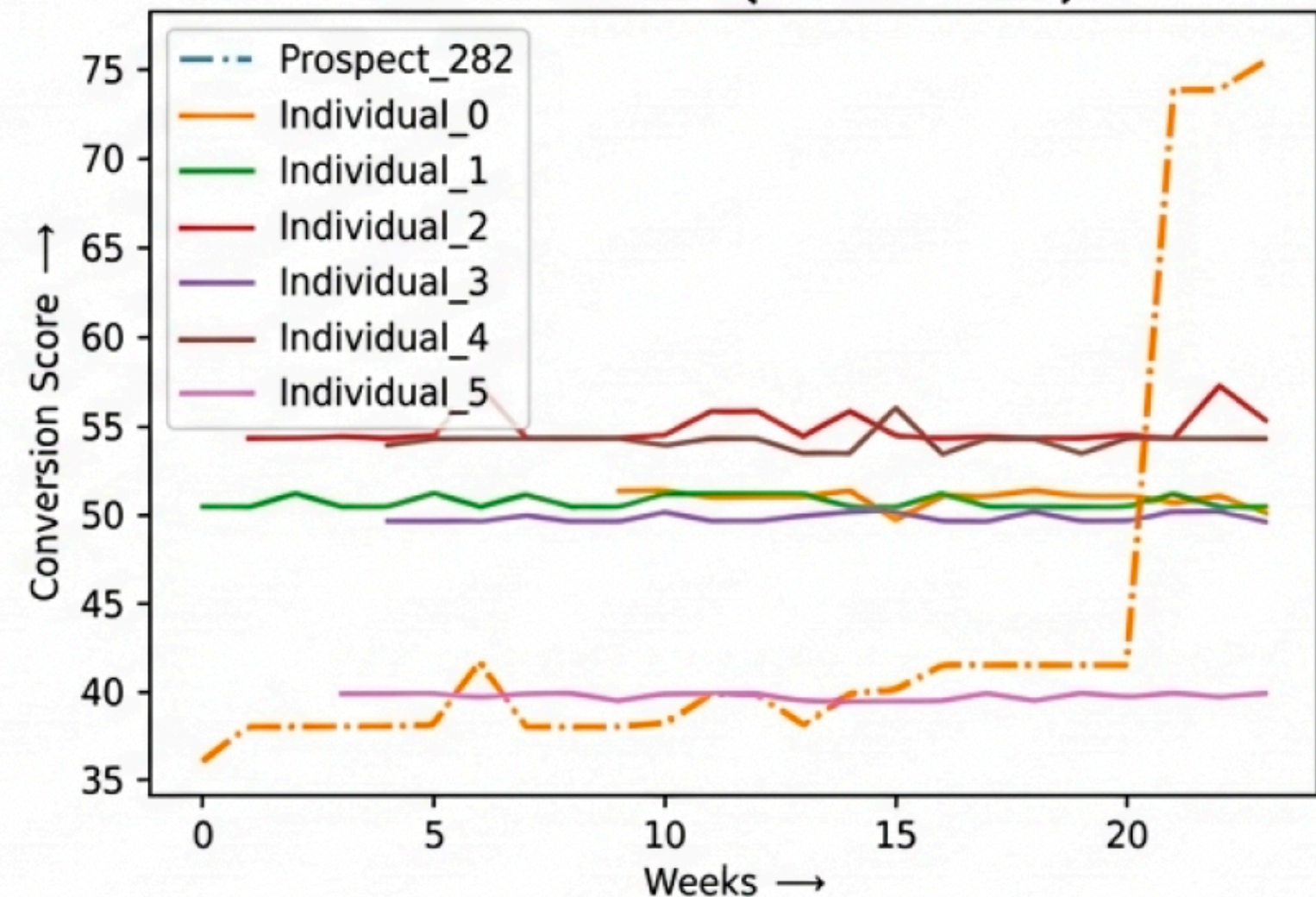
The likelihood of a purchase (conversion) depends on the *collective* interest of the group, which evolves over the long sales cycle. A decision occurs when individual interests align to form a group consensus.

Account 229 (No Conversion)



Individual interest scores (solid lines) are high, but the collective account score (dashed line) remains low and flat. No consensus is reached.

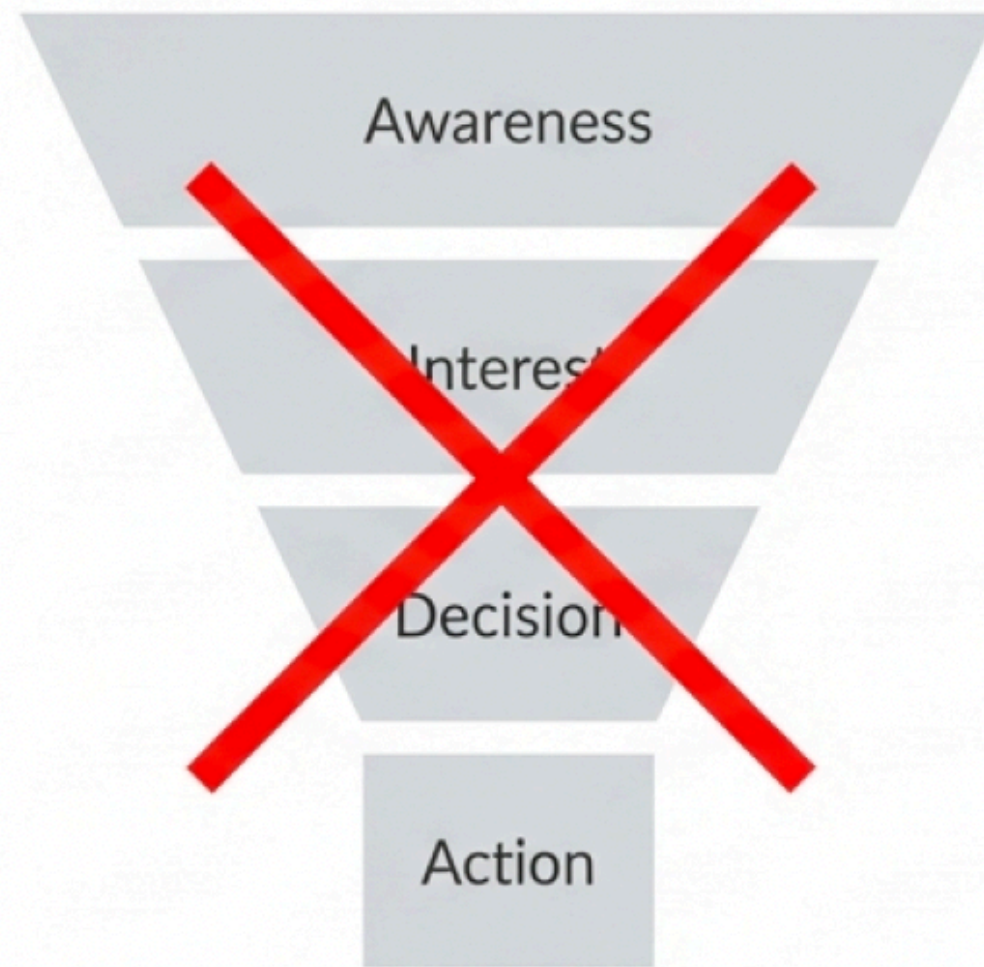
Account 282 (Conversion)



After weeks of flat collective interest, the account score spikes dramatically around week 20, signaling that group consensus has been achieved and a purchase is imminent.

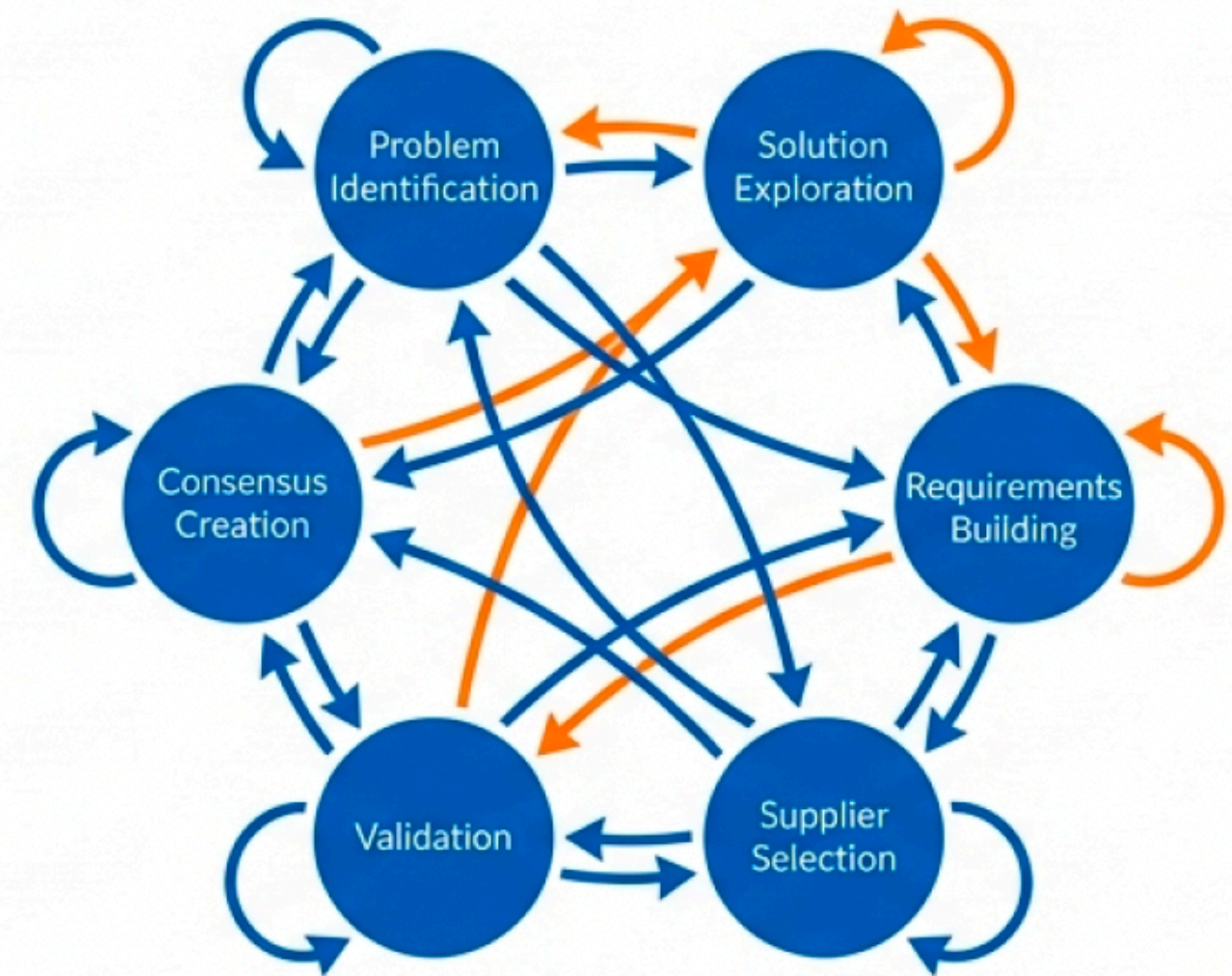
The B2B Buying Journey is Not a Straight Line

The Traditional View (Obsolete)



A linear process moving sequentially through stages.

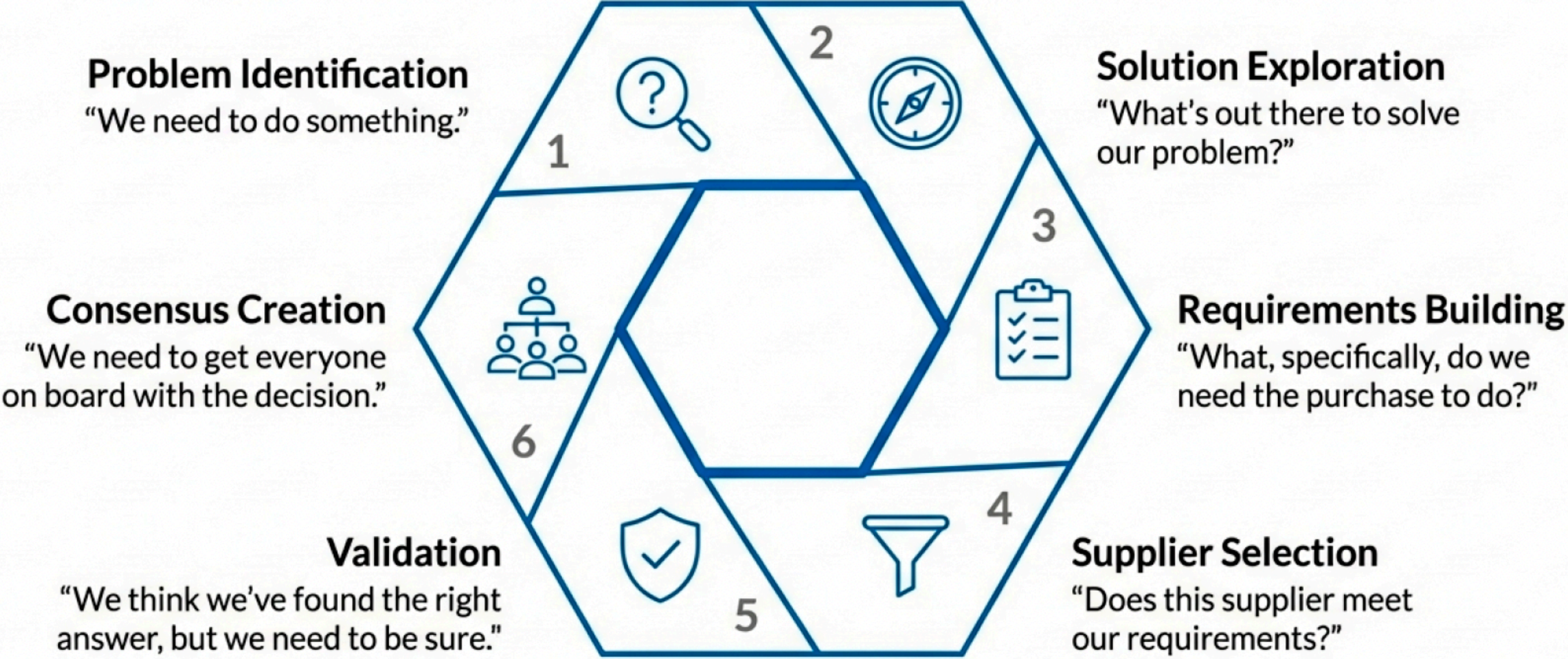
The Modern Reality (Gartner)



A non-linear, "looping" journey where buyers complete critical "buying jobs." They may revisit any job at any time, moving back and forth as needed.

Buyers Complete “Jobs,” Not Funnel Stages

According to Gartner research, B2B buyers navigate the purchase process by completing six core jobs:



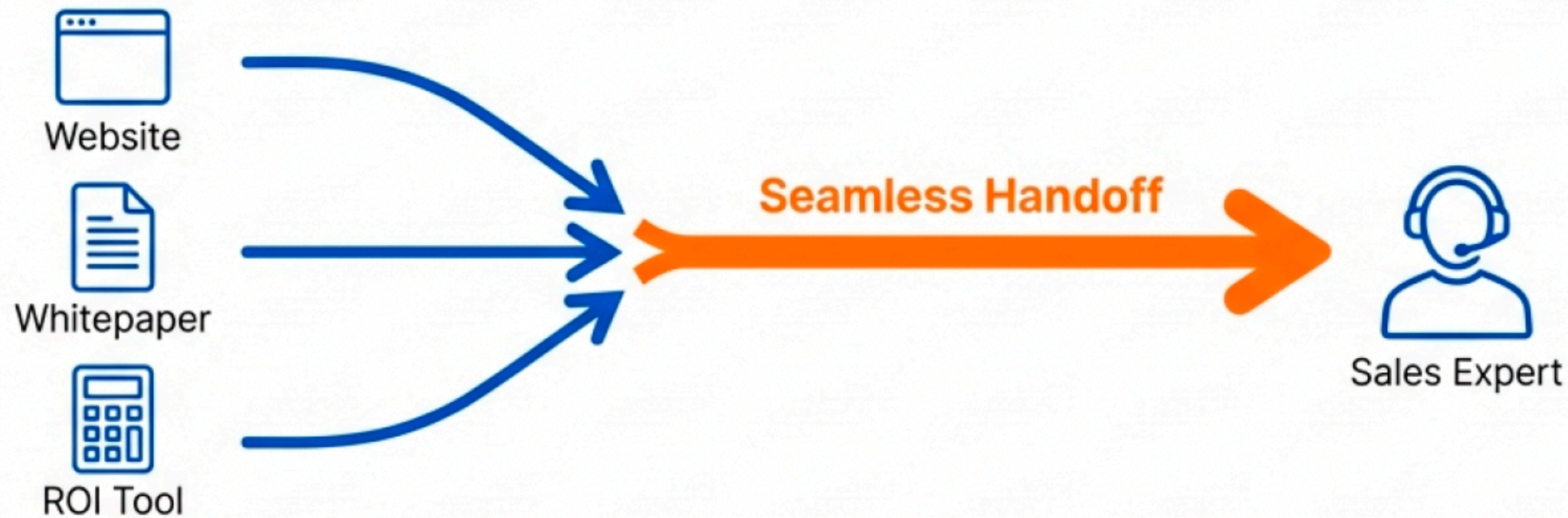
The Hybrid Experience: Blending Digital Self-Service with Human Expertise

75%

of B2B buyers prefer a rep-free sales experience for research and evaluation. (Source: Gartner)

1.8x more likely

deals are to be high-quality when buyers use both digital and human interactions. (Source: Gartner)



The most effective B2B strategies provide a seamless journey, allowing buyers to research independently online but easily engage with sales experts for personalized guidance, validation, and negotiation.

The Digital Marketer's Playbook: Three Core Strategies

1

Market to the Committee, Not the Contact

Create diverse content tailored to each role in the Buying Center.

Technical whitepapers for **Influencers**, ROI calculators for **Deciders**, and implementation guides for **Users**.

2

Enable Every Buying Job

Develop tools and content that help buyers complete each of the six jobs.

Webinars for **Solution Exploration**, detailed spec sheets for **Requirements Building**, and shareable case studies for **Consensus Creation**.

3

Master the Digital-to-Human Handoff

Use data and analytics to identify when an account's engagement signals readiness for human interaction.

Trigger a sales outreach when multiple stakeholders from one account download a pricing guide or watch a product demo.

Essential Tactics for the Modern B2B Marketer



Content Marketing

Provide educational value, not just sales pitches. Focus on case studies, in-depth articles, and webinars that solve problems.



Account-Based Marketing (ABM)

Treat each target company as a “market of one.” Coordinate personalized marketing and sales efforts across the entire Buying Center. (Note: ABM strategies have 2.9x higher deal closing rates, ¹ **Accent Orange (#E87722)**).



Customer Analytics

Use data from CRM and other platforms to track engagement at the *account level*, not just individual lead scores. Understand the group's collective journey.



Build Trust & Credibility

Leverage testimonials, transparent pricing, and industry reports to build the long-term relationships that B2B buyers demand.

Key Takeaways for Decoding the B2B Buyer



B2B Buying is a Team Sport: Your focus must be on the entire Buying Center and its internal dynamics.



Logic and Value are the Currency: Every marketing message must clearly articulate the business impact and ROI.



The Journey is a Winding Path: Support buyers through their non-linear, job-based process with a blend of digital and human touchpoints.



Your Goal is to Enable, Not Just Persuade: B2B marketing succeeds by providing the clarity and confidence a group needs to make a complex, collective decision.

