

B2B

Commerce between two businesses rather than between a business and an individual consumer.

The beginnings of B2B marketing started in the 1800s with industrial magazines like *The Furrow* by John Deere that taught farming techniques to farmers, and the *American Railroad Journal* that was published for miners and manufacturers.

[Conventions and trade shows](#) started in 1851 with the *Great Exhibition* in England. The subsequent world fairs were responsible for bringing hundreds of new, niche products to buyers not as concerned with price such as the light bulb, libraries, and bubble gum into the world. The trade show industry exploded with the launch of CES in 1968 in Las Vegas.



Less buyers

Large scale order

Close and Long term relation

Easy to identify buyers

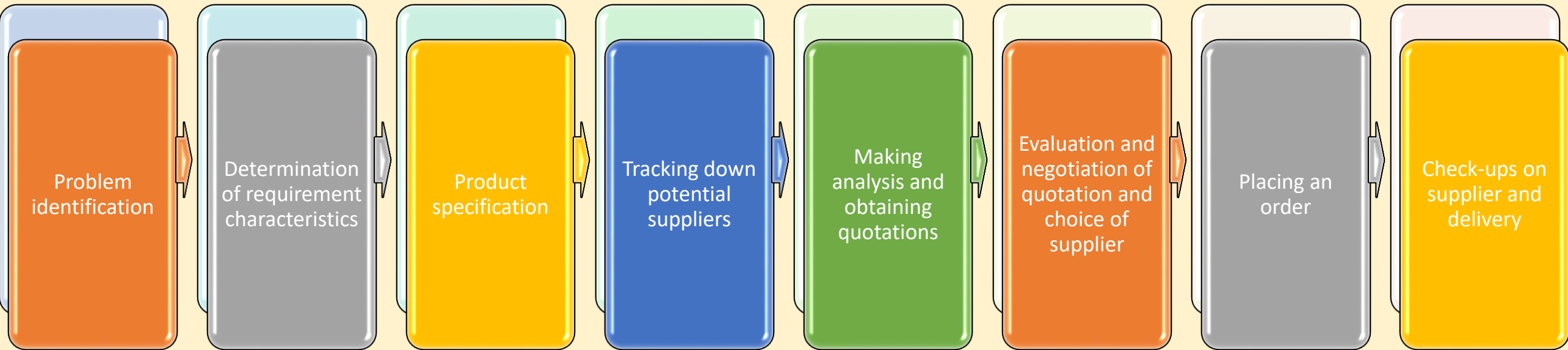
More persons involved

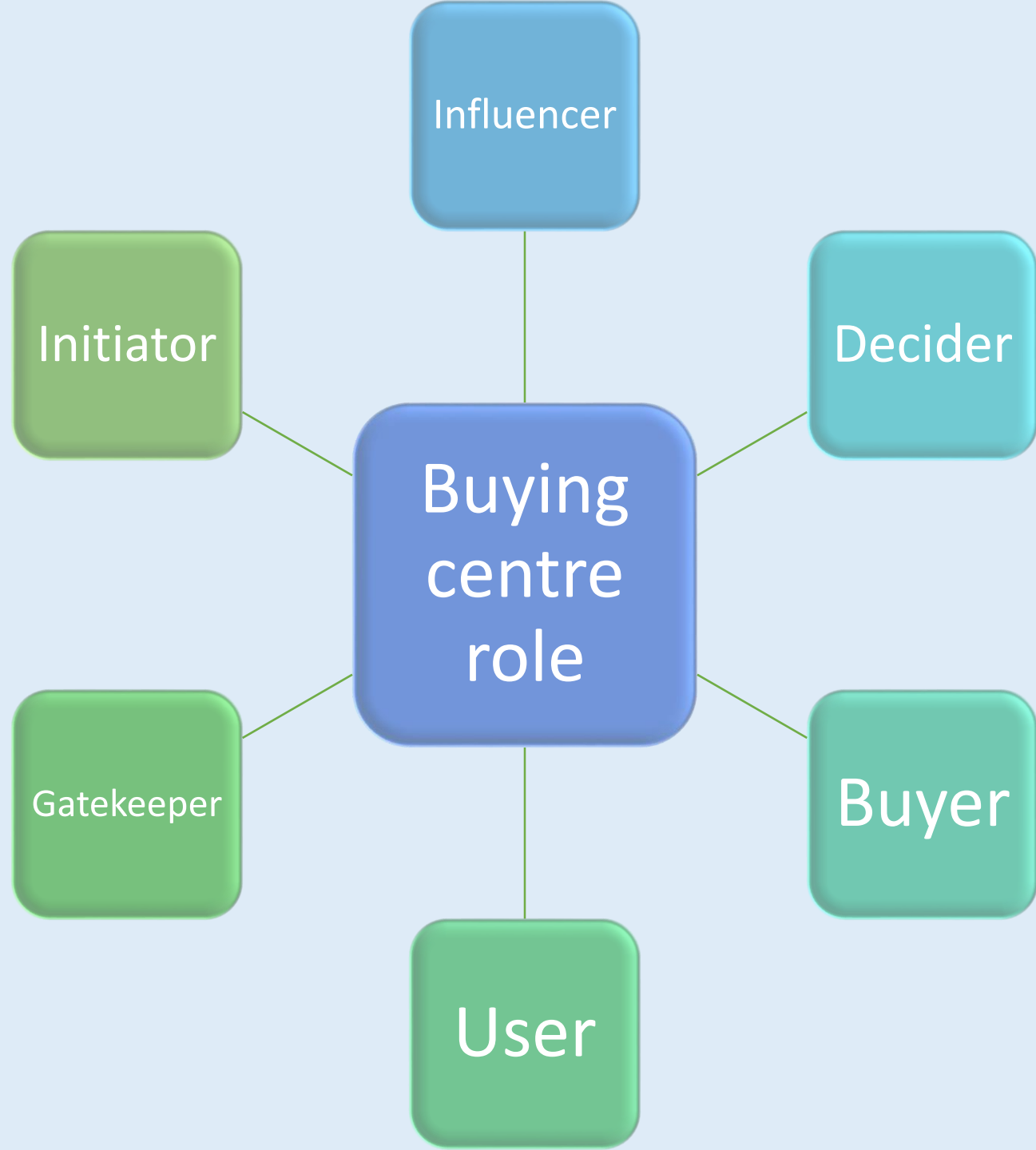
Purchase on information and rationality basis

Focus on price and cost saving

B2B
characteristics

B2B buying process





Environment

- Economic development
- Supply conditions
- Technological Change
- Political and regulatory developments
- Competitive developments
- Culture and customs

Organizational

- Objectives
- Policies
- Procedures
- Organizational structure
- Systems

Interpersonal

- Authority
- Status
- Empathy
- Persuasiveness

Individual

- Age
- Education
- Job position
- Personality
- Risk Attitude

Buyers