



Relevance of Buying Center Analysis in Industrial Markets

Markus Gaggl

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Bachelor Thesis from the year 2014 in the subject Business economics - Supply, Production, Logistics, grade: 3,0, Campus02 University of Applied Sciences Graz (International Marketing und Sales Management), course: Sales Management, language: English, comment: Um die Anonymität der befragten Unternehmen zu wahren, werden keine Gesprächsleitfäden veröffentlicht. , abstract: Die vorliegende Arbeit beschäftigt sich im speziellen mit der Analyse des beschaffenden Unternehmens im Zuge eines Kaufprozesses auf Industriegütermärkten sowie der Frage wie bzw. ob Unternehmen diese Analysen in der Praxis durchführen. Hierzu ist die Arbeit in sechs Kernbereiche unterteilt. Im ersten Abschnitt werden die Besonderheiten der Industriegütermärkte erläutert und deren Einflüsse auf das Buying- sowie das Selling Center dargestellt. Der zweite Abschnitt umfasst die Kauftypen, die den Umfang und die Zusammensetzung des Buying Centers sowie das Verhalten seiner Mitglieder erheblich beeinflussen. Der Wert einer Investition, der Kaufanlass, der Wiederholungsgrad einer Kaufentscheidung sowie die Produkttechnologie haben einen besonders großen Einfluss auf das Ergebnis und den Ablauf von Beschaffungsentscheidungen in der Praxis. Der dritte Abschnitt beschäftigt sich mit dem Buying Center, dem Kaufprozess sowie den Buying Center Modellen aus der Literatur. Diese werden am Ende der Arbeit, im Zuge der Expertenbefragungen, auf Ihre Anwendung in der Praxis überprüft. In Abschnitt vier wird auf den Verkaufsprozess sowie die Mitglieder des verkaufenden Unternehmens - das Selling Center - eingegangen. Für das verkaufende Unternehmen ist es essenziell die Mitglieder des Selling Centers auf die Mitglieder des Buying Centers abzustimmen. Abschnitt fünf stellt nun die wichtigsten Kriterien einer Buying Center Analyse dar und zeigt die Möglichkeit einer praktischen Umsetzung anhand eines einfachen Beispiels. Der letzte Abschnitt verknüpft die vorangegangenen theoretischen Bereiche und stellt die Ergebn

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