

Types of Business Buying Decisions

Just as consumer decision complexity will alter with the level of purchase involvement, business purchase decisions also vary.

Your task is to classify the products listed below into the appropriate type of purchase decision, choosing from:

1. Straight rebuy
2. Modified rebuy
3. New task

1	Major machinery for the factory	
2	Ongoing electricity supply	
3	A new car for a new manager	
4	A mobile phone for the new manager	
5	A new head office building	
6	Stationery	
7	A new photocopier	
8	A market research consulting project	
9	Minor software (\$200)	
10	Major software (\$250,000)	
11	A one-off PC	
12	An entire PC system (over 100 PC's)	

Student Discussion Question

1. How would the marketing goals and tactics vary (for a B2B marketer) between a straight rebuy and a new task purchase? (That is, what does the B2B marketer need to achieve in each case and how could they best do that?)