

**DEMOCRATIC AND POPULAR REPUBLIC OF
ALGERIA**

**MINISTRY OF HIGHER EDUCATION AND
SCIENTIFIC RESEARCH**

Ecole Supérieure de Commerce, Kolea.

A Thesis Submitted in view of obtaining a Master's Degree in Commercial and
Financial Sciences.

Option: Marketing & Communication.

**Comparative study of Business-to-Business
and Business-to-Consumer Marketing.**

Case study: NetBeOpen.

Submitted by:

REZZAG-HEBLA Rahma

Supervised by:

Professor KRIMI Abdelkrim

Professor ANNABI Benaissa

Place of training: NetBeOpen, Cyberparc Sidi Abdellah, Rahmania, Zeralda,
Alger.

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Dedication

This work is wholeheartedly dedicated to:

The Almighty God for his guidance and supervision.

My beloved Mother, Father and Brothers.

Acknowledgment

I would like to express my sincere gratitude to supervisors Mr.Krimi and Mr.Annabi for all their support, guidance and trust from the beginning of this work.

A special thanks to Mr.Baroudi for his advises and information resources he provided me with, the library service for their kindness, and all the staff of the school.

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List of abbreviations

BtoB	Business-to-Business
B2B	Business-to-Business
BtoC	Business-to-Consumer
DMU	Decision-Making Unit.
ANPT	Agence Nationale de Promotion et de Développement des Parcs Technologiques
SEO	Search Engine Optimization
CRM	Customer Relationship Management
ERP	Enterprise Resource Planning
IP	Internet Protocol
NATP	The National Agency For The Promotion Development of Technology Parks.

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General introduction

Marketing is a vast and interesting field to study; it is a combination of science and art that provide deep knowledge of either companies or consumers. Companies should understand the rules of marketing to have a good position and an important market share among competitors. In the market, two types of companies are operation: Business-to-Business companies and Business-to-Consumer companies, obviously the first type's clients are companies and the second are individuals.

Many studies have studied each type separately from the other one, which didn't provide a clear comparison between their elements. The first type concerns the world of business from the production of product or service to the buying situation and use of the purchased product or service, even the buying behaviors are included in it, it provides a better understanding of how business companies purchase their needed products or services.

The second type, which is Business-to-Consumer companies it is all about the consumer, consumer needs and want, consumer behavior and consumer segments.

To identify in detail the differences between these two types of companies, it is necessary to guide this research by the following problematic:

“What are the main differences between Business-to-Business marketing and Business- to-Consumer marketing? “

In order to bring the element of answer and to begin to build this work we fixed the research methodology to a descriptive and analytical methodology. We used interned as a main source of information, through the use of ScholarVox as a book provider, and websites as other information sources.

This thesis is divided into three chapters, each chapter has two sections. The first two chapters cover the theoretical part and the third chapter is the projection of the theory on a case study (Marketing and Communication Agency: NetBeOpen).

The First chapter starts with the definition of marketing and all the concept orientations he passed through. The first section is about Business-to-Business markets, starting with business markets characteristics and market segmentation criteria. The second section defines

the concept of buying behavior in business markets, and the influences that can have an impact on it and how marketers can take advantage from.

The second chapter is about Business-to-Consumer markets, the first section brings in light the types of consumer market segmentation and the criteria that companies use to segment these markets. The second section is about consumer behavior, and all the influences that can have an impact on it.

The last chapter illustrates and projects the theory of the two previous chapters on the case study NetBeOpen agency, through providing an environment analysis using SWOT, and identifying their clients, and at the and it provides a differentiation between NetBeOpen (BtoB) and Algérie Poste (BtoC).

Chapter One:
Business-to-Business Marketing

Introduction

Firms sell goods and services in different forms (raw materials, semi-final products, final products, maintain services, communication services...), it is interesting to know the characteristics of business markets. First it is primordial to have an overall view of marketing and its main orientations which are mentioned in the beginning of this chapter.

Then this chapter defines the business-to-business marketing and markets on which business firms operate, in addition it determines the main characteristics of business markets, and factors on which business firms segment these markets.

In the end of this chapter, the buying behavior takes part in providing a better understanding of business market and explaining how the buying behavior can be affected and how firms should take advantage from any situation.

1. Definition of marketing :

The word Marketing, has been defined from multiple viewpoints, such as:

The American Marketing Association defined it as the following: “Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large”¹

Kotler and Keller had a social definition: “Marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others.”²

From the two definitions, different points can be highlighted:

2. Marketing is all about exchanging value, whether it can be a profit for the seller or a product/service for the customer.
3. Marketing as a social process, it must include two or more parties so the information can be communicated.
4. Marketing satisfies the need and the want expressed by the customer, through an appropriate product/service.

2. Marketing concept orientations³:

The marketing concept went through several business orientations, which can be summarized in the following table:

Table 1.1: Business orientations:

Production orientation	A focus on manufacturing, on improving the process so as to reduce costs and increase efficiency, and on making a profit through selling large volumes of goods.
Product orientation	The focus here is on quality, and on product features. Product orientation aims to produce the best possible product with the

¹ KOTLER (P) & KELLER (K): *Marketing Management*, (Pearson education, Inc., New Jersey, 2012, 14th edition), p.05.

² Ibid. P.05.

³ Blythe (J): *Principles and practice of marketing*, (Sage Publication, London, 3rd edition, 2013), p.06.

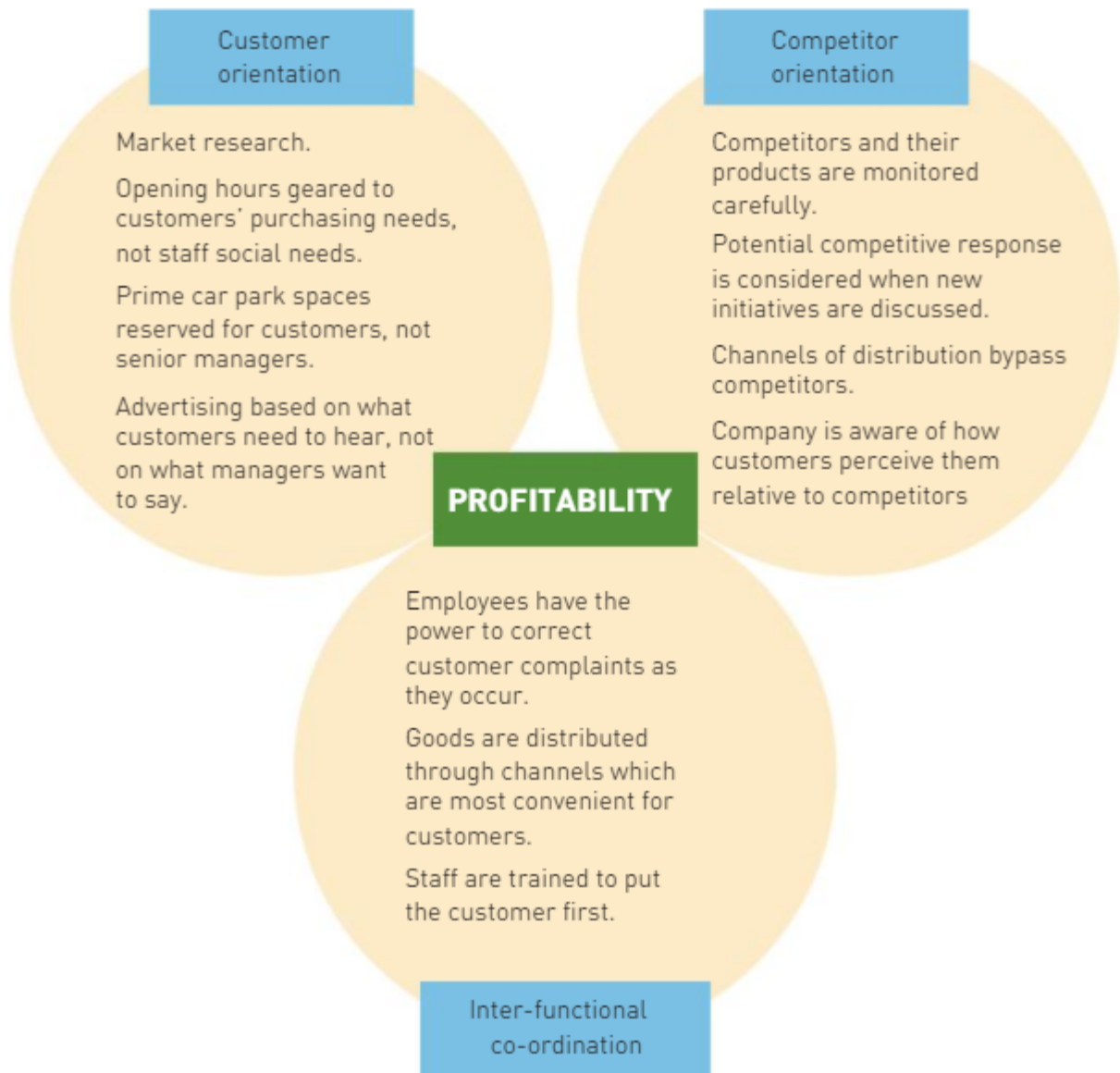
	maximum number of features.
Selling orientation	The company seeks to use aggressive and sometimes devious selling techniques to move the product. Profit comes from quick turnover and high volume.
Marketing orientation	Defining what customers want and ensuring that the company's activities are arranged in a way which will achieve customer satisfaction.

Source: Blythe (J): *Principles and practice of marketing*, (Sage Publication, London, 3rd edition, 2013), p.07.

- 2.1. Production orientation:** due to the industrial revolution, low cost production and selling large amounts of standardized products were the main goals of firms.
- 2.2. Product orientation:** this orientation was a result of an oversupply of standardized goods, which obliged firms to add more features to products seeking for new customers.
- 2.3. Selling orientation:** through this orientation firms used promotional techniques in order to persuade customers to buy their products.
- 2.4. Marketing orientation:** assuming that customer needs are the motivation of firms to produce the proper product to satisfy their customers. It implies that customers don't just need a product they also need information about it, how to use it...etc. Three components show how deep the firms are using marketing orientation:
 - 2.4.1. Customer orientation:** it measures how deep firms understand their customers, for creating the most appropriate product/service.
 - 2.4.2. Competitor orientation:** it measures how well firms identify their direct and indirect rivals.
 - 2.4.3. Interfunctional co-ordination:** it is the combination of the organization structure and the attitude of its members to deliver marketing orientation.

These main elements of marketing orientation are illustrated in **Figure 1.1**.

Figure 1.1: Elements in Marketing orientation.



Source: Blythe (J): *Principles and practice of marketing*, (Sage Publication, London, 3rd edition, 2013), p.10.

Section One: BtoB Markets

1.1 Business-to-Business marketing definition:

“The business market consists of all the organizations that acquire goods and services used in the production of other products or services that are sold, rented, or supplied to others. The major industries making up the business market are agriculture, forestry, and fisheries; mining; manufacturing; construction; transportation; communication; public utilities; banking, finance, and insurance; distribution; and service.”¹

“Business-to-business or B2B marketing is sometimes referred to as industrial or trade marketing, and it deals with products and services that are bought by enterprises rather than individual consumers”.²

B2B markets at first glance can be understood as a manufacturing market, which provides primary or secondary goods (raw materials, machinery...), but it is extended to communication and services such as advertising companies or consulting agencies.

1.2 Business markets:

1.2.1. Business market characteristics: as it is known, the main objectives of any marketing strategy are market shares, margins and sales volume, business market can be defined by the following elements³:

1.2.1.1 Demand:

- Derived demand:

“Bread satisfies man’s wants directly: and the demand for it is said to be direct. But a flour mill and an oven satisfy wants only indirectly, by helping to make bread, etc., and the demand for them is said to be indirect. More generally: the demand for raw materials and other means of production is indirect and is derived from the direct demand for those directly serviceable products which they help to produce.”⁴

¹ KOTLER (P) & KELLER (K): *Marketing Management*, (Pearson education, Inc., New Jersey, 2012, 14th edition), p.183.

² Eardley (M), Stewart (C): *Business-to-Business Marketing*, (Penguin Books, Cape Town, 2016), p.03.

³ KOTLER (P) & KELLER (K): *Op.cit*, p.186.

⁴ Blythe (J): *Principles and practice of marketing*, (Sage Publication, London, 3rd edition, 2013), p.141.

Chapter One: Business-to-Business Marketing.

Businesses buy goods or services not from the perspective of satisfying their need, but to use these goods in manufacturing final products, which themselves satisfy a need or a want. Business market demand is driven by the direct demand of consumers (direct demand), so business marketers cannot stimulate the direct demand in totality, since there is no direct relationship with the final consumer, but they can maintain their market share as long as possible to guarantee profits.

- **Inelastic demand:** the total demand of business markets is inelastic, any rise or fall in the good's/service's price doesn't have any effect on demand.
- **Fluctuating demand/ the accelerator factor:** an increase in direct demand results a huge increase in business demand and a decrease in direct demand causes a collapse in business demand.

1.2.1.2 Fewer, larger buyers:

Generally business's marketers deal with few customers but large ones, such as airplane industry. In case of service businesses the number of customers is relatively higher than goods business.

1.2.1.3 Close supplier-customer relationship:

Frequently suppliers customize their offerings due to the small number of customers, which result a close relationship between the supplier and customer through years.

1.2.1.4 Professional purchasing:

Well trained and professional agents often purchase business goods, following their organization's policies and instructors.

1.2.1.5. Geographically concentrated buyers (Concentration ratio¹):

The concentration ratio refers to the market shares dominated by certain companies (oligopoly group), business markets must take advantage of these dominating companies in developing a sales and marketing strategy.

¹ Brennan (R), Canning (L) & McDowell (R): *Business-to-Business Marketing*, (Sage Publications, London, 4th edition, 2017), p.15.

1.3 Market segmentation¹:

As mentioned above, suppliers often provide customized goods for their customers; these unique treatment and customized relationship are only for important ones, however suppliers have substantial number of customers that purchase standardized products and same offerings.

For that purpose, business marketers use segmentation for its value, this value comes when:

- Segmentation is applied to make decisions about target markets and to be positioned in a competitive level to those targets, which themselves bring value to suppliers.
- The supplier succeeds in having a differential competitive positioning, through providing different offerings, or more customized offerings at lower costs than rivals.

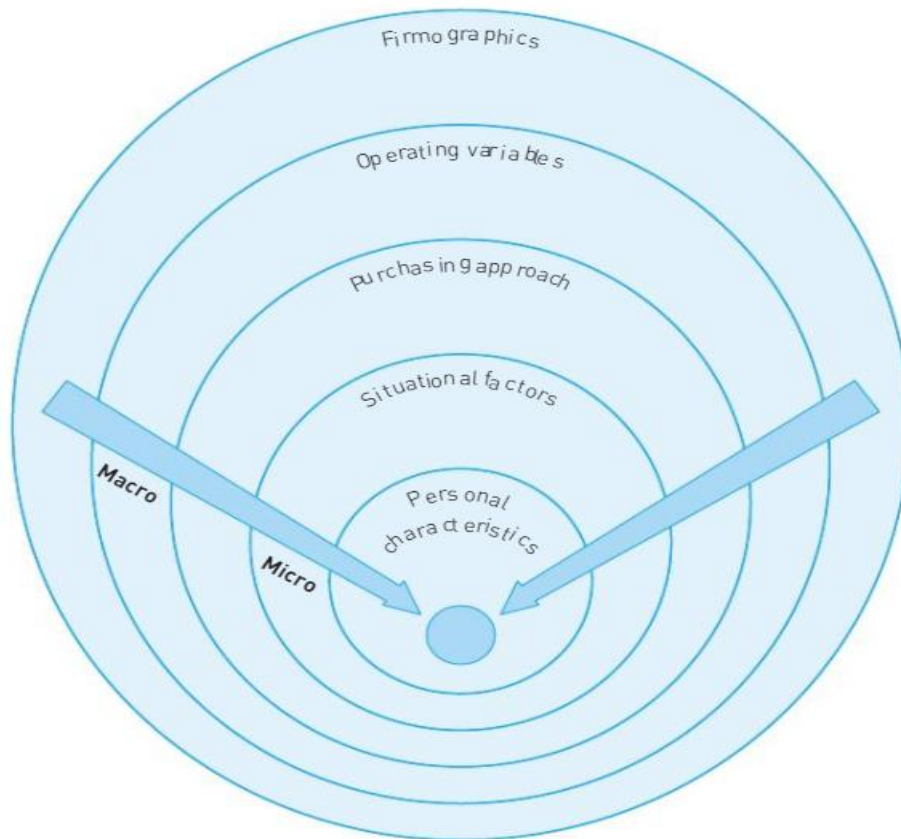
1.3.1 Segmentation bases²:

To proceed in a process of segmentation, it requires taking in consideration the different levels of segmentation, moving from the most general and easily observable characteristics (macro-environment) which often using secondary data sources, to the less observable factors, that need a specific knowledge (subjective judgments-attitude surveys...). The following **Figure 1.2** illustrates the levels of segmentation.

¹ Brennan (R), Canning (L) & McDowell (R): *Business-to-Business Marketing*, (Sage Publications, London, 4th edition, 2017), p.140.

² Ibid., p 142.

Figure 1.2: The Segmentation Funnel, nested use of segmentation bases.



Source: Brennan (R), Canning (L) & McDowell (R): *Business-to-Business Marketing*, (Sage Publications, London, 4th edition, 2017), p.142.

- **Firmographics:** the term demography is used when studying the characteristics human populations (size, growth, distribution...), but the term firmographics expresses characteristics of customers in business markets, mainly three segmentation macro factors are highlighted in this level:
 - Industry: according to the type of industry.
 - Customer location: customers that are concentrated in a location might be in favor for companies providing easy transportable goods/ services, but for heavy industries, the transportation and delivery of goods might be a problem for longue distanced location.
 - Customer size: the size of customer companies is a base for distinguishing one from another, it matters often to determinate the scale of the customer organizations' needs and their volumes of purchased goods/services.

- **Operating variables:**

These variables are relatively easily observable; it's more about how customer companies behave rather than general characteristics:

- Company technology: analysis of technology of companies is a key in segmentation and aiding targeting decisions, thus it gives indications of a company's buying needs as well, and it enables suppliers to meet those needs.
 - Product and brand-use status: business marketers use the customer's behavior toward the product or the brand to aid their segmentation; customers are divided in two sections: those who are not customers yet, and those who already purchased and used the product/service. These existing customers bring additional knowledge to the supplier, which is more understanding of the need and how they purchase. Companies that never purchased from the supplier; can share the same characteristics in their use of products.
 - Customer capabilities: suppliers interested by how customers use their products or process in the optimum efficient way.
 - Customer strategic type.
- **Purchasing approach:** the companies behaviors are affected by their way of purchasing goods, policies of buying provide valuable information for business marketers; it enables them to produce offerings that are the most appropriate to a segment which is defined according to its purchasing approach.
 - Purchasing function organization: commonly most customer companies have a centralized purchasing function.
 - Power structure: the relative influence of different department of customer companies can have an impact on the buying process and the applied criteria.
 - Buyer-seller relationship: customers are divided in two types; the 'always-a-share' ones who do not want a relationship with the supplier and can change supplier easily based on the price offered, however 'lost-for-good' customers they seek for a value from the long relationship.
 - General purchasing policies: it is similar to power structure; in this case business marketer can focus on its communication in convenient with the department that affects the purchasing policies.

- Purchasing criteria: buyers chose a range of purchasing criteria, such as financial criteria, or technical aspects of the product, the difficulty that to can face the marketer to segment is that these criteria are implicit and not directly expressed.
- **Situational factors:** in this case customers are behaving according to prevailing factors.
- **Personal characteristics of buyers:** after all the buyers are humans and behave according to the processes and policies of their companies, marketers can use these behaviors to seek what motivates them to behave in such way.

Section two: Buyers behavior

2.1 The purchasing process:

Decision making: in business-to-business world, a simple purchase might not be a single act, but a number of activities called “*decision making process*¹”, it consists of:

- Need/problem recognition: purchases are generated by two factors: the first is the need to solve specific supply problems, and the second is the organizations’ desire to improve its operational performance.
- Determining product specification: based on the supply need, the company decides on the products’: functional, technical, process and performance specifications through answering these questions: what the product will be required to do? What are its physical properties? How the product should be produced? And what are the outputs that the customer expects from using the product?
- Supplier and product search: at this stage the buyer starts looking for the organizations that can meet its product need.
- Evaluation of proposals and selection of suppliers: according to the specifications of the product the buying company will evaluate the proposals according to criteria, such as: quality, price/cost, technology, availability...
- Selection of order routine: after choosing a supplier, a negotiation and agreeing on the payment is started.

¹ Brennan (R), Canning (L) & McDowell (R): *Business-to-Business Marketing*, (Sage Publications, London, 4th edition, 2017), p.36.

- Performance feedback and evaluation: the purchasing team designs an evaluating sheet for the user department to complete regularly.

2.2 Buying situations:

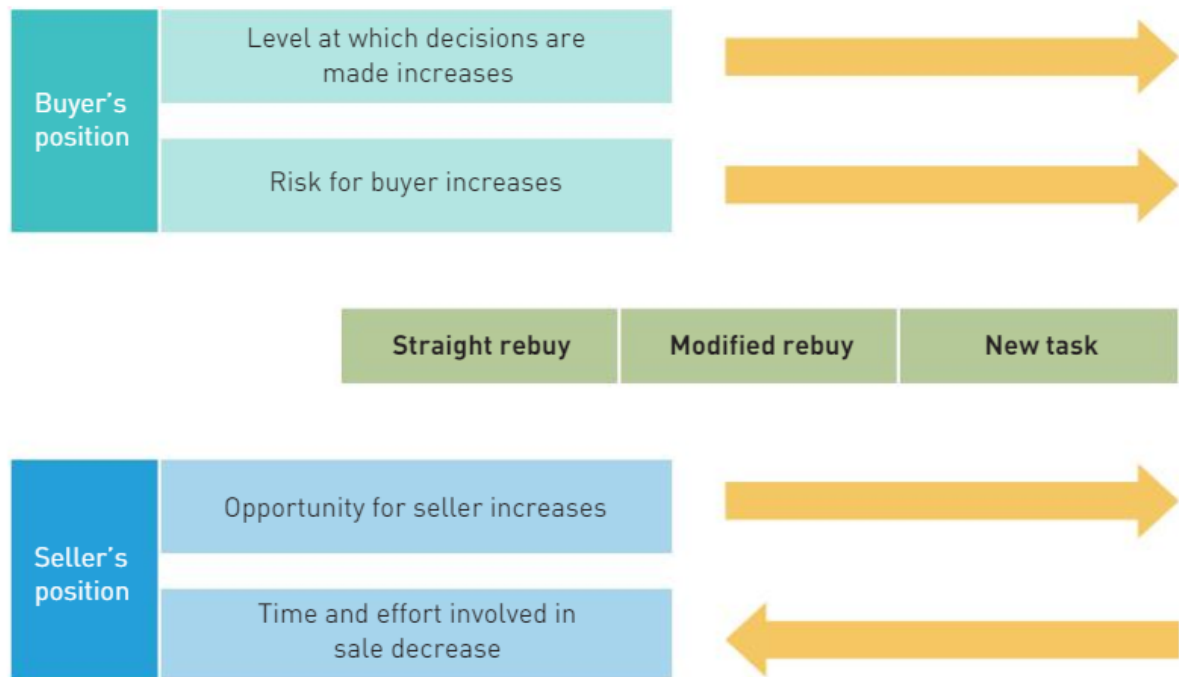
Buyers use the appropriate technique, depending on the buying situation; these situations are divided into three types¹:

- **Straight rebuy situation:** in this situation the buyer is buying the same product from the same supplier. In this case the buyer needs no new information, and does not need to engage in negotiations. In many situations the buyer establishes an electronic data interchange (EDI) link with the supplier in order to make the purchasing process on internet without any human interface.
- **Modified rebuy situation:** in such situation, the buyer re-evaluates the habitual purchasing details (quantities ordered, components...). The buyer might scan the environment and become aware of other alternatives in terms of changing levels of demand which can affect prices of components, in this case the buyer goes through a renegotiation with the supplier or searches for a new one, in most cases seeking a new supplier can damage the relationship built up for many years.
- **New-task situation:** in this situation the buyer purchase a service or a product for the first time, and with a new supplier, the history of the company purchasing is there for no guide. Before taking the final decision, the buyer has to deal with: the technical complexities of the product, a complex evaluation of the alternatives and the negotiation with the supplier.

For the business marketer the most important and challenging situation to take advantage from and win new customers is the new-task situation. However for the buyer a new-task or switching the supplier represents a risk for the company. The following **Figure 1.3** illustrates the risk/opportunity according to the three situations for both sides; buyers and suppliers:

¹ Blythe (J): *Principles and practice of marketing*, (Sage Publication, London, 3rd edition, 2013), p.141.

Figure 1.3: Trade-offs in types of buying situations.



Source: Blythe (J): *Principles and practice of marketing*, (Sage Publication, London, 3rd edition, 2013), p.142.

According to the buying situation, it is primordial to business marketer to take specific actions in and out the company, as **table 1.2** shows:

Table 1.2: Buying situations and marketer actions.

Marketer actions	Buying situation		
	New-task	Modified rebuy	Straight rebuy
In-supplier	<ul style="list-style-type: none"> - Track search and communication behavior. - Secure purchase and specification information. - Tailor solutions to specific supply needs. 	<ul style="list-style-type: none"> - Develop customer insight. - Create communications messages to present value adding supply alternatives. - Deliver messages to match customer search behavior. 	<ul style="list-style-type: none"> - Examine total cost of ownership. - Target users, designers, engineers.
Out-supplier	<ul style="list-style-type: none"> - Anticipate, 	<ul style="list-style-type: none"> - Try to move to 	<ul style="list-style-type: none"> - Reinforce

	monitor changing needs. - Offer consultation in specifying supply need.	straight re-buy. - Reduce perceived benefits of supply switch.	relationship. - Regular communication. - Automated ordering
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Source: Brennan (R), Canning (L) & McDowell (R): *Business-to-Business Marketing*, (Sage Publications, London, 4th edition, 2017), p.42.

2.3 The decision-making unit:

The decision-making unit, or called by Webster and Wind “*the buying center*”¹, is a group of members of the customer company, their objectives is to choose suppliers, decide on the goods/services to purchase and the final decision of purchasing.

This unit contains the following categories²:

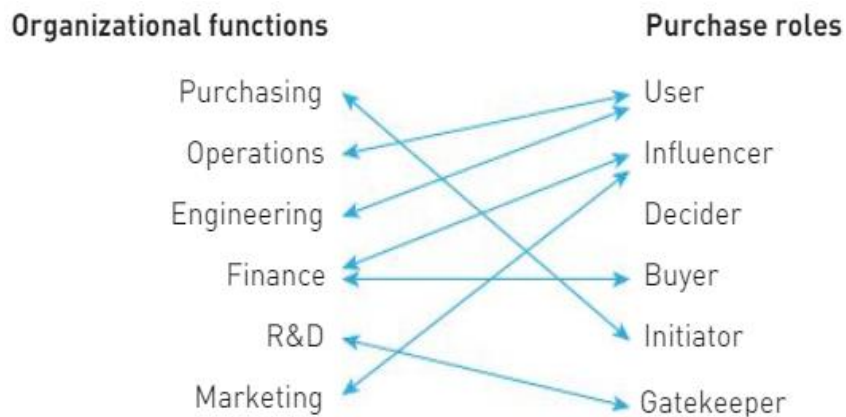
- **Initiators:** individuals which recognize the problem, and lunch the request to purchase.
- **Users:** these are the individuals that are going to use the purchased products, they might be engineers or technicians; also they can be the initiators.
- **Influencers:** they have the ear of deciders; they can be advisers of the company, or private consultants.
- **Gatekeepers:** individuals in charge of controlling the flow of information concerning suppliers, and prevent the salesperson to be in direct contact with deciders or users.
- **Deciders:** these are the people who make the final decision about suppliers and purchasing.
- **Buyers:** they are responsible of purchasing terms, and negotiation with suppliers.
- **Approvers:** they authorize the proposed actions of buyers or deciders.

The typical buying center has minimum five or six members from all departments as illustrated in **Figure 1.4**, a member can have multiple roles according to the buying situation.

¹ KOTLER (P) & KELLER (K): *Marketing Management*, (Pearson education, Inc., New Jersey, 2012, 14th edition) p.188.

² Blythe (J): *Principles and practice of marketing*, (Sage Publication, London, 3rd edition, 2013), p.123.

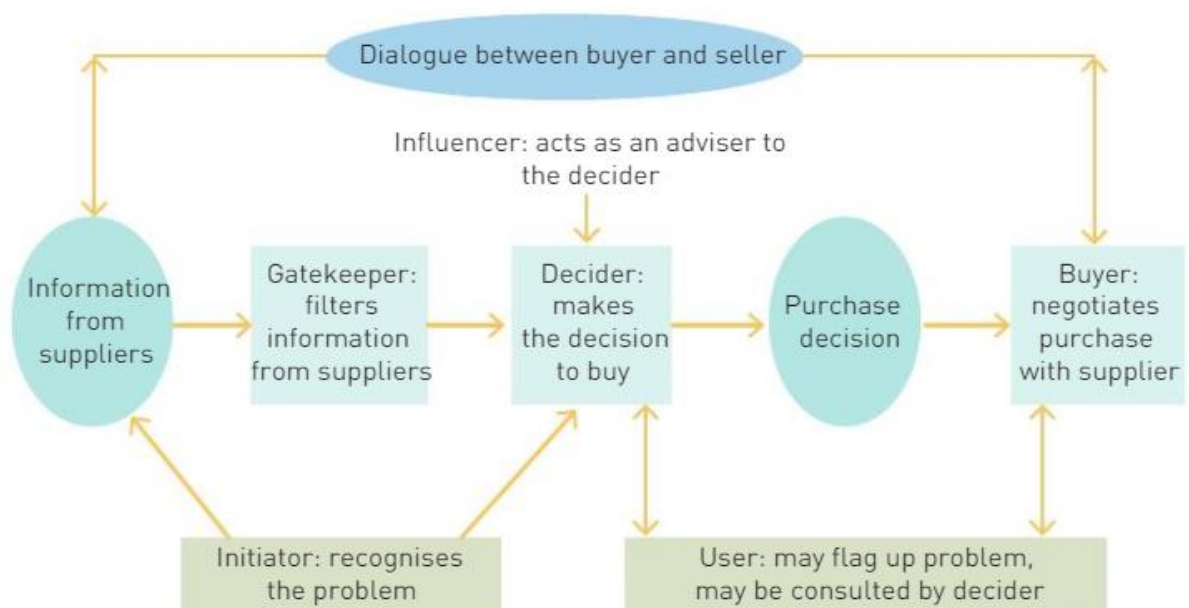
Figure 1.4: Decision-Making Unit (DMU).



Source: Brennan (R), Canning (L) & McDowell (R): *Business-to-Business Marketing*, (Sage Publications, London, 4th edition, 2017), p.44.

The relationship between the DMU and the supplier might be complex, especially when the buyer is in the new-task situation; the mission of the DMU is to optimize the purchasing decision with minimum risk. **Figure 1.5** demonstrates in detail this relationship:

Figure 1.5: Relationships in the DMU.



Source: Blythe (J): *Principles and practice of marketing*, (Sage Publication, London, 3rd edition, 2013), p.124.

2.4 Behavioral influencers of buying decision:

Buyers are individuals after all, they can be influenced by several factors, and these factors can be personal factors, organizational factors as well as environmental factors.¹

2.4.1. Personal factors: they could be the same as consumer factors; it depends on the personality and desire of the decider.

2.4.2. Organizational factors: they derive from the organization culture, the main categories of organizational factors are:

- Tasks: the task of buying affect the whole purchasing approach, buying basic raw materials differs from buying complex machinery.
- Structure: it is divided in to two categories. The formal structure which indicates the degree of centralization in the organization and the organization chart, however the informal one is the network of social obligations or friendship that influences daily behavior.
- Technology: a high-tech system of controlling stock purchasing or forecasting prices. The negotiations with suppliers can be done virtually.
- People: people involved in the organization shape its' general culture.

2.4.3. Environmental factors: Environmental factors on buying behavior are:

- Physical influences: most buyers' select to source supplies locally for the simple reason that they prefer to deal with suppliers from the same cultural background, even though suppliers beyond boundaries are more rational in cost and quality considerations.
- Technological influences: the level of technological development of suppliers affect the buyers' purchasing decision, otherwise this technological level should be compatible between buyers and their suppliers.
- Economic influences: they concern the level of demand and taxation regime of local country of the buyer.

¹ Blythe (J): *Principles and practice of marketing*, (Sage Publication, London, 3rd edition, 2013), p.125.

Chapter One: Business-to-Business Marketing.

- Political influences: the country's political instability affects the buying behavior of the buyer and threatens the buyers and suppliers business future, also the country's laws.
- Legal influences: specific technical standards are subject to laws that suppliers often take advantage of.
- Ethical influences: the buyer after all is a member of the organization, and he is expected to act for the benefit of the organization in an ethical way (do not accept bribes for example).
- Cultural influence: culture is a set of values, attitude, customary behavior, language, religion... when dealing with international suppliers the culture has its part in the way of doing the business.

Conclusion:

Business firms must take in consideration the characteristics of markets on which they operate, in order to maintain a competitive position; since the small number of customers, also they should be aware of the demand which is derived from the direct demand; based on this demand the business firms can define if they are going to diversify their goods/services or they are going to focus just on one specific ones. Also the factors of segmentations are very important to determine their orientation in terms of choosing marketing strategy.

Purchasing business goods/services is not a simple act but a series of decisions, reflections and implications called buying behavior; which can be affected by several factors. The main key for suppliers to affect those behaviors; is to know the major factor that can influence the purchasing-decision and focus on it using the proper actions.

Chapter two:
Business-to-Consumer Marketing.

Introduction:

The most important thing in markets is market share, for that purpose firms spare no efforts in understanding consumer needs and behaviors, and satisfying them with the ultimate products/services to gain their trust and stand against rivals.

This chapter gives an overall view of BtoC marketing, which permit to understand the major differences between BtoB marketing and BtoC marketing in terms of markets, segmentation and behaviors. It starts with the definition of consumer markets and the four levels of segmentation: Mass marketing, Segmented markets, Niche marketing and Micromarketing. Finally it goes much deeper by explaining the basic variables of segmented markets that are: Demographic, Geographic, Behavioral and Psychodemographic segmentations.

Section one: BtoC Markets.

1.1. Consumer markets:

“A consumer market is the very system that allows us to purchase products, goods, and services. These items can be used for personal use or shared with others. In a consumer market, you make your own decisions about how you will spend money and use the products you purchase. More people who go out and actively purchase products, the more active the consumer market¹”.

Comparing to business markets, consumer markets have a large number of buyers that themselves can be consumers. With the direct demand companies do their best to provide a large choice of products and services to satisfy consumers. In consumer markets, companies spend a lot of time and efforts trying to understand the behavior of consumers and its' influences to put in action their marketing strategy to gain market shares and loyalty of consumers.

1.2. Market segmentation:

“Segmentation is about separating the overall market into groups of customers with similar needs²”

Naturally, markets are heterogeneous in terms of needs and wants; the main purpose of segmentation is to divide the market into small homogeneous groups; which share the same characteristics and needs. These segments represent a guided map for marketers to provide the ultimate product/service that satisfies their shared needs. Another purpose of segmentation is that firms use segments to develop their market differentiation; each segment has its segmentation approach, there are four levels of segmentation³:

1.2.1. Mass marketing: firms adopting this segmentation approach, opt for ignoring specifications demanded by consumers, and focus on the common needs. This approach consists of producing in large quantities with lower costs, and promotes these products heavily.

¹ Retrieved from: <https://study.com/academy/lesson/what-is-consumer-market-definition-example.html>.

² Blythe (J): *Principles and practice of marketing*, (Sage Publication, London, 3rd edition, 2013), p.198.

³ Ibid., p 200.

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The advantages of opting for this approach are gaining an important market share; and offering cost economy in production, promotion and distribution since products are standardized and everyone purchase it. But with the intensity of competition and modern technologies firms are obliged to develop their strategy to segmented markets.

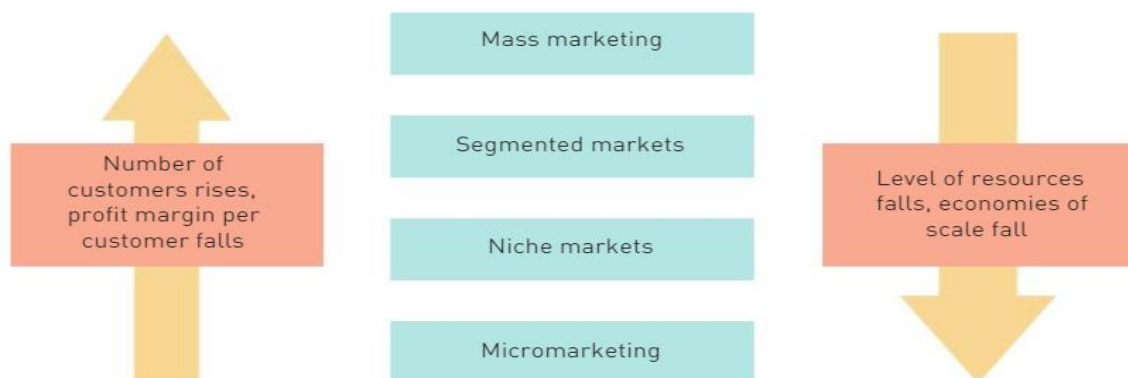
1.2.2. Segmented markets: segmented markets are small groups of individuals that share the same needs and wants. The purpose of a company that opts for this strategy is to satisfy consumers of that segment, and produce products according to what they demand.

1.2.3. Niche marketing: it consists of going much deeper in the segmented market, and selecting a subgroup of the segment to satisfy their needs. It is the appropriate strategy for small capital companies that don't want to face competition. The company is so close to the consumer and produces carefully products according to their needs.

1.2.4. Micromarketing: inside the niche market, company practice tailoring products/services to a specific customer's need. However the customer pays an important price for that product/service.

Each level has an impact in the number of customers, for example starting from mass marketing to micromarketing, customers' number decreases, and starting from micromarketing to mass marketing economy of scale rises. The next figure illustrates these characteristics.

Figure 2.1: Segmentation Trade-offs.



Source: Blythe (J): *Principles and practice of marketing*, (Sage Publication, London, 3rd edition, 2013), p.201.

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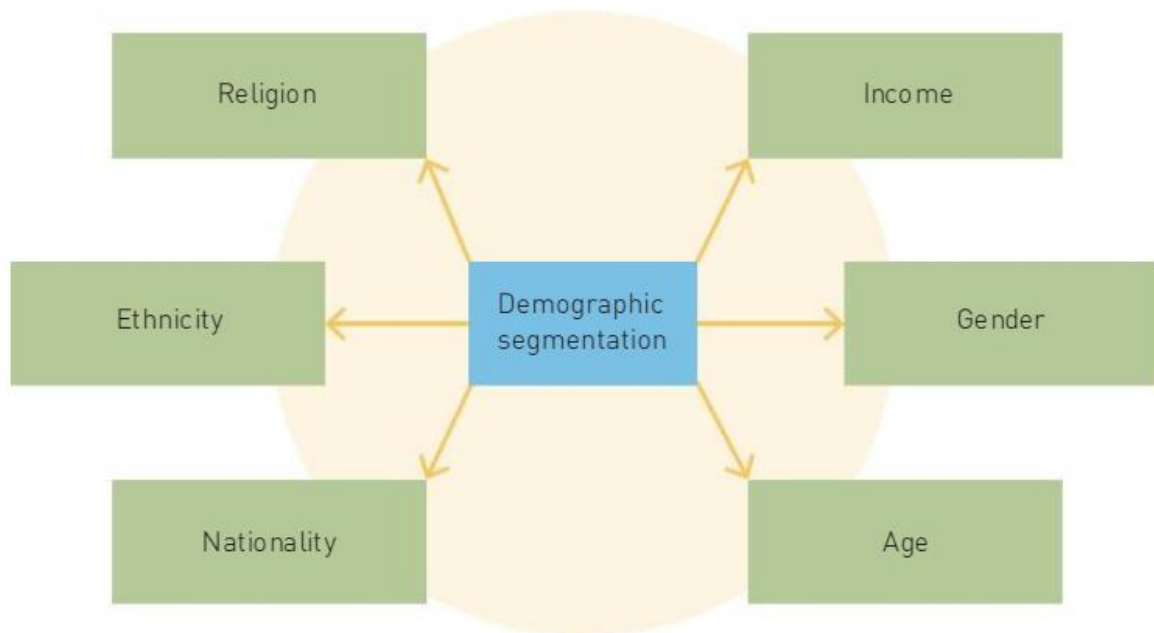
1.3. Segmenting the market:

Firms often use four variables to segment their markets: geographic segmentation, demographic segmentation, behavioral segmentation and psychographic segmentation¹:

1.3.1. Geographic segmentation: it consists of dividing markets according to geographic positions (cities, countries, nations, etc.). Individuals of geographic segments often share the same culture, climate, language, and religion.

1.3.2. Demographic segmentation: since demographic data is easily collected, firms often use demographic segmentation in dividing their markets.

Figure 2.2: Demographic Segmentation.



Source: Blythe (J): Principles and practice of marketing, (Sage Publication, London, 3rd edition, 2013), p.211.

- Age: as an individual grows up, his needs and wants change. Firms segment markets according to consumer's age, and it is the most common segmentation.

¹ KOTLER (P) & KELLER (K): *Marketing Management*, (Pearson education, Inc., Harlow, 2016, 15th edition), p.268.

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Gender: needs, wants, attitude and behaviors differ from males to females, gender segmentation is often used in clothing industries, cosmetics and self-care products.

- Income: income segmentation is widely used in financial and entertainment services, and automobiles.
- Religion, ethnicity and nationality: markets can be segmented by religion; since religion has instructions in diet and some other habits. Ethnicity is the combination of culture and race, which provide specific characteristics; finally customers can be segmented depending on their nationality.

1.3.3. Behavioral segmentation: “*In behavioral segmentation, marketers divide buyers into groups on the basis of their knowledge of, attitude toward, use of, or response to a product*”¹.

Consumers can purchase the same products but not for the same purpose; since their needs, wants and the benefit from purchasing this product differ from each other, even the usage, the occasion of usage and the attitude towards the product and the brand differ.

Decision process is important in the behavioral segmentation; in decision making it exist five principle roles: Initiator, Influencer, Decider, Buyer, and User, the consumer might be the user or even might be plying all these roles at once, it is challenging for marketers to identify what role the consumer might play to segment markets on the basis of his behavior.

1.3.4. Psychdemographic segmentation: this type of segmentation regroups psychological characteristics and demographic data to provide a better understanding of consumers. The psychological characteristics are lifestyle and personality traits.

¹ KOTLER (P) & KELLER (K): *Marketing Management*, (Pearson education, Inc., Harlow, 2016, 15th edition), p.281.

Section two: Consumer Behavior

2.1. Definition of consumer behavior:

For business-to-consumer firms, it is primordial to understand how the consumer behaves to purchase goods and services, in order to have a clear vision in putting the adequate marketing strategy.

The following definitions provide a global understanding of consumer behavior from different authors:

“Consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants.”¹

This definition is applicable for both BtoB marketing and BtoC marketing. Understanding the consumer behavior interests in studying how consumers purchase their goods and services from the identification of the need or the want until the use or disposition of goods and services. This leads to highlight the difference between a need and a want, the following table² provides a clear comparison between the two terms:

Table 2.1: Comparison between needs and wants.

Basis for comparison	Needs	Wants
-Meaning	Needs refers to an individual's basic requirement that must be fulfilled, in order to survive.	Wants are described as the goods and services, which an individual like to have, as a part of his caprices.
-Nature	Limited.	Unlimited.
-What is it?	Something you must have.	Something you wish to have.
-Represents	Necessity.	Desire.
-Survival	Essential.	Unessential.
-Change	May remain constant over	May change over time.

¹ KOTLER (P) & KELLER (K): *Marketing Management*, (Pearson education, Inc., Harlow, 2016, 15th edition), p.179.

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	time.	
-Non-fulfillment	May result in onset of disease or death.	May result in disappointment.

Source: Retrieved from: <https://keydifferences.com/difference-between-needs-and-wants.html>.

- **Needs:** are requirements that humans can't survive without. (Food, water, shelter...)
- **Wants:** desires that can differ from a person to another.

The second definition of consumer behavior is the set of eight questions' answers¹:

- Who is in the market and what is the extent of their power with regard to the organization?
- What do they buy?
- Why do they buy?
- Who is involved in the buying?
- How do they buy?
- When do they buy?
- Where do they buy?
- What are the customers' hot and cold spots? (hot spots are areas that have activities which attract more people, otherwise cold spots are areas that have less people)

During the last decades, marketers spent a lot of money, effort and time to provide the ultimate answers for these questions in order to set up marketing strategies such as advertising.

2.2. Influencers on consumer behavior:

As human being, our behaviors can be affected by several factors; these factors can be cultural factors, social factors or personal factors¹. It is important for marketers to identify which one of these factors influences the most the behavior of the targeted consumers;

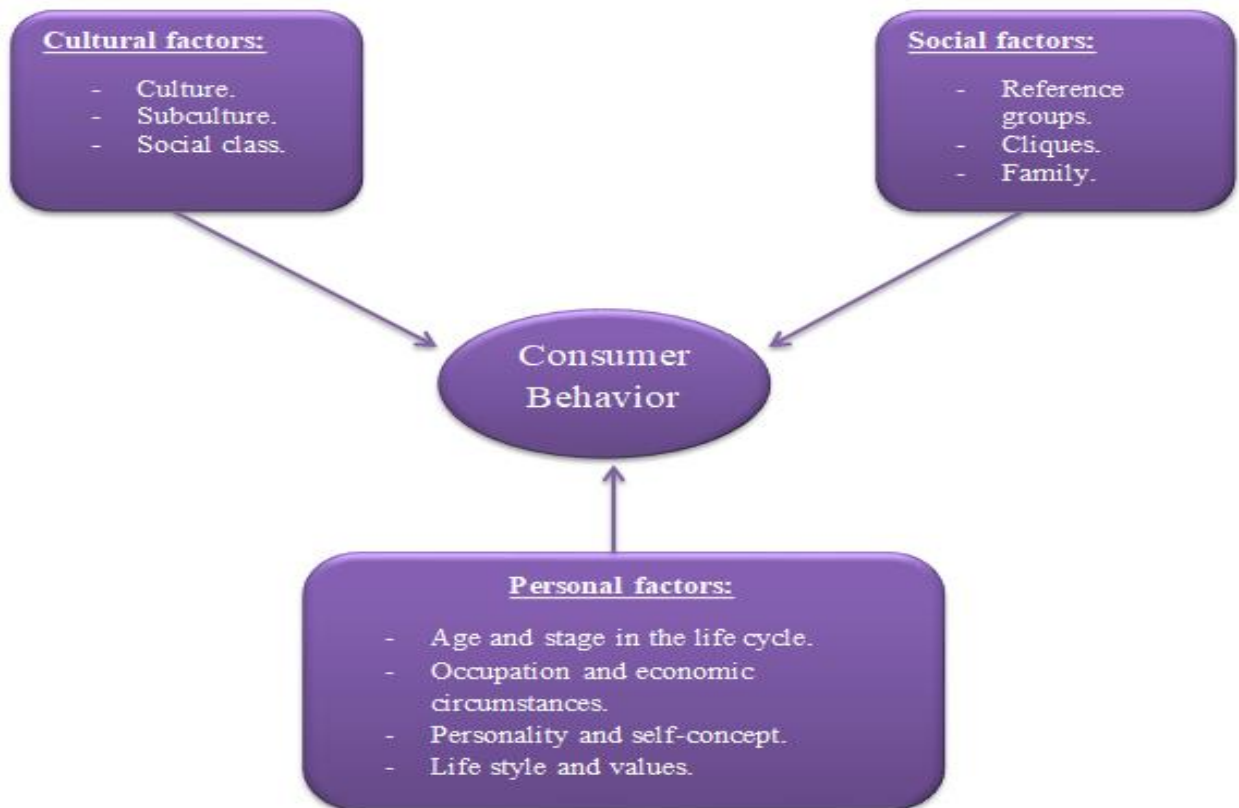
¹ WILSON (R) & GILLIGAN (C): *Strategic Marketing Management Planning, implementation and control*, (Elsevier Butterworth-Heinemann, Oxford, 3rd edition, 2005), p.170.

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in order to provide a clear understanding of their behaviors and planning marketing strategies based on it.

The following figure demonstrates those factors in details:

Figure 2.3: Factors of Influence on Consumer Behavior.



Source: Personal efforts.

2.2.1. Cultural factors: they are the most important factors that have an impact on consumer behaviors. Culture values differ from a country to another, the role of marketer facing this factor is to know deeply the cultural values of the targeted consumers, to create or develop a product/service that is convenient with these values. First, culture consists of small subcultures that identify consumers with more specifications such as religions, nationalities, etc. The larger the subculture groups get, more the companies provide specialized offers to satisfy them.

¹ KOTLER (P) & KELLER (K): *Marketing Management*, (Pearson education, Inc., Harlow, 2016, 15th edition), p.179.

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Second, society is subdivided into different classes called: social classes. Members of each class differ from a class to another in terms of preferences and desires, and classes are classified in ascending level as following: lower lowers, upper lowers, working class, middle class, upper middles, lower uppers, and upper uppers.

2.2.2. Social factors: these factors are grouped into:

- Reference groups: *“Reference groups are significant to the extent that consumers aspire to be like them, emulate them, listen to them, identify with them and buy what they buy”*¹. These groups that have direct influence are called membership group, when a member interacts with them informally they are called primary groups (friends, family, etc.), and when he interacts in a formal and professional way they are called secondary groups. The influence of reference groups generally takes three forms: changing the individuals’ behavior to a new one and a new lifestyle, a change in attitude and self-concept and applying pressure in the choice of products and brands to stay in conformity.

For the term self-concept, it was argued by Escalas and Bettman: *“consumers can use brands for the creation and representation of their self-images and for the presentation of these images to others with a view to achieve some identity goals”*.² So, if a particular brand is often used by members of the reference group, it will influence the individual self-concept and will use this brand.

- Cliques³: from the perspective of interpersonal communication, society consists of small groups interacting frequently called cliques. Members within these cliques are similar and share the same interests but often closed up against new trends and ideas. The main key to light up new ideas and trends within people and affect cliques without belonging to each other, is the liaison person or bridges, the liaison persons are people of a given clique but are related to a person of another clique. In this case, Malcolm Gladwell claims three factors that can work⁴:

¹ EVANS (M), JAMAL (A) and FOXALL (G): *Consumer behavior*, (John Wiley & sons, Chichester, 2009, 2nd edition), p.242.

² Ibid., p.246.

³ KOTLER (P) & KELLER (K): *Marketing Management*, (Pearson education, Inc., Harlow, 2016, 15th edition), p.181.

⁴ KOTLER (P) & KELLER (K): *Marketing Management*, (Pearson education, Inc., Harlow, 2016, 15th edition), p.182.

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The first one is “The law of the few”, three types of people can spread a new idea within society the Mavens (people who have knowledge of almost everything), Connector (people who can communicate with an important number of persons) and salesman. The second factor is “Stickiness”, it’s about spreading an idea between people to motivate them to react. The last factor is “The Power of Context”, it’s about controlling whether people that spread an idea are able to build groups and communities or not.

- Family: is the most influential organization in the primary reference group. Family can take a place in the buyer’s life into two type:

Family of orientation: it consists of parents and siblings, parents have a significant power of influence in terms of orientations (choice of universities, religion, etc.)

Family of procreation: it’s about the persons’ spouse and children, the purchasing is usually done by the wife or the husband, and the purchasing behavior differ in terms of individual decision making, also children have a powerful impact on the decision making.

- Roles and status: according to the persons’ position, the role and status are defined. The role is the activities and responsibilities expected to be done by the person, and each role implies the persons’ status. Purchased products/services reflect the persons’ role and status and communicate them.

2.2.3. Personal factor:

- Age and stage in the life cycle: taste, preference, and desires differ in one person according to his/her age. Also life stages that a person passes (single, married, parent...) might affect in the behavior.
- Occupation and economic circumstances: occupation has an impact on behavior patterns of individuals; some marketers took this opportunity and designed personalized products for their grouped target consumers according to their occupation. Also economic circumstances have a huge impact on the consumption and purchasing behaviors, they might be a great chance for marketer to redesign product in compatibility with these circumstances.
- Personality and self-concept: personality of the individual reflect and argument his/her choice of brands, since brands have a brand-personality, so the consumer chosers the ultimate brand that matches his/her personality.

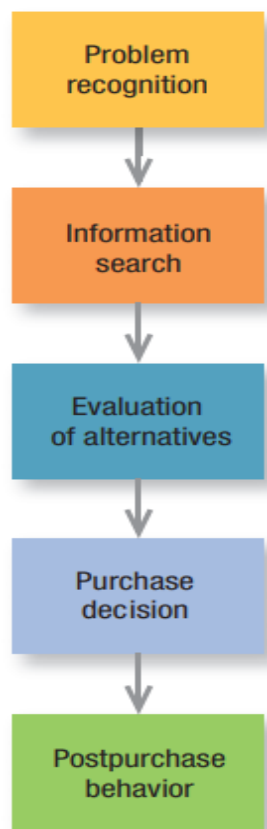
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- Lifestyle and values: lifestyle is the individuals' way for living life; it's the way he responds to environment. Lifestyle is shaped into two forms: consumers' money constrained that are satisfied by lower-cost products/services, and consumers' time constrained that are satisfied by products/services that helps in saving time through facilitating the use or the purchase or even consumption. Core values are the deep fuel of human beings, even deeper than behavior patterns and attitudes; it is a challenge for marketers to identify the core values of the targeted consumers.

2.3. Buying decision process:

The consumer typically passes through five stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior¹.

Figure 2.4: Stage Model of Buying Decision Process.



Source: KOTLER (P) & KELLER (K): Marketing Management, (Pearson education, Inc., Harlow, 2016, 15th edition), p.195.

¹ KOTLER (P) & KELLER (K): *Marketing Management*, (Pearson education, Inc., Harlow, 2016, 15th edition), p.195.

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- 2.3.1. Problem recognition:** the start of the buying process is the identification for a specific need or want by the consumer; it can be driven from internal stimuli (normal needs) or external stimuli (ads, friends...).
- 2.3.2. Information search:** after recognizing the problem, the consumer starts searching for information, and often search for limited ones. Two levels of search engagement are identified: the milder search or heightened attention¹, in which the individual becomes more receptive to information about a product. The next level called active information search, the consumer curiosity about the product; leads him to reading more about the product, visiting stores or even calling a friend.
Information sources can be: personal, commercial, public and experiential.
- 2.3.3. Evaluation of alternatives:** the consumer choses products based on a conscious thinking and rational basis that decrease risks and maximize benefits.
- 2.3.4. Purchase decision:** in the purchasing decision, the buyer is facing a set of decisions, starting by the brand choice, the product, the place, ending by the method of payment.
- 2.3.5. Post-purchase behavior:** after purchasing the product, there are three post-purchasing elements that marketers should focus on; the following table explains these elements:

¹ KOTLER (P) & KELLER (K): *Marketing Management*, (Pearson education, Inc., Harlow, 2016, 15th edition), p.196.

Table 2.2: Post-purchase behaviors.

Post-purchase behaviors		
Post-purchase satisfaction	Post-purchase actions	Post-purchase product use and disposal
- Satisfaction is the match between the consumers' expectations and the performance of product. If the products' performance matches expectations the consumer is satisfied, if it exceeds the consumer is delighted, other than that the consumer is unsatisfied and might talk unfavorably about the brand and its' product.	- Post purchase actions are about the re-buy of the consumer in case he is satisfied. In the opposite case the consumer might immediately stop purchasing the product or to abandon the brand; and might warn a friend.	- If the consumer is satisfied as soon as he consumes the product he will purchase it again. The use of the product can be regular or irregular, it depends on the consumer and type of product, the marketer should provide more information to push him to use or to repurchase the when it goes beyond its lifecycle.

Source: Personal efforts.

Conclusion:

Both BtoB and BtoC firms are seeking to have a good position in the market and stand against the hard competition. To gain consumers' or buyers' trust, companies must segment their markets in an efficient way, and study deeply consumers'/buyers' behavior and which factors have the most impact on them.

With all developing technologies consumers are getting more intelligent and more aware of what they are consuming and from whom they are buying and trusting. If companies gain the trust of their consumers, it guaranties their position in the market and they shouldn't stop at that point; they should be close to consumer's expectations and develop offers according to these expectations.

Chapter Three:
Case Study: NetBeOpen.

Introduction

After having a clear vision about Business to Business marketing; and Business to Consumer Marketing it is time to illustrate these concepts in a concret example which is NetBeOpen agency.

This chapter starts with the methodology used to answer the problematic, and then it represents NetBeOpen agency, its objective, motivations and vision. After that it illustrates all the categories of services provided by NetBeOpen.

Finally it presents the difference between BtoB marketing and BToC marketing using the example of NetBeOpen and Algérie Poste; since it is their client.

Section One: NetbeOpen agency

1.1. Research methodology:

In this research we are trying to answer the following problematic:

“What are the main differences between business to business marketing and business to consumer marketing? “

Starting with the presentation of the Agency, we opted for an analytical comparative methodology, starting with SWOT analysis, we used a comparison analysis between NetBeOpen as a business to business company and business to consumer company and we identified the main differences.

1.1.1. SWOT analysis:

SWOT analysis is a strong diagnosis of internal and external environment, used to assess the organization current position.

SWOT analysis is a 4.4 matrix composed of:

S: Strengths: are what the company is great at.

W: Weaknesses: are the company's gaps.

O: Opportunities: are chances that the company can take.

T: Threats: are what can harm the company from the external environment.

Figure 3.1: SWOT Model

Strengths What do you do well? What unique resources can you draw on? What do others see as your strengths?	Weaknesses What could you improve? Where do you have fewer resources than others? What are others likely to see as weaknesses?
Opportunities What opportunities are open to you? What trends could you take advantage of? How can you turn your strengths into opportunities?	Threats What threats could harm you? What is your competition doing? What threats do your weaknesses expose to you?

Source:https://www.mindtools.com/media/Diagrams/SWOT_Analysis_New_Figure_1.jpg

1.2. Presentation of NetBeOpen agency:

NetBeOpen is a web marketing agency founded in 2010, with approximately 15 employees directed by Mr.HADJ SAHRAOUI Mohamed, operating in technology and information service sector. It is specialized in communication and marketing services.

Figure 3.2: Logo of the Agency.



Source: <http://netbeopen.com/>

1.3. Motivations, Objective and vision of NetBeOpen:

Satisfied clients and a good reputation are what motivate the agency staff; summarized in three words: Creativity, Serious and Passion.

Proposing a communication strategy according to the client situation is the main objective of NetBeOpen.

Their vision is to provide guidance to clients in the process of digitalization using their e-Marketing competences and experiences.

1.4. Services of NetBeOpen agency:

NetBeOpen provides services in three main categories¹; the following table explains in detail all their services:

Table 3.1: Services offered by NetBeOpen.

		Service		
Service Category	Marketing	Marketing Advice	Branding	Community Management
		- Elaboration of marketing strategy according to clients' objectives and budget.	- Creation of visual brand identity.	- Management of the brands' presence on social media.
- Analysis of objectives.	- Conception of: Logo, Flyers, Catalogues, Banners, Visit cards.	- Brand digital mediatization.		
- Web response audit.	- Creation of communication supports: Mugs, T-shirts, Etc.	- Adapted web-marketing strategy.		
- Definition of digital action plan.		-Creation of content.		
-Recommendations on suitable media.		- Federation and optimization of e-reputation.		
- Optimization of online presence using SEO.		- Engaging publications and moderation of comments.		
		- Creation and management of advertising		

¹ <http://netbeopen.com/>

Chapter Three: Case study: NetBeOpen

				campaigns and brand promotion.	
	Web	Web Design	Web hosting	Mobile development	Business applications
		<ul style="list-style-type: none"> - Modern design. - Creation of websites. 	<ul style="list-style-type: none"> - Domain name registrations. - Domain name renewal. - Domain name transfer. 	<ul style="list-style-type: none"> - Creation and development of mobile applications on IOS and Android. 	<ul style="list-style-type: none"> - applications that provide: -Invoicing -Traceability -Commercial management. -CRM. -Schedule management. -Inventory management.
	Solutions	Solutions of strategic intelligence	ERP	Sales force management	Fortinet
		<ul style="list-style-type: none"> -IT intelligence. -Sectorial watch. -Competitive intelligence. 	<ul style="list-style-type: none"> - Odoo application: sales management, purchasing management, etc. 	<ul style="list-style-type: none"> - GestForce: Mobile and web application for managing sales force for the medical and paramedical sector. 	<ul style="list-style-type: none"> Protection of data and digital environment.

Source: Personal efforts.

Section Two: Analysis of NetBeOpen environment.

2.1. Environment Analysis

2.1.1. SWOT analysis:

- **Internal diagnosis:** this diagnosis aims to evaluate resources, Strengths and Weaknesses of NetBeOpen internal environment:
 - Technological resources: NetBeOpen possesses high technology servers (HP Proliant Gen9 server, Intel Xeon Processor), that physically exists in Algeria not a virtual one. It Guaranties 99.99% availability and an Algerian IP for hosted web sites.
 - Human resources: a small group of staff, but very qualified, competent and passionate.

Table 3.2: Strengths and Weaknesses of NetBeOpen.

Strengths	Weaknesses
<ul style="list-style-type: none"> - 10 years of service providing experience, this allows them to have a clear understanding of the market, and to have a competitive advantage against rivals. - Being hosted by NATP and having their support, provide a strategic location for agency, and permits it to be more known, especially when the incubator is having an event or a symposium. - Being in the capital is a geographical attractor for business companies. - Being a certified distributor of Fortinet in a national level permits it to have a good position among competitors. - Strong customer relationship (Algérie Poste). 	<ul style="list-style-type: none"> - Strong logistical dependence on NATP. - Due to the small number of employees, the agency is often obliged to recruit; and it requires time and effort for training the new staff.

Chapter Three: Case study: NetBeOpen

<ul style="list-style-type: none"> - Strong visibility on social media. - Diversified range of marketing and communication services. 	
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Source: Personal efforts.

- **External diagnosis:** permits to evaluate NetBeOpens' external environment in terms of Opportunities and Threats.

Table 3.3: Opportunities and threats of NetBeOpen.

Opportunities	Threats
<ul style="list-style-type: none"> - Growing digital communication. - The potential of internationalization through the sign with Fortinet. - Digitalization of almost all economic sectors in Algeria. - The impact of internet on consumer behavior requires companies to elaborate strong social media strategies. - Diversifying offerings to event communication, especially organizing NATPs' events. 	<ul style="list-style-type: none"> - Any deficiency in the economic activity of the country results a deficiency in services sector since it is strongly dependent. - Strong competition in the marketing and communication field. - Any crisis hits the NATP can affect negatively NetBeOpen agency. - Offerings based only on digital services

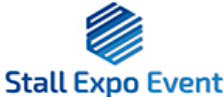
Source: Personal efforts.

2.2. Comparative analysis between NetBeOpen and Algérie Poste:






2.2.1. NetBeOpens' clients: The agency has a diversified range of clients from all industries (Telecommunication services, Industrial sector and even public institutions)

The following table illustrates some of the agency's clients and their purchased services.

Table 3.4: Clients and purchased services of NetBeOpen.

Client	Description	Purchased services/products.
SEE 	A company specialized in the organization and management of economic manifestations in country and beyond borders.	Social media management and design of graphical chart.

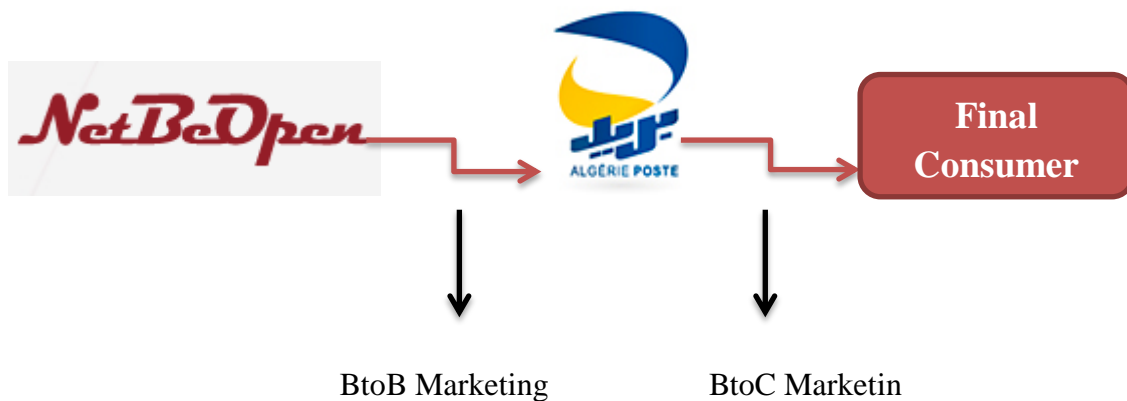
Chapter Three: Case study: NetBeOpen

<p>Saphir Relax</p> 	<p>Beauty and massage center.</p>	<p>Social media management.</p>
<p>Algérie Poste</p> 	<p>Public institution specialized in electronic, postal and financial services.</p>	<p>Social media management and application design.</p>
<p>Nedjma laboratoire médical</p> 	<p>Medical laboratory.</p>	<p>Flyers, Business Cards and Logo.</p>
<p>Kalos Beauty and youth</p> 	<p>Laboratory of importation and distribution of pharmaceutical products.</p>	<p>Banner, Brochure, Business Cards and Packaging.</p>
<p>Veille Entreprise</p> 	<p>Provides IT intelligence, Sectorial watch and Competitive intelligence.</p>	<p>Web site design.</p>

Source: Personal Efforts using the Agency's Website

2.2.2. Difference between NetBeOpen agency and Algérie poste:

Figure 3.3: Relationship between NetBeOpen, Algérie Poste and the final Consumer.



Source: Personal effort.

The following table demonstrates the major differences between NetBeOpen as a Business to Business company and Algérie Poste as a Business to Consumer company.

Table 3.5: Differences between NetBeOpen (BtoB) and Algérie Poste (BtoC)

	NetBeOpen	Algérie Poste
Customers/Consumers	Business companies	Individuals
Segments	<ul style="list-style-type: none"> - Service sector: Financial, beauty, telecommunication and consulting. - Industrial sector: infrastructure companies (Geao Ap), Construction companies (GroupoPuma Algérie) 	Workers, Students, Retirees, etc.
offered services	Marketing and communication services.	Electronic, postal and financial services.
Buying situation	<ul style="list-style-type: none"> -Straight rebuy (contract of 1, 3 or 5years). -Modified rebuy (change in contract closes or updating the service) -New-task. (New client) 	- In case of an electronic, postal or financial service need.

Source: Personal efforts.

Conclusion

It is obvious that business to business companies have different clients from business to consumer companies, and now it is clear that they have different segment characteristics, for example consumers can be segments according to their needs, but business customers can be grouped according to the sector that they operate in.

NetBeOpen's demand depends on its client's consumers demand, taking the example of Algérie Poste is its consumers didn't evolve in terms of using technology and mobile applications, Algérie Poste would never purchase a phone application from NetBeOpen.

It is interesting for BtoB companies to try to forecast the future development of consumer behaviors in order to develop high standard BtoB services/products for BtoC companies to satisfy developed consumer needs and wants

General conclusion:

This thesis was elaborated to establish a clear comparison track between BtoB and BtoC marketing, and project it on a real case study.

This study was an attempt to answer a problematic formulated as following:

“What are the main differences between Business-to-Business marketing and Business- to-Consumer marketing?”

From the two first chapters we identified three major differences:

1. Segmentation differences: BtoB companies segment their markets based on Firmographics, Operating variables, Purchasing approach, Situational factors and Personal characteristics of buyers. On the other hand BtoC companies segment their markets based on: Behaviors, demographic and geographic characteristics and psychographic characteristics. The only common variable is personal characteristics after all buyers and consumers both are human beings.
2. Behavioral influencers: the buying behavior influencers are: Personal factors, Organizational factors and Environmental factors, but consumer behavioral influencers are: Social factors, cultural factors and personnel factors.
3. Decision process is slightly similar, only business buyers have the negotiation power with the supplier.

The third and last chapter projects the theoretical finding of chapter one and two, on a real case study, which is a marketing and communication agency that represents the BtoB company, and it illustrates the differences in this case with Algérie Poste that represents BtoC company.

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Abstract:

This thesis aims to provide a clear understanding of the existing differences between Business-to-Business marketing and Business-to-Consumer marketing.

The major differences found among the theoretical study were in segmentation criteria, decision processes, behaviors and behavioral influencers. The case study brought in this thesis was a projection of the theoretical findings.

Key words: Business-to-Business, Business-to-Consumer, Buying behavior, Consumer behavior.

Résumé:

Cette thèse vise à fournir une compréhension claire des différences existantes entre le Business-to-Business marketing et Business-to-Consumer marketing. .

Les principales différences relevées dans l'étude théorique concernent les critères de segmentation, les processus de décision, les comportements et les facteurs d'influence comportementaux. L'étude de cas présentée dans cette thèse était une projection des résultats théoriques.

Mots clés: Business-to-Business, Business-to-Consumer, Comportement d'achat, Comportement du consommateur.