



A Study on B2B and B2C Marketing Communication Processes

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Abstract

For a long time, marketing communication has been known as an important activity provided by organizations in order to inform, attract, and persuade consumers. However, recent shift of orientation from transactional to relational approach has also changed communicational objectives from 'inform, persuade and remind' to 'inform, listen and respond'. Only the measures and ways of information flows, also the specifics of information are getting different. Marketing communication is used to provide selected information to customers. Achieving to provide consumers with purposeful information, marketing communication strategies or integrated marketing communication (IMC)(Porcu et al., 2019) are implemented, integrated marketing communications has become one the most influential marketing management frameworks over the last two decades: 'it is now the overarching theme of every marketing communications text, it is the title for chapters in marketing management texts, and it is the often repeated theme of professional books and articles presented at practitioner and academic conferences. In B2B sector, companies are more focusing on the logic of the product and its features. It shows that marketing communication strategies in B2B and B2C sectors have to be based on different presumptions. However, customer orientation is common for both processes. The problem

solved in this paper is Accordingly the object of the research is the differences in marketing communication process in business-to-consumer and business-to-business markets and the aim is to determine the differences of marketing communication processes in business-to-consumer and business-to-business markets and this research a secondary data was used. Data collection was based on a content analysis. The results of the research showed that there are differences between marketing communication process in business-to-consumer and business-to-business markets. The main differences are: communication channels, target audience, communication objectives, communication strategies, communication mix. Therefore, the study found that marketing communication process in business-to-consumer and business-to-business markets should be based on different presumptions.

Keywords: Communication, Business, Strategy, Presumptions

INTRODUCTION

Marketing communication is a way how to provide selected information to customers, ideally with the fastest and in the most efficient form, a set of devices and procedures for exchanging information about the company and its offer, which should contribute to achievement of the basic objectives of the organization(Marketo.com, 2020).

Therefore, it can be argued that marketing communication is an essential tool used in every company's strategy in order to be successful in terms of reaching consumers. Adequate communication is necessary to ensure an optimal background for an effective marketing performance(Othen, 2022).

Analysing marketing communication strategies emphasize that understanding of the evaluation of marketing communication strategies by customers will finally result in their purchasing behaviour. Marketing communication as a core of promotional strategy encompassing six elements of promotional mix: advertising, public relations, sales promotions, personal selling, digital/ internet marketing, and direct marketing (Simplilearn, 2021).

Moreover, to achieve synergy all the elements have to be used according to some system, as 'the whole is greater than the sum of its parts'. In such a way, the value provided to the customer is clearly superior and at a minimal cost(Sirviö, 2022).

Process of cross-functional planning and alignment of organizational, analytical and communication processes that allows for the possibility of continuous dialogue by conveying consistent and transparent messages via all media in order to foster long-term profitable relationships that create value (Altschuler,2022).

REVIEW OF LITERATURE

The most primitive and also the most essential question companies have to answer while choosing their target market is whether they will communicate to final consumers or to other businesses; consequently, two major types of markets emerge.Business to business

(B2B) applies to companies marketing their goods or services exclusively to other businesses while business to consumer (B2C) applies to businesses marketing their goods or services to consumers. For example, if a company sells sunglasses its market is the country's (or even larger) population; however, if it runs a yoga studio, most probably a target market will be limited within driving distance of the studio location. On the other hand, business-to-business (B2B) sector refers to companies primarily selling products and services to businesses, rather than directly to consumers as in case of B2C (Bararia, 2018).

Moreover, sales in B2B sector typically have higher order values, longer sales cycles and are often more complex than B2C sales. Market size is also an important factor while elaborating a communication strategy in a B2B sector. As it was discussed, B2C sales potential is normally limited by population or geographical area or combination of both, but in case with B2B sales strategy, market size could be limited to number of specialized producers in the area(Lake, 2022).

Business to business (B2B) marketing is the process of marketing products or services to other businesses or organizations. Business to consumer (B2C) marketing is the process of marketing products or services to individual consumers(Srinivasan, 2022).

The main difference between the two is that B2B marketing is focused on building relationships and providing value to other businesses, while B2C marketing is focused on selling products and services to individual consumers (Steven J. Wilson, 2022).

There are a few key differences between B2B and B2C marketing:

The type of product or service: B2B products and services are usually more complex than B2C products and services. This is because B2B products and services are often used by businesses to help them run their operations, while B2C products and services are usually purchased by consumers for personal use (Drake, 2022).

The buying process: The buying process for B2B products and services is usually more complex than the buying process for B2C products and services. This is because businesses usually have to go through a decision-making process before they can purchase B2B products and services, while individual consumers can usually make buying decisions quickly (Chaffey, 2022).

The type of customer: B2B customers are usually businesses, while B2C customers are individual consumers. This means that B2B marketers need to understand the needs of businesses and how their products or services can help businesses meet their needs. B2C marketers need to understand the needs of individual consumers and how to market their products or services to them (Setal, 2018).

The marketing mix: The marketing mix for B2B marketing is usually different from the marketing mix for B2C marketing. This is because the needs of businesses and individual

consumers are different, and so the marketing mix needs to be tailored to meet these different needs(Mai, 2022).

The goals of marketing: The goals of B2B marketing are usually different from the goals of B2C marketing. This is because businesses usually have different goals than individual consumers. For example, a business might want to increase its sales, while an individual consumer might want to save money (Wenger & Mladenov, 2022).

NEED FOR STUDY

Many companies do not give much importance towards communication while marketing their product. Here we will find out how B2B and B2C communicate and target the market to market their product and processes involve in it. Another important aspect affecting differences of marketing communication in B2C and B2B sectors is a decision maker. Looking form consumer perspective, in B2C there is always a particular person who is making a decision to purchase an item. Considering B2B sales, in most cases will be more than one person to decide.

OBJECTIVES OF THE STUDY

- To Communication message to be used
- To communication mix solutions can be used while marketing
- To result measurement, management and coordination

RESEARCH METHEDODOLOGY

Secondary data was collected and an exploratory study using a survey method was conducted to understand B2C and B2B marketing communication. The research study was targeted to various businesses and feedback was also taken from Consumers perspective in B2C business.

ANALYSIS AND INTERPRETATION

Criterion	Business-to-Consumer	Business-to-Business
Target	End User	Enterprise
Market size	Large	Smaller
Sales volume	Low	High
Decision making	Individually	By committee
Risk	Low	High
Purchasing process	Short	Longer
Payment	Often instant	Instant payment may not be required
Transaction	Can be in cash, by card	Requires more complex system
Consumer decision	Emotional	Rational
Demand	Based on wish	Based on need
Usage of mass media	Essential	Avoidable

(Bansal, 2022)

The differences between B2C and B2B markets are evident; therefore, companies have to plan and implement their marketing communications in justice to those differences in order to reach the optimal results. In a case of B2C marketing, a company's primary purpose is sale, i.e., buyer's decision to spend money for goods or services at the particular location for particular set of things. Looking from marketer's point of view it may seem that marketing communication strategies in B2B and B2C sectors have to be based on different presumptions like complexity, pricing, promotions, decision making and others; however, there are several aspects where both, B2B and B2C, communication strategies have many in common. The most important factor which is common for both processes is customer orientation. The goal of marketing communication strategy is to reach a concrete audience providing a clear and unitary message. In B2B sector, companies are focusing on the logic of the product and its features. Customers are also investigating competitors and alternative solutions therefore, consultative approach should prevail in B2B marketing communication against aggressive deal closing approach. Predominant attribute of marketing message is very different when discussing B2B and B2C marketing approach. B2B marketing message is an informative one: it calls a consumer (or customer) to find out something; this means that a message has content inside. Aim of the content is to educate rather than sell. In some cases, B2B sale may happen in a year or more after presented message, whether it was an e-mail newsletter, a conference or a presentation, in B2B companies should elaborate creative and more interesting advertising messages in order to maintain stronger relationship and catch managers' attention.

The emotional factor is very important while making a decision to buy in a sales process in B2C sector and companies spend significant resources to recognize proper emotions in order to close the deal. On the other hand, in B2B sector there are planned activities involved into a sales process: a purchaser has to follow the budget frames and time limitations. In B2B sale is little to no personal emotion involved in the purchasing decision. Therefore, operating as consumers, business companies may want to know more on the terms of trade, the reliability of delivery.

The B2C marketing communications strategies are focused on the building brand awareness or brand identity. In B2C sector brands are the core of the company's business model.

On the contrary, in B2B sector, brand awareness is not an important factor in the purchasing decision and companies focus on business trade and values rather than the brand identity. The differences between B2C and B2B markets are evident; therefore, companies have to plan and implement their marketing communications in justice to those differences in order to reach the optimal results. In a case of B2C marketing, a company's primary purpose is sale, i.e., buyer's decision to spend money for goods or services at the particular location for particular set of things. Looking from marketer's point of view it may seem that marketing communication strategies in B2B and B2C sectors have to be based on different presumptions like complexity, pricing, promotions, decision making and others; however, there are several aspects where both, B2B and B2C, communication strategies have many in common. The most important factor which is common for both processes is customer orientation. The goal of marketing communication strategy is to reach a concrete audience providing a clear.

CONCLUSION

The aim of this study was to determine the differences of marketing communication processes in business-to-consumer and business-to-business markets. The theoretical analysis enabled to reveal the topicality of the problem. After the scientific research it can be concluded that the pursued differences are evident in every stage of marketing communication process. Moreover, knowing the principle differences of marketing communication processes typical to B2C and B2B markets enables companies to plan their marketing communication strategies more adjusted; therefore, the manuscript can be applied as a guide for marketers working in the field. On the other hand, the manuscript provides basic guidelines for the demarcation of B2C and B2B markets in terms of marketing communication processes. Therefore, it can serve as a guide for scholars providing their research in the area. At the last step of marketing communication process, the result measurement necessary for management and coordination is performed. In both markets, this stage enables to avoid future mistakes and provides directions for improvement. However, being inevitable latter stage is also most difficult to be implemented. Scholars agree that even the dimensions to be assessed are known, the complexity of marketing communication process doesn't often lead to proper results.

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